Subject: - Logo Design Competition for Directorate of Skill Development , J&K

CIRCULAR

In order to pique the interest of the general public and to allow them to know more about the directorate of skill development, which is the primary department for skilling the youth of the J&K in various trades/courses in different ITIs and Polytechnics,it has been decided that a logo of the directorate shall be designed, which shall reflect the narrative of the department in times changing. Now in order to design the said logo for the directorate, it is hereby notified/circulated for all the pass out trainees/trainees currently enrolled/faculty members/employees of any Govt./Pvt Polytechnic/ITIs of UT J&K that an open competition is being held for design of logo for directorate of skill development w.e.f 16.01.2023(10:00am) up to 31.01.2023(04:00 pm) with a prize money of **Rs 5000/- for the winner.**

The detailed guidelines , terms and conditions for the Logo Design Competition are as per Annexure to this circular and are also available on the website http://www.jkdsd.in.

(Sudershan Kumar) JKAS
Director,
Skill Development, J&K.

N o: DSD/Poly/101/e- 7106051/2176-80

Dated: 16 -01-2023.

Copy to:-
1. Principal Secretary to Govt Skill Development Department for information.
2. Director Information ,J&K with the request to give wide publicity to the circular through print/electronic/social media.
3. All Principals Govt Polytechnics for information and n.a
4. Joint Director(K/J) /DD(Trgs)/Principal/Superintendent ITIs for information and n.a
5. Circular File.
6. I/c website JKDSD.

Government of Jammu and Kashmir

Directorate of Skill Development, J&K

Srinagar: Byepass Road, Bemina Srinagar 190018
Phone: 0194-2491613 Fax 0194-2491668
Jammu: Polytechnic Premises, Vikram Chowk, Jammu 180004
Phone: 0191-2435190 Fax 0191-2451345

ANNEXURE

GUIDELINES & TECHNICAL PARAMETERS FOR SUBMISSION, EVALUATION CRITERIA AND TERMS AND CONDITIONS FOR LOGO DESIGN COMPETITION

I) GUIDELINES & TECHNICAL PARAMETERS:

1. The logo is to be mailed to the email id : **mediajkdsd@gmail.com** between 16.01.2023(10:00am) to 31.01.2023(04:00 pm) and no other means of communication shall be entertained and entries received after the cutoff time will not be considered.

2. Participants should upload the logo in JPEG/ JPG/ PNG format only.

3. The logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in an editable and open file format. Participants should ensure that the original designs are submitted.

4. Logo should be designed in a coloured format. The size of the logo may vary from 5cm*5 cm to 30cm*30cm in either portrait or landscape mode.

5. The logo should be usable on the website/ social media such as Twitter/ Facebook, press releases and on printable such as stationery, signage, labels etc., magazines, commercials, holdings, standees, brochures, leaflets, pamphlets, souvenirs and other publicity and marketing material for promotional purposes

6. The logo image should be in high resolution with minimum 300 DPI.

7. Logo should look clean (not pixelated) when viewed on screen at 100%.

8. The logo design should not be imprinted or watermarked.

9. The email should contain the following necessary entries, without which it shall not be considered:

   a) In the Subject Line , "DESIGN LOGO COMPETITION" should be mentioned

   b) In the body of the email , following details should be written:

   i)Name of Participant(s) :

   ii)Phone Number of the Participant

   ii)Name of ITI/Polytechnic:

   iii)Passing Year/Expected Passing Year/Designation of the faculty:

   iv)Detailed logic and explanation of rationale and creative thoughts behind the design of logo(about 100 to 200 Words):

   c) In the attachment section , following two shall be attached:

   i) Logo

   ii) Bonafide certificate(for currently enrolled students) or final marks/diploma certificate in case of passouts./ID card of faculty.

II) EVALUATION CRITERIA

1. All the entries received would be screened and all approved entries would be assessed by a Selection Committee for the final evaluation.

Mail ID: jkdte1@gmail.com
Website: www.jkdsd.in

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2. The entries will be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and relevance to Skill Development Department

3. The recommendations of the Selection Committee will be placed before Director Skill Development, J & K for approval and the decision of the Director Skill Development would be final and binding on all the contestants and no clarifications would be issued to any participants or any decision of the Selection Committee.

III) OTHER T&C

1. The participant must be a passout /currently enrolled trainee/faculty member/employee of any Govt/Pvt Polytechnic/ITI of UT of J&K.

2. The Logo design submitted must be original and should not violate any act/legislation/rule/order of Government and must not infringe on the intellectual rights of any third party.

3. The email should adhere completely to Guidelines mentioned in condition 9 above.

4. Once submitted for the competition, copyrights of the logo will solely be with the Directorate of Skill Development.

5. The entry should not have been previously published in any print and digital media.

6. The entry must not contain any provocative, objectionable or inappropriate content.

7. The winners have to share their consent to the use of their names in any publicity carried out by Directorate of Skill Development

8. The name of the winner(s) will be notified on the website of JKDSD (http://www.jkdsd.in)

9. There will be no notification to participants of entries not selected as winners.

10. The Directorate of Skill Development reserves the right to reject any entry, which it does not feel is suitable or appropriate or which does not conform to any of the conditions listed above.

11. The Directorate of Skill Development reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/Evaluation Criteria and withdraw the activity at any time. The participants are solely responsible to keep themselves updated regarding the same.

12. Plagiarism of any nature would not be allowed.

13. Winner shall be required to provide the original open-source file of the designed logo