



Ministry of Women & Child Development
Government of India
announces



एक नए समाज की ओर
Towards a new dawn

Logo Design Competition for “Beti Bachao - Beti Padhao” Campaign

The Logo should celebrate the girl child and highlight the importance of education in empowering her.

Technical parameters are available at www.wcd.nic.in

Entries may be emailed to betibachaobetipadhao@gmail.com

The winning entry will receive a cash award of Rs. 50, 000 and national recognition.

**Entries must be
received by 5.00 PM
on 3rd August, 2014**



betibachaobetipadhao



Govt. of India
Ministry of Women and Child Development
Logo Design Competition for *Beti Bachao Beti Padhao* Campaign

Background: The current Census (2011) data has revealed a declining trend in Child Sex Ratio (CSR) between 0-6 years with an all time low of 919. India has recorded considerable economic growth in the last decades. However, this could not be translated into improved gender indicators especially related to Sex Ratio and CSR. The issue of declining CSR is a major indicator of women disempowerment as it begins before birth, manifests in gender biased sex selection & elimination and continues in various forms of discrimination towards girl child after birth in fulfilling her health, nutrition and educational needs. The practice of sex selective elimination of the female foetus due to easy availability and affordability of medical diagnostic tools has been a critical influencer of the skewed sex ratio. Further, there is little doubt that strong socio-cultural and religious biases, preferences for sons in almost all Indian communities has also shaped societal attitudes towards girls.

Given the complexity of the issue, there is a need for coordinated and multi sectoral convergent action including Information Education and Communication (IEC) & Behaviour Change Communication (BCC) Campaigns and community mobilization initiatives towards improving CSR, promoting the value of the girl child and highlighting the importance of empowering her with education. A campaign like the ***Beti Bachao, Beti Padhao*** can not only draw the attention of the masses to a grave concern like declining CSR but also lead to change of mindsets towards empowering daughters through education. The outcome of this Campaign is envisaged to ensure girls are born, loved and nurtured without discrimination, educated and raised to become empowered citizens of this country with equal rights.

Modern means of communications are very effective instruments of social change and even more so in recent times with the emergence of the social media and various other ICT tools like mobile phone based Applications etc., easily available to people. Effective use of media and communication offers numerous possibilities for reaching out to the billion plus population of our country. In order to devise a comprehensive strategy for a campaign like *Beti Bachao, Beti Padhao*, the first requirement is a logo for its branding

that will ensure instant recognition across the nation. The best possible way of getting the logo designed is through a **Logo Design Competition**, inviting the creative minds to contribute. Wide publicity is being given to the competition through release of a pan India newspaper advertisement, promotion through social media in a big way, websites of MoI&B, MWCD, MHRD, MHFW, PMO etc. so as to ensure that the information percolates to all encouraging people to participate in the competition.

The Logo Design Competition is a part of the ***Beti Bachao Beti Padhao*** Campaign. The objective of this campaign is to celebrate and value the girl child and highlight the importance of education in empowering her.

A. Technical Parameters:

- i. The logo should be designed on a digital platform preferably either in Adobe Photoshop or Corel Draw. The winner of the competition shall be required to submit the design in an editable and open file format.
- ii. Please do not imprint or watermark any of the contact details in the logo design.
- iii. The entry should be mailed in pdf format as an attachment and the mail must contain the name, contact numbers and postal address of the participant. Attachments without contact details shall not be considered.
- iv. Please note that the logo design must be original and should not violate any provision of the Indian Copyright Act, 1957.
- v. Logo should be designed in colour.
- vi. The design should be of the size of 400 sq. cms. (20 cm x 20 cm)
- vii. Entries should be mailed with the subject mentioned as “Logo Design Competition, 2014”
- viii. Please note that ONLY digital format shall be entertained for participation in this competition and entry must be submitted by email only to betibachaobetipadhao@gmail.com

B. Evaluation Criteria:

- i. The Competition is open to all Indian Citizens residing within and outside India.

- ii. Each entry must be accompanied by details in the email in this sequence: name, gender, occupation, contact numbers (both mobile and land line), email and complete postal address with pin/zip code.
- iii. A scan copy of a valid proof of identity (Passport/Driving license/Voter ID Proof/ Ration Card) must accompany the entry submission.
- iv. Please ensure that your email address is valid and operational as this is the principal means through which organisers will communicate with you.
- v. Entries will be judged on creativity, originality, composition, technical excellence, artistic merit and visual impact.
- vi. Multiple entries by the same participant will not be considered.
- vii. The artwork must not contain any provocative, objectionable or inappropriate content.
- viii. The logo designed by the winner will be the intellectual property of the Government of India and the designer cannot exercise any right over it. The prize winning logo is meant to be used by Government of India for promotional and display purposes, IEC material and also for any other use as may be deemed appropriate for the Campaign ***Beti Bachao Beti Padhao***.
- ix. All the entries received by the Ministry will be evaluated by a Screening Committee and the top 20 Entries will be placed in front of a Selection Committee for final selection.
- x. The decision of the Selection Committee will be final and binding on all the contestants and it does not owe any clarifications to any participants for any of their decisions.
- xi. The disqualified entries shall not be used by the Ministry for any purpose and the Ministry shall have no intellectual rights over the same.
- xii. The participant has to undertake that she/he has the right to submit the logo to the competition. Anyone found infringing on others' copyright will be disqualified from the competition. Government of India does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.

C. Other Terms & Conditions:

- i.** The designer of the logo, finally selected, will be awarded a prize money of **Rs. 50,000/-** and he/she would be required to surrender copyright of the design to Government of India.
- ii.** The winner shall be awarded and suitably recognized. The details of the same shall be shared later with the winner. The logo shall be used for the ***Beti Bachao Beti Padhao*** Campaign.
- iii.** No phone calls or emails, seeking information in this regard, shall be entertained and only the winners will be duly informed by MWCD.
- iv.** Last date of sending entry is **till 5.00 pm on 3rd August, 2014.**
- v.** Entries received after the last date shall not be entertained.
- vi.** Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State.