

# **Guidelines**

## **LOGO AND MOTTO COMPETITION FOR JSFDA**

## **Jharkhand State Faculty Development Academy (JSFDA)**

### **"Logo & Motto Creation Competition"**

The Department of Higher and Technical Education, Government of Jharkhand has established **Jharkhand State Faculty Development Academy (JSFDA)** as a Section 8 company of Companies Act 2013 under Jharkhand State Higher Education Council (JSHEC) to build the capacity of teachers, officers, staff, Academic leaders, support staffs and students of Higher and Technical Education Institutions of Jharkhand. The academy will act as a facilitator for reforms in higher education, formulation of policies and schemes, monitoring and evaluation of schemes and any other work assigned by the Department of Higher and Technical Education.

The Board of Directors of JSFDA, in its 1st meeting held on April 17, 2025, resolved to approve the proposal to create a logo and to frame a motto precisely showing the objectives of Jharkhand State Faculty Development Academy through organising a competition in State and Private Universities and Colleges of Jharkhand.

All students are hereby informed about the "Logo & Motto Creation Competition" organised by JSFDA. The deadline for submission of entries is 10.06.2025. Interested students are invited and encouraged to participate in this contest. For the latest updates and more details, please regularly visit <https://jshec.jharkhand.gov.in>

The URL and QR Code for the Google Form for submitting the entries are as follows:

#### **URL of the Google form**

<https://forms.gle/S5gigxgeTRPzyGuU7>

#### **QR Code of the URL of the Google form**



Scan the QR code using Google Lens or  
any other QR code scanner

**A. Eligibility**

1. Students of all State Public Universities, Private Universities of Jharkhand State and the Constituent and Affiliated Colleges, under these Universities, are eligible to participate in this competition. Students of Technical institutions, including Government and Private Polytechnic/Engineering College, are also eligible to participate in the competition.
2. Students are allowed to participate in the competition in individual capacity or a team of a maximum of 2 members only.
3. Every student participant can submit only one entry, either in individual capacity or as a member of a team. Multiple entries from the same participant will not be considered and will lead to outright rejection of all the entries.
4. All participants are bound by the rules of the contest. Violating the rule will lead to immediate disqualification.

**B. Technical Parameters for Logo Design**

1. The Logo should be submitted in .jpeg or .png, or .pdf format only.
2. The Logo should be designed using colours (not in Grayscale or Black & White).
3. The Logo should be designed on a digital platform only. The winner of the competition shall be required to submit the design in an open file format (EPS/CDR/PSD).
4. The size of the final design may vary from 4 cm x 4 cm to 60 cm x 60 cm.
5. The Logo must be of circular shape within the specified dimensions as mentioned above. The above dimensions indicate only the minimum and maximum 'frame' sizes.
6. The Logo should be in high resolution, at least 600 DPI, and should look clean (not pixelated or bit-mapped) when viewed on-screen at 100% resolution.
7. The Logo should not be submitted in compressed or self-extracted format.
8. The Logo design should not be imprinted or watermarked.
9. The Logo design must be adaptable onto any form/surface and be usable on the website and social media platforms such as Facebook /Instagram/X/LinkedIn etc., and on printed materials such as press releases, letterheads, flyers, posters, banners, etc.

10. Every entry must be accompanied by a brief write-up/ explanation in a maximum of 200 words. This write-up has to be submitted along with the proposed logo. The write-up should elaborate on the theme and concept behind the Logo.
11. During the course of evaluation, contest organisers may ask participants to resubmit their entries in different sizes (s)/formats (s), depending upon the requirement.
12. Participants must keep the original editable/ open file format ready, as it shall be required to be submitted later for the winning entry.

### **C. Technical Parameters for Motto (Tagline) Creation**

1. The Tagline should be tidy and meaningful, attempting to convey the dignity and the motive of Jharkhand State Faculty Development Academy (JSFDA).
2. It should be simple in language and must not contain any slang, provocative, objectionable or inappropriate content.
3. The Tagline should be drafted in Hindi or English.
4. For entries to be submitted in Hindi, please type out the Tagline on a UNICODE font in the Google form.

### **D. Intellectual Property Rights**

1. All submitted entries must be the original work of the participant and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
2. The Logo must be original and should not violate any provision of the Indian Copyright Act. 1957.
3. The drafting of the Motto Tagline must be an original work of creation, free from plagiarism or copyright violation.
4. The participant shall be solely responsible for any copyright violation or infringement of Intellectual Property in creating the logo or drafting the Tagline, or motto.
5. JSFDA shall not bear any responsibility in the event of copyright violation(s). The participant shall indemnify JSFDA from any liability arising out of such violations. if any.

6. All entries are governed by the provisions of the Logos and Names (Prevention or Improper Use) Act, 1950 and any violation of the said Act will result in immediate disqualification.
7. All entries will become the property of the JSFDA and are not returnable. By submitting an entry, each participant agrees that any intellectual property rights in the logo design are deemed assigned to the JSFDA.
8. JSFDA shall have the exclusive right to use, reproduce, modify, publish, license and/or otherwise deal with the Logo submitted in the course of this competition.
9. JSFDA reserves the right, within its sole discretion, to modify the prize-winning logo in any form
10. JSFDA reserves the right to reject all the entries if found not suitable.
11. All participants acknowledge that they will receive no compensation besides the reward amount stipulated in this document at any point in future in connection with the use of their submitted work.

#### **E. Important Dates**

1. The last date of submission of entries will be **10.06.2025 at 5:00 pm.**
2. Any late entry after the stipulated date and time will not be entertained under any circumstances and will be immediately rejected.

#### **F. Submission Guidelines**

All participants (Individual/Team) are required to submit their entries only by using the following Google Form link only. Entries submitted through any other medium/mode will not be considered for evaluation.

**<https://forms.gle/S5gigxgeTRPzyGuU7>**

Alternatively, the QR code given below can also be scanned using 'Google Lens' or any other QR Code Scanner



**G. Selection Process and Award**

1. All the entries received within the stipulated date and time would be carefully evaluated, assessed and judged by the concerned Authority.
2. JSFDA would shortlist the Top-3 entries based on creativity, originality, composition, technical excellence, aesthetic qualities, simplicity, artistic merit and visual impact, among others
3. Award for the Top 3 entries would be distributed as follows:
  - 1st Prize: Rs. 25,000
  - 2nd Prize: Rs. 20,000
  - 3rd Prize: Rs. 15,000
4. The decision of JSFDA would be final and binding on all the participants, and no clarifications would be issued to any participant. whatsoever.

**H. Other Terms & Conditions**

1. The responsibility to comply with the guidelines and other conditions fully lies with the participant, and JSFDA shall not be liable for any dispute raised by a third party.
2. JSFDA reserves the right to cancel or amend all or any part of the competition and/or the Rules and Guidelines.
3. The participants are required to regularly visit the website of JSHEC (<https://jshec.jharkhand.gov.in>) for any updates related to this competition.
4. In the event of selection of the Logo & Motto, the designer of the Logo & Motto shall be rewarded only as per the amount specified under the 'Selection Process and Award' mentioned above. The decision of JSFDA in the event of the grant of Award money would be final and binding.
5. Any legal proceedings arising out of this competition/its subject to the local jurisdiction of Ranchi, Jharkhand.