

Government of India
Ministry of Women and Child Development
Badge Designing Competition for Gender Champions

Proposal for organizing competition for designing a badge for Gender Champions:

Introduction

Ministry of Women & Child Development seeks entries for the design of a badge to be worn by Gender Champions in schools and colleges. The mission of Gender Champions is to promote gender equality and women's empowerment. Gender Champions can be both men and women. They emphasize on mindset change through sensitization, awareness raising and community mobilization of the common people on ground.

Gender champions are a joint intervention of Ministry of WCD & HRD. They shall be identified in each and every school and vocational/ skill development institute by the concerned authorities as mandated by Ministry of Human Resource Development. These gender champions shall be entrusted with the responsibility of sensitising their family members, peers and community about gender equality and issues related to women empowerment.

- The last date of submission of entry is 1st August 2015.
- The winning entry shall be awarded ₹ 5,000/-

Please find below details on Terms & conditions, Technical Parameters and Evaluation Criteria.

A. Terms & Conditions:

- a) The Competition is open to Indian citizens only.
- b) All entries must be submitted to the creative corner section of www.mygov.in only. Entries submitted through any other medium/ mode would not be considered for evaluation.
- c) The winning entry for the design of badge would be the intellectual property of the Government of India and the winner cannot exercise any right over it, after acceptance of the prize. The prize winning entry is intended to be used by Government of India for making badges that shall be worn by Gender Champions across the country and also for any other use as may be deemed appropriate.
- d) The participant must be the same person who has designed the badge. It must be original and should not violate any provision of the Indian Copyright Act, 1957. 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.
- e) Participant is to make sure that his/her MyGov profile is accurate and updated since the Ministry would be using this for further communication. This includes name, contact numbers, photo, email address and postal address of the participant.
- f) Entries with incomplete profiles will not be considered.
- g) Ministry of Women & Child Development 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 the MyGov platform and/ or the Ministry's website (www.mwcd.nic.in). It would be the responsibility of the participants to keep themselves informed as to any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.
- h) Participants need to submit their entry for the complete Contest. Partial/ Incomplete entries would not be considered for evaluation.

B. Technical Parameters:

- i.** The badge should be designed on a digital platform, preferably either in Adobe Photoshop or Corel Draw. The winner of the competition shall be required to submit the design in an editable and open file format.
- ii.** The Badge design should be circular in shape.
- iii.** The Logo of Beti Bachao Beti Padhao must be contained in the design of the badge. The placement of logo can be anywhere within the badge design.
- iv.** Please do not imprint or watermark any of the contact details in the badge design.
- v.** Please note that the badge design must be original and should not violate any provision of the Indian Copyright Act, 1957.
- vi.** Badge should be designed in colour.
- vii.** The design should preferably be 38mm (1.5 inch) in size.

C. Evaluation Criteria:

- a) All entries received by the Ministry would be initially assessed by a Screening Committee. Subsequently, approved entries would be assessed for reward by a Selection Committee for the final evaluation.
- b) Entries will be judged on creativity, originality, composition, technical excellence, artistic merit and visual impact.
- c) The artwork must not contain any provocative, objectionable or inappropriate content.
- d) The decision of the Selection Committee would be final and binding on all the contestants. No clarifications would be issued to any participant for any of the decisions.
- e) The disqualified entries shall not be used by the Ministry for any purpose and the Ministry shall have no intellectual rights over the same.