



सत्यमेव जयते

Government of Tripura

Tripura Rural Livelihood Mission

Rural Development Department

**CALL FOR PARTICIPATION**

**LOGO DESIGN &  
BRAND NAME  
CONTEST**

*Contest on Logo Design &  
Brand Name with Tagline*

**Prize Money : ₹ 10,000 each**

Logo Design Prize Money : ₹10,000, Brand Name and Tagline contest Prize Money: ₹10,000

**Contest on designing of "Logo & Brand Name with Tagline"  
for Tripura Rural Livelihood Mission (TRLM)**

A clarion call to all our residents of Tripura! Participate in the TRLM "LOGO design and Brand name with Tagline" contest. The best suitable LOGO and Brand name with Tagline attracts a cash prize of Rs. 10000 /- (ten thousand) each.

**Last date for submission of the proposal is 15th July 2019**

**The detailed guideline for the contest is available on  
[www.rural.tripura.gov.in](http://www.rural.tripura.gov.in) & [www.trlm.tripura.gov.in](http://www.trlm.tripura.gov.in)**

**Details of the Contest on designing of “Logo, Brand Name with Tagline” for Tripura  
Rural Livelihood Mission (TRLM)**

A clarion call to all our residents of Tripura! Participate in the TRLM “LOGO design and Brand name with Tagline” contest. The best suitable LOGO and Brand name with Tagline attracts a cash prize of Rs. 10000 /- (ten thousand) each.

Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) is being implemented in the State by the Tripura Rural Livelihood Mission (TRLM) and women SHGs are being promoted in the State. Presently around 23000 women Self Help Groups (around 230000 women members) promoted by TRLM and North East Rural Livelihood Project (NERLP) and they are actively functioning. Individual women member of the SHGs are taking loan from their SHGs for meeting up of different livelihood needs. The source of the loan is SHG federation and banks both. Presently, SHG members are engaged in different livelihood activities and producing different produces related to farm, off-farm and non-farm sectors. These SHGs are also being getting engaged with different micro enterprises.

Further, to attract the customers and better price realization by the producers from SHGs branding and promotion of their produces is necessary. So, TRLM places a fervent call to the residents of Tripura to participate in the proposed “Logo and Brand Name with Tagline” design contest.

How to participate:

1. Designed logo should be clearly printed in color in A4 size paper and to be submitted in a sealed envelope mentioning the name, phone number, address etc. of the contestant to the office of the TRLM.
2. Designed Brand name with Tagline should be clearly printed in color in A4 size and to be submitted in a sealed envelope mentioning the name, phone number, address etc. of the contestant to the office of the TRLM upto 5.30 pm of 15<sup>th</sup> July, 2019.

In case of single proposer, both the proposal must be submitted in different envelope highlighting the name, phone number, email ID and postal address etc.

Office address of TRLM:

Tripura Rural Livelihood Mission (TRLM)  
Bholananda Pally, Kunjaban, Agartala – 799006

The detailed guideline may be seen at annexure – I.

Sd/-  
**(Sudhakar Shinde, IAS)**  
Chief Executive Officer, TRLM

## Guideline

### Contest on designing of “Logo, Brand Name with tagline” Tripura Rural Livelihood Mission (TRLM)

1. The submitted LOGO and Brand name with Tagline should be accompanied by a brief explanation of the design and how it best symbolizes the ethos of the TRLM and women SHGs of the State.
2. Participant name, photo, email ID, phone number, postal address, etc. to be clearly mentioned along with sealed envelope. TRLM may also ask participants for any profile-related details or further information. Contestants with incomplete profiles would not be considered.
3. The Contest is open to all for the residents of Tripura.
4. The winning LOGO and Brand name with Tagline would be the intellectual property of the TRLM as soon as the results are declared, and the winners cannot exercise any right over them thereafter. The winner shall be deemed to have surrendered copyrights of the winning LOGO and Brand name with Tagline to the TRLM as soon as the results are declared. Winner will also be required to give an undertaking for the same.
5. The winning will be awarded a cash prize of INR 10000 for each in due course after declaration of the results.
6. The prize-winning logo may be used by the TRLM in any manner they deem fit.
7. TRLM reserves the right to modify (or fine-tune) the prizewinning logo, i.e. unfettered right to modify the prize-winning logo design and add or delete any information or design feature in any form to it.
8. TRLM also reserves the right to not use the prize-winning logo at all, and/ or to use an alternative logo and/ or to not use any logo at all.
6. The logo must not contain any provocative, objectionable or inappropriate content.
7. Only one proposal per participant would be considered.
8. **Please note that the logo must be original and should not violate any provision of the**

**Indian Copyright Act, 1957.** TRLM does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants. The design of the logo must not infringe on the Intellectual Property Rights of any third party. All entries are governed by the provisions of Logos and Names (Prevention of Improper Use) Act, 1950 and any violation of the said Act will result in disqualification.

11. The employees of TRLM are not allowed to take part in this contest.

12. No plagiarism of any kind would be allowed.

13. TRLM reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/posted on *rural.tripura.gov.in/ trlm.tripura.gov.in*

14. It would be the responsibility of the participants to keep them informed about any changes in the Terms & Conditions Technical Parameters Evaluation Criteria stated for this Contest.

15. The responsibility to comply with the guidelines and other conditions fully lies with the participant and TRLM shall not be liable for any dispute raised by a third party.

16. The results of the contest would be declared on *rural.tripura.gov.in / trlm.tripura.gov.in*.

17. The tentative date of declaration of the result for the contest is 10th August, 2019.

18. Logo Design Contest for TRLM Technical Parameters

- Participants should submit the softcopy of the logo in JPEG or PNG or PDF format only in a CD.
- A specification sheet containing graphical construction of the design in exact proportions in a bigger size, along with final design, theme synopsis and concept is required to be submitted.
- All technical details, including file formats, can be structured in the sheet itself. The size of the final design may vary from 4 cms X 4 cms to 60 X 60 cms. (Note: The logo need not be square. We are not specifying any geometrical shape. The dimensions above indicate only the minimum and maximum 'frame' sizes of usage.)
- The logo should be in high resolution with minimum 300 DPI.
- The logo should be designed on a digital platform.
- The logo should be usable on the website/social media such as Twitter/Facebook and on printed material such as black and white press releases, stationery and signage.

- Participants should not imprint or watermark logo design.
- Every proposal must be accompanied by a brief writeup/ explanation in maximum 500 words. This writeup too should be preferably in PDF format.

Note: Participants to keep the editable/ open file format also ready – this shall be required to be submitted later for the winning entry. During the course of evaluation, TRLM may ask participants to resubmit in different size(s)/ format(s) etc.