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Invest IT and Bihar State Electronic Development Corporation (BSEDC) Logo Design and tagline competition

Category 1- BSEDC wishes to develop a logo and tagline that will symbolize its mission and functions and hereby invites creative designers (individuals or groups) to participate in the competition for the creation of its official logo that will uniquely and clearly reflect its name and vision.

Category 2- Department of IT, Govt. of Bihar wishes to develop a logo and tagline for its investment promotion program Invest IT. Invest IT is targeted at attracting potential IT ITeS and ESDM investors to the State of Bihar. The participants are expected to develop logo and tagline which will symbolize the Department's mission and functions and hereby invites creative designers (individuals or groups) to participate in the competition for the creation of its official logo that will uniquely and clearly reflect its name and vision.

Thus, there are two categories of competition-

Category 1	Logo and Tagline design competition for BSEDC (Logo+ Tagline)
Category 2	Logo and Tagline competition for Invest IT (Investment in IT Sector in Bihar) initiative of Department of IT, Government of Bihar (Logo+ Tagline)

Important Dates and Guidelines

- 1) The last date of submission of entries for both the categories is **August 22nd 2017**.
- 2) Entries for both categories may be submitted at the email address investit@bihar.gov.in with a subject line of "**Logo Design and Tagline_<Category No>_<Team Name>**". For example, the subject line would be "Logo Design and Tagline_Category 1_Team 1", for an entry in Category 1 by the team "Team 1".
- 3) Note that separate emails need to be sent for submission in each category.
- 4) Entries sent on any other id would not be accepted as an entry and would be considered a defaulter. Those entries would not be evaluated

Prize Money

The total prize money in each of the categories is INR 25000. The team with the best logo and corresponding tagline alone would be declared winner. So please dedicate good enough time on both of these

	1 st Prize	INR 15000
Category 1	2 nd Prize	INR 10000
Category 2	1 st Prize	INR 15000
	2 nd Prize	INR 10000

Note- Please note that logo and tagline won't be judged separately for participants. Only the two best teams with logo and tagline combined would be declared winners and would be eligible for the Prize money.

About BSEDC and Invest IT

1) Invest IT Bihar, DIT, Govt. of Bihar

Invest IT Bihar is the flagship campaign of the Department of Information Technology, Govt. of Bihar, and aims to transform the IT ITeS and ESDM sector of the State over the next five years and facilitate the metamorphosis of the State from once being an agrarian State into a major investment destination in the country by leveraging its strategic advantages like infrastructure, geographic location, competitive cost of doing business, skilled human resources etc. To achieve this transformation, Government of Bihar will undertake a combination of policy, infrastructure, skilling, investment promotion, and other interventions to channelize efforts into attaining prominence in the IT ITeS and ESDM sector.

Riding a robust economy buoyed by an enabling institutional framework and facilitative initiatives towards Ease of Doing Business (EoDB), Department of IT (DIT) is taking a slew of measure to create an investment friendly ecosystem for IT ITeS and EHM industries in the State. To further enable this, efforts are being made through initiatives like Invest IT Bihar in the direction of brand building of the State as a potential IT ITeS and EHM investment destination. The envisaged vision of the State in the sector is: *"To emerge as the next investment destination for IT ITeS and ESDM companies in the East, while offering an enabling environment for industrial investments, stable policies that are industry friendly, state-of-the art infrastructure focused on the sector, and a pool of technically trained manpower available at affordable cost."*

Website for reference: <http://dit.bihar.gov.in/>

2) Bihar State Electronics Development Corporation Ltd.

Bihar State Electronics Development Corporation Ltd. (BSEDC Ltd.), is a Govt. of Bihar undertaking engaged in businesses related to Electronics, Computer goods and IT services. The corporation caters to the technological needs of the Government and carries out IT project conceptualization and implementation for the State Government Departments and agencies.

BSEDC believes that an opportunity for delivering solutions and IT services is beyond the routine delivery of IT

services and solutions, and must understand the vision, mission of the organization, assess the needs of the stakeholders, work towards measurable objectives and deliver value to the beneficiaries by delivering superior value through its services and solutions. The major responsibilities of the organization include:

- To Provide Excellent Electronic, IT Goods, IT Services to the Government of Bihar
- To help its clients adapt themselves to the modern management techniques
- To create a robust IT eco-system for enhancing competitiveness and productivity of the key economic sectors affecting the lives of the majority of the population of the State
- To disseminate the IT and ITeS activities across the State so that rural population is equally benefited
- To significantly enhance the availability of skilled manpower in the Government sector
- To provide seamless and reliable citizen-centric services and information for the public, thereby enhancing efficiency, transparency and accountability of Government

Website for reference: <http://www.bsedc.bihar.gov.in/>

Guidelines for Entries and Submissions

1. Eligibility

- Only Indian Nationals are eligible for this Competition
- Individual person, Individual group of people, groups, experts, professionals etc. are eligible
- **The team size can be of two members at maximum. Individual participations are also allowed**
- In case of a team, it should appoint one member as team leader (Please note that all official communication will be done to the registered team leader only)

2. Design Consideration

- The logo should reflect DIT & BSEDC's motto and Invest IT Bihar's investment vision
- Logo artwork should be at least 4x4 cm
- File should be of high resolution - at least 600 pixels per inch at 100% size
- File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%
- Logo should be designed using colors (Not Grayscale or Black & White)
- All logo designs must be adaptable onto any form/surface of DIT & BSEDC's publicity materials, including but not limited to, Department's websites, banners, flyers, poster, etc.

3. Logo & Rationale:

- **Logo Artwork:** Entries must be submitted in JPEG/ JPG/ PNG/ SVG format only
- **Rationale:** A maximum of 200 words in English to describe the concept, theme and symbolic elements

4. Tagline

Category 1	The tagline should be of maximum 6 words in English should reflect BSEDC's mission and functions
Category 2	The Tagline should be of maximum 6 words in English and should reflect the message that – "Investing in Bihar (IT) is a great opportunity for Investors"

5. Intellectual Property Rights

- All entries will remain the property of DIT/BSEDC and are not returnable
- The winner/participant will be required to submit the original drawing or digital file of the logo on request by DIT/BSEDC. In case of hand written sketch, original sketch has to be submitted to DIT/BSEDC by participant/s
- Participants acknowledge and agree that all copyright and other rights in the logo including rights in the drawings, text or any other content submitted to DIT/BSEDC in respect of this competition shall be solely and exclusively owned by the DIT/BSEDC. All participants agree to assign absolutely to DIT/BSEDC without charge all intellectual property rights, including the right to use, reproduce, modify, publish, license and/or otherwise deal with (whether for commercial and non-commercial purpose) the submitted logo design(s)
- Participant/s represent and warrant that his/their entry is his/their own original work/creation and do not infringe the intellectual property rights of any third party

6. Selection Process

- The winner shall be chosen on the basis of design consideration mentioned above in the notice for this logo competition
- The decision of DIT/BSEDC for selecting the winner shall be treated as final & binding to all the participants

7. The winning entry (including participant's details, photograph) will be showcased on BSEDC and DIT website.

8. The responsibility to comply with the guidelines and other conditions fully lies with the participant/participants and BSEDC or DIT shall not be liable for any dispute raised by a third party

9. Entry not complete in any respect or not meeting the terms and condition of the competition will be rejected without assigning any reason thereof

10. Participant/s should not imprint or watermark logo design

11. DIT/BSEDC reserves the right to cancel or amend all or any part of the competition and/or the terms/condition without notice

12. The winner has to submit the required proofs prior to claim the prize money to **DIT/BSEDC**

13. Entries with incomplete profiles would not be considered

14. By participating in this contest, the contestant agrees to accept the terms and conditions of the contest

15. The Contestant shall ensure that the content uploaded by the contestant should not contain any defamatory content, illegal content, etc. The logo shall not contain any provocative, objectionable or inappropriate content
16. Decision of **DIT/BSEDC** on all aspects including with regard to administering the Contest shall be final and binding on the Contestant
17. In case of any issues related to the Contest, Contestant shall e-mail their query to investit@bihar.gov.in for all matters, queries or disputes, concerning the Contest and its terms and conditions shall be final, and no correspondence will be entertained in this regard