



केन्द्रीय माध्यमिक शिक्षा बोर्ड
(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)
CENTRAL BOARD OF SECONDARY EDUCATION
(An Autonomous Organisation under the Ministry of Education, Govt. of India)



No. : CBSE/DIR/ACAD./2021/


Date: 26.02.2021
Circular No.: Acad-21/2021

All Heads of Schools Affiliated to CBSE

Sub.: Celebration of 75 years of Indian Independence: Azaadi ka Amrut Mahotsay Logo Design Contest

To commemorate the 75 years of Indian Independence: Azaadi ka Amrut Mahotsay, MyGov has launched a logo design contest which is open to all citizens of India and will have three cash prizes for winners. The logos that best represent an idea of India which merge tradition with a modern, global outlook will be awarded. They may be created around the themes of Governance, Development, Technology, Reform, Progress & Policy over the years, or any other related subjects. The last date of submission has been extended till 5th March, 2021. The various details of the contest are enclosed.

School Heads are requested to encourage the participation of students, teachers and parents by sharing the details of the Logo Contest to ensure maximum participation.


Dr. Joseph Emmanuel
Director (Academics)



'शिक्षा सदन', 17 राऊज़ एवेन्यू, इंस्टीटूशनल एरिया, नई दिल्ली-110002
'Shiksha Sadan', 17, Rouse Avenue, Institutional Area, New Delhi – 110002





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Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791 111
7. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
8. The Director of Education, S.I.E., CBSE Cell, VIP Road, Junglee Ghat, P.O. 744103, A&N Island
9. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
10. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
12. The Under Secretary (EE-1), MHRD, Govt. of India, Department of SE&L, Shastri Bhawan, New Delhi-01
13. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
14. All Joint Secretary/ Deputy Secretary/ Assistant Secretary / Analyst, CBSE
15. All Head(s)/ In-Charge(s), Centre of Excellence, CBSE
16. In charge IT Unit with the request to put this circular on the CBSE Academic website
17. In-Charge, Library
18. The Head (Media & Public Relations), CBSE
19. DS to Chairman, CBSE
20. SPS to Secretary, CBSE
21. SPS to Director (Academics), CBSE
22. SPS to Director (Information Technology), CBSE
23. SPS to Controller of Examinations, CBSE
24. SPS to Director (Skill Education and Training), CBSE
25. SPS to Director (CTET), CBSE
26. SPS to Director (Professional Examinations), CBSE
27. SPS to Director (EDUSAT), CBSE
28. Record File



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India @ 75 Logo Design Contest

Hon'ble Prime Minister Shri Narendra Modi has often shared his vision of building a new. Aatma Nirbhar Bharat by the year 2022.

You may be aware that our great nation is now just 75 weeks away from the 75th Anniversary of Indian Independence (Bharat ka Amrut Mahotsav). To commemorate the monumental occasion. MyGov is launching a logo design contest.

How do you envision the India of tomorrow, the India which will merge the best of tradition with the most modern, global outlook?

So pick up your art supplies and your graphing tablets, and turn on the creative assets in your head to dive into making a significant change by creating a logo around the following themes:

- Governance
- Development
- Technology
- Reform
- Progress & Policy over the years
- Any Other

The entries can be digital submissions and should be designed in colour.

Prizes for participants:

- First prize for the winner: Rs 1 lakh
- Second prize for runner up: Rs 50,000/-
- Third prize for Second runner up: Rs 25,000/- The last date of submission is 28th February 2021

MyGov is a citizen engagement platform and has always been instrumental in engaging citizens of the country and seek their opinion to frame policies and shape various Government schemes and programs. Citizens have been able to contribute their ideas to core policy issues, make suggestions, give feedback, and participate in the governance process at large through logo contest, discussions, tasks, polls, talks etc.



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Bharat ka Amrut Mahotstav Logo designing contest

Terms & Conditions

- The Contest is open to all citizens of India only.
- The submission of entry is free and no qualifications are prescribed.
- The participant must upload the soft copy (in .jpg or .png format only) of their logo design (in A3 Paper Size) on Contest page of MyGov Portal.
- The theme of the Logo must be around the 75th Anniversary of Indian Independence and the themes as in description.
- The entries will be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual Impact and how well the theme is communicated.
- Each entry to be accompanied by a brief written explanation of the Logo and how best it encapsulates the essence of India's 75th Independence.
- All entries to be submitted through creative corner section of www.mygov.in. Entries submitted through any other medium/ mode would not be considered for evaluation.
- All designs submitted will be the intellectual property of MyGov, Ministry of Electronics & Information Technology, Government of India and the winner shall not exercise any right over it. The Department will have unfettered right to modify the prize-winning entry or other entries in any form and shall use them for promotional purposes, Information, Education and Communication materials and also for any other use as may be deemed appropriate.
- The entry must not contain any provocative, objectionable or inappropriate content.
- One entrant shall submit only one entry. Multiple entries from the same entrant will not be considered and will be rejected.
- The participant must be the same person who has designed the logo and plagiarism would not be allowed.
- The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party. Anyone found infringing on others' copyright would 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.
- The participant must ensure that his/ her MyGov profile is accurate and updated since the same would be used for further communication. This includes details such as name, photo, complete postal address, email ID and phone number. Entries with incomplete profiles would not be considered and are liable to be rejected.
- MyGov reserves the right to decide not to proceed with the contest at any stage. MyGov also reserves the right to cancel or amend all or any part of this Contest and/ or Terms and Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms and Conditions/ Technical Parameters/ Evaluation Criteria, or the cancellation of the contest, will be updated/ posted on the MyGov platform. It would be the responsibility of the participant to keep



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himself/ herself informed of any changes in the Terms and Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.

- xv. The prize money is Rs. 1 lakh (Rupees One Lakh) for the best entry and Rs 50,000/- (Rupees fifty thousand) for the first runner up and Rs. 25,000/- (Rupees twenty-five thousand) for the second runner up.
- xvi. The winners will be notified through email address that he/she provides along with his/ her submission. The MyGov portal shall also display the name of winner.
- xvii. Taxes are the sole responsibility of the contestant receiving prize. Prize may be subject to tax reporting and other purposes. Participants shall agree to supply any necessary information to affect the same and to fully cooperate in fulfilling all applicable legal requirements.
- xviii. All Government employees participating in this competition should have prior permission from their employer to participate in this competition.
- xix. The responsibility to comply with the guidelines and other conditions lies entirely with the participant(s) and the Government of India shall not be answerable to any dispute raised by a third party.
- xx. The decision of the selection committee would be final and binding on all the contestants and no clarifications would be issued to any participants on any decision of the selection committee.
- xxi. Any legal proceedings arising out of the competition/ its entries / winners shall be subject to local jurisdiction of Delhi State Only.
- xxii. There would be no constraint on Government to adopt the logo that is judged to be best. Also, all rights to modify logos would be with Government.

Technical Criteria

- i. Logo should be submitted in .jpeg, .png or .pdf format only.
- ii. Logo should be designed in colour. The designed logo shall be provided in both CYMK and RGB formats. The size of the logo may vary from 5cm* to 60cm* 60cm in either portrait or landscape orientation.
- iii. The Logo should be usable on the website/ social media such as Twitter/ Facebook and on printed materials such as black and white press releases, stationery and signage, labels etc.
- iv. The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in open file format {EPS/ COR/ PSD).
Participants should ensure that original designs are submitted.
- v. All fonts should be converted to outlines.
- vi. File should be high resolution - at least 300 pixels per inch at 100% size.
- vii. File should look clean (not pixelated or bit-mapped) when viewed on screen at 100%. Size.
- viii. Entries should not be submitted in compressed or self- extracting formats.
- ix. The logo design should not be Imprinted or watermarked.



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Selection Process

- All entries received by the stipulated date and found in order, shall be evaluated by a Selection Committee constituted for the purpose. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.
- Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well the theme is communicated.
- The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants or on any decision of the Selection Committee.
- There will be one winner, one runner-up and one second runner-up in the competition. Winners shall be required to provide the original open source file of the designed logo.
- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State only. Expenses incurred for this purpose will be borne by the parties themselves.
- MyGov if so decides, reserves the right not to proceed with the competition at any stage.
- Payment to the winners will be made through electronic mode for which the necessary bank details will be taken after declaration of winner of the contest.



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