

Title of the Contest

Design a Logo for Pradhan Mantri Adarsh Gram Yojana (PMAGY)

Brief description of the Task

Scheduled Castes (SCs), who constitute 16.6% of our population as per 2011 Census, have historically suffered social, educational disabilities and economic deprivation. Special provisions have been made in the Constitution for advancement of their interests. These provisions range from:

- a. measures to remove any kind of social disabilities imposed on them to ensure equality of opportunity in every sphere,
- b. measures of positive discrimination to bring them on par with rest of the population.

2. The Government has taken a number of initiatives for development of SCs, which have yielded positive outcomes, and have also resulted in narrowing the gap between the Scheduled Castes and the rest of the population. However, the focus of most welfare Schemes of SCs has been mainly centred on individual beneficiaries rather than on the integrated development of SC pockets.

3 To enable an area based development approach **a new scheme namely Pradhan Mantri Adarsh Gram Yojana (PMAGY), was launched on Pilot basis during 2009-10.** The Scheme aims at integrated development of villages in which the population of Scheduled Castes is above 50%. A total of 1000 villages from Tamil Nadu (225), Rajasthan (225), Bihar (225), Himachal Pradesh (225) and Assam (100) were selected for the Pilot phase of the Scheme. So far total 617 villages has been declared as 'Adarsh Gram'. During 2014-15, PMAGY was further extended (Phase-I) to cover another 1500 villages across 11 States namely

Andhra Pradesh (7), Assam (75), Chhattisgarh (175), Jharkhand (100), Haryana (12), Karnataka (201), Madhya Pradesh (327), Odisha (175), Punjab (162), Telangana (6) and Uttar Pradesh (260).

4. In light of the benefits accruing to the residents of the villages through successful implementation of the Scheme, it was decided to expand the scheme as Phase-II to take up more villages. All those districts have been considered which have villages having total population ≥ 500 and with more than 50% persons belonging to the Scheduled Castes. Up to 10 such villages in descending order of SC population has been selected from each such district for implementation of the Scheme. Thus 4484 villages has now been taken up for coverage under the Scheme.

5. Under the revised Scheme identification of needs or Gaps with regard to the 50 Monitorable Indicators covering 10 major domains will be based on a Need Assessment exercise. Village Development Plan (VDP) will be based on the data collected as part of the Need Assessment exercise. The Scheme relies heavily on convergence with other initiatives of the Central and State Governments for ensuring that the minimum infrastructure and critical services are made available to all the persons in the village, especially those belonging to the Scheduled Castes.

6. The Scheme further aims to saturate 50 numbers of identified socio-economic indicators, known as Monitorable Indicators, so that the disparity between SC and non-SC population is eliminated and the level of indicators is raised to at least that of the National average. These Monitorable Indicators are distributed in ten domains which are listed below:

1. Drinking water and Sanitation
2. Education
3. Health and Nutrition

4. Social Security
5. Rural Roads and Housing
6. Electricity and Clean Fuel
7. Agricultural Practices etc.
8. Financial Inclusion
9. Digitization
10. Livelihood and Skill Development

Design a Logo contest for Pradhan Mantri Adarsh Gram Yojana (PMAGY)

Terms and Conditions for submission of entries

1. The last date for accepting entries is 01-03-2019 at 05:00 PM.
2. Each entry should be accompanied by a brief written explanation of the Logo and how best it encapsulates its essence.
3. All entries must be submitted through creative corner section of www.mygov.in. Entries submitted through any other medium / mode would not be considered for evaluation.
4. An entry could be by an Indian citizen or a team project.
5. Each participant / team can submit ONLY one entry. The submission of entry is free.
6. The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party. The logo should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
7. In case of any copy right issues, the participant/applicant will be responsible to settle any legal proceedings arising out of it at his/her end. The Department of Social Justice and Empowerment will not be responsible for this issue.
8. Plagiarism of any nature is not allowed. Anyone found infringing on others' copyright would be disqualified from the contest.
9. All entries are governed by the provisions of Emblems and Names (Prevention of improper use) Act, 1950 and any violation of the said Act will result in disqualification.
10. The participant should make sure that his/her MyGov profile is accurate and updated for further communication. This includes details such as name,

latest photo, country declaration, complete postal address, email ID and phone number. Entries with incomplete profiles would not be considered.

11. The onus will be on the participant/applicant to prove that he/she is the only authorized representative to send the entry for the Award Scheme. In case of the selection of the Logo for an award, it will be given to the participant/applicant only. Department of Social Justice and Empowerment will, in no way, be responsible for any dispute, legal or otherwise, arising out of it.
12. The responsibility to comply with the Submission of entries, Competition Technical Criteria and Selection Process fully lies with the participant(s) and Department of Social Justice and Empowerment shall not be answerable to any dispute raised by a third party.
13. Department of Social Justice and Empowerment or MyGov takes no responsibility for corrupted or late entries.
14. The winner will be declared through email or by way of announcing his / her name on the MyGov blog page. The result of the competition will also be uploaded on the website of the Department of Social Justice and Empowerment, i.e., <http://socialjustice.nic.in>
15. The winning Logo would be the intellectual property of the Department of Social Justice and Empowerment and the winner shall not exercise any right over it. The Department of Social Justice and Empowerment will have unfettered right to modify the prize winning logo / entry or add/delete any info/design feature in any form to it. The winner will not exercise any right over his/her Logo and shall not use it in any way.
16. The winning Logo is meant to be used by The Department of Social Justice and Empowerment for promotional and display purposes, Information, Education and Communication materials and also for any other use as may be deemed appropriate.
17. The Logo should be usable on the website / mobile app / social media such as Twitter/ Facebook / Instagram and on Magazines, Commercial Hoardings

/Standees, Brochures, Leaflets and Pamphlets, Souvenirs and other Publicity and Marketing materials.

18. There will be no notification to participants of rejected entries
19. Department of Social Justice and Empowerment reserves the right to cancel or amend all or any part of this Contest and/ or Terms and Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms and Conditions/ Technical Parameters/ Evaluation Criteria, or the cancellation of the Contest, will be updated/ posted on the MyGov platform. It would be the responsibility of the participant to keep himself/herself informed of any changes in the Terms and Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.

Design a Logo contest for Pradhan Mantri Adarsh Gram Yojana (PMAGY)

Technical Criteria

1. Logo should be submitted in JPEG, PNG or PDF format only.
2. Logo should be designed in colour. The designed logo shall be provided in both CYMK and RGB formats. The size of the logo may vary from 5cm*5cm to 60cm*60cm in either portrait or landscape.
3. The Logo should be usable on the website / social media such as Twitter / Facebook and on printed materials such as black and white press releases, stationery and signage, labels etc.
4. The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in open file format (EPS/CDR/PSD). Participants should ensure that original designs are submitted
5. All fonts should be converted to outlines.
6. File should be high resolution – at least 300 pixels per inch at 100% size.
7. File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%
8. Entries should not be submitted in compressed or self-extracting formats.

Design a Logo contest for Pradhan Mantri Adarsh Gram Yojana (PMAGY)

Selection Process

1. All entries received by the stipulated date and found in order, shall be evaluated by a Selection Committee, constituted for the purpose. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.
2. Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate the theme of Pradhan Mantri Adarsh gram Yojana (PMAGY).
3. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants or on any decision of the Selection Committee.
4. There will be only one winner of competition.
5. Winner shall be required to provide the original open source file of the designed logo.
6. The Designer of the finally selected Logo will get a prize of **Rs 25,000/- (Rupees Twenty Five Thousand)** only and would be required to give copyright of the design to Department of Social Justice and Empowerment.
7. The prize money will be payable after deduction of TDS.
8. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State only. Expenses incurred for this purpose will be borne by the parties themselves.
9. Department of Social Justice and Empowerment if it so decides, reserves the right not to proceed with the competition at any stage.
