

COMPETITION FOR DESIGN

Directorate of Industries
Government of Uttarakhand

Dehradun, Uttarakhand
Dated: August, 2021

To reach out to a larger segment of the Indian and global population, creating an overarching Uttarakhand Himalayan brand, Government of Uttarakhand has embarked on a project to create a common umbrella brand for its various products and services for all the needs of the consumers and thereby increase its visibility in the market place and showcase the authentic heritage wide range of products that are created by skilled artisans and carry the flavor of Uttarakhand. Currently, there are several brands under different sectors and organisations which exist or co-exist independently without any linkages. There is a need to make an overarching umbrella brand highlighting Uttarakhand brand and boost the Himalayan connect/lineage outside the state for the promotion of the unique products & services offered by people of the state. Directorate of Industries, Government of Uttarakhand, also proposes to a Brand Name, Brand Logo, Vision, Mission, Taglines, Themes to be selected through public competition. Accordingly, all Resident Indians (both Professional artists and Non-professionals) are hereby invited to participate in a Competition for design of the 'Brand Name, Brand Logo, Vision, Mission, Taglines, Themes'.

Submission of Entries:

Interested applicants may send their entries in favour of the Director Industries, Directorate of Industries at the address Directorate of Industries, Industrial Area, Patel Nagar, Dehradun Uttarakhand – 248001 and the entries shall reach to him latest by 31st August 2021, 1700 hours. The entries shall be sent to the department only through registered post of Indian Postal Service. The Directorate of Industries shall not be responsible for any delay by postal service. Entries received after the stipulated time shall not be entertained and will be returned unopened.

The guidelines for preparing and submitting entries, other conditions and selection process are available on the website of the Directorate of Industries i.e. www.doiuk.org

c) The Designer of top three selected entries/design will be rewarded prize money as described below:

<u>Winning Position</u>	<u>INR (In Lakhs)</u>
Winner at 1 st Position	4.00
Winner at 2 nd Position	0.75
Winner at 3 rd Position	0.25



(S.C. Nautiyal)
Director, Directorate of Industries
Dehradun, Uttarakhand

Format for sending entries for Competition for Design

1	Name of Applicant (In case if a team of two or more people is applying, Name of Team Leader)	
2	Gender	
3	Address of Correspondence	City/ House No: Street No: District: Pin Code State
4	Mobile / Phone No:	
5	Email id	
6	Date of Birth	
7	Educational Qualification	

Signature of Applicant

Date

I _____ declare that the entry (ies) submitted by me for the Competition of Design **(Brand Name, Brand Logo, Vision, Mission, Taglines, Themes)** is the original creativity of myself and/or my team. I also declare that the entry(ies) submitted by me / us does not infringe the intellectual property rights of any other person / company or any legal entity situated in India and across the world.

I take full responsibility for the action and the costs associated in case of any claims related to intellectual property rights is made by any third party for the entry (ies) submitted by me / us under this competition.

I also declare that the entry (ies) submitted by me / us doesn't violate any national or international law.

Signature of the Applicant

COMPETITION FOR DESIGN

Directorate of Industries
Government of Uttarakhand

Dehradun, Uttarakhand

Dated: July, 2020

“Entry for the Brand Name, Brand Logo, Vision, Mission, Taglines, Themes”

Government of Uttarakhand offers world of Heritage combined with modern approaches and a vision to transform the lives of millions of individuals by helping MSMEs across industries including rural and cottage industry etc.

In order to reach out to a larger segment of the Indian and global population, creating an overarching Uttarakhand Himalayan brand, Government of Uttarakhand has embarked on a project to create a common umbrella brand for its various products and services such as Handicraft, Handlooms, Agro products, food processing, SHGs products, fisheries, dairy based products, FMCG products such as spices etc., Herbal Fragrances, Farmer Producer Organizations (FPOs), corporations / societies for all the needs of the consumers and thereby increase its visibility in the market place and showcase the authentic heritage wide range of products that are created by skilled artisans and carry the flavour of Uttarakhand. Currently, there are several brands under different sectors and organisations which exist or co-exist independently without any linkages. There is a need to make an overarching umbrella brand highlighting Uttarakhand brand and boost the Himalayan connect/ lineage outside the state for the promotion of the unique products & services offered by people of the state.

A brilliant tagline not only reflects the personality of the brand but also captures core value. These taglines edged in people’s mind and people can associate it with the brand immediately through different ads over the years. For example Amul “The Taste of India”, Surf Excel “ Daag Ache Hai”, Tata Salt “Desh Ka namak”, LIC India “Zindagi ke saath bhi, zindagi ke baad bhi”

Directorate of Industries, Government of Uttarakhand, also proposes a Brand Name, Brand Logo, Vision, Mission, Taglines, Themes to be selected through public competition. Accordingly, all Resident Indians (both Professional artists and Non-professionals) are hereby invited to participate in a Competition for design of the ‘**Brand Name, Brand Logo, Vision, Mission, Taglines, Themes**’.

Submission of Entries:

Interested persons may send their entries in favour of the Director Industries, Directorate of Industries at the address Directorate of Industries, Industrial Area, Patel Nagar, Dehradun Uttarakhand – 248001 and the entries shall reach to him latest by 31st August 2021, 1700 hours. The entries shall be sent to the department only through registered post of Indian Postal Services. The Directorate shall not be responsible for any delay by postal services. Entries received after the stipulated time shall not be entertained and will be returned unopened.

The entries should be sent in a properly sealed envelope labelled "Entry for the **Brand Name, Brand Logo, Vision, Mission, Taglines, Themes**". The entry should be accompanied by a brief explanation of the Design and how it best symbolizes the Himalayan connect and along with the brief bio-data of the applicant with any Government id and address proof.

Guidelines for preparing entries:

1. The **Brand Name, Brand Logo, Vision, Mission, Taglines, Themes** should be sent only on A-4 size papers in
 - a. Color Print (1 Set)
 - b. Black & White Print (1 Set)
2. A graphical construction of the logo design in exact proportions in a bigger size, along with final design, Theme synopsis and concept is required to be submitted.
3. The logo should represent the historical & cultural ethos of Uttarakhand as widely accepted across the country
4. The size of the final design should not be smaller than 232 square cm (36 sq inches). It is to be submitted along with minimum TEN different proportionally smaller sizes up to 4 points font size of the text matter.
5. The logo has to be a visual representation.
6. The logo should be original work of the participant and must not infringe the Intellectual Property Rights of any third party.
7. The brand name, vision, mission, Taglines, theme should be clearly depicted and the storytelling and a brief explanation of the design and how it best symbolizes the Himalayan connect
8. A participant can send a maximum of three entries.
9. The entry could be an individual project or a team project.
10. The Intellectual Property Rights of the winning entries shall be with Directorate of Industries, Government of Uttarakhand and the winner shall not exercise any IP right over the submitted entries.

Other Conditions:

1. The entries sent once shall not be returned.
2. The final selected entry (ies) shall become the intellectual property of the Directorate of Industries, Government of Uttarakhand and the designer shall not have any right over the same.
3. The responsibility to comply with the guidelines and other conditions fully lies with the participant and the Government of Uttarakhand shall not be liable for any dispute raised by a third party.
4. The department has the right to cancel the Competition anytime without any reason.

Selection Process:

- a) All the entries received by the stipulated date and time and found in order, shall be evaluated by a Jury of Examiners comprising members drawn from Art Institutions of repute, members, Government of Uttarakhand and other Special Invitees
- b) Three entries shall be shortlisted for final selection. The shortlisted Designers would be required to make a presentation to the Jury. The date, time and venue of the presentation shall be communicated separately to the shortlisted designers.

c) The Designer of top three selected entires/design will be rewarded prize money as described below:

Winning Position	INR (In Lakhs)
Winner at 1 st Position	4.00
Winner at 2 nd Position	0.75
Winner at 3 rd Position	0.25

All winners shall be required to surrender all IP rights of the winning design to the Directorate of Industries, Government of Uttarakhand.

(S.C. Nautiyal)
Director, Directorate of Industries
Dehradun, Uttarakhand