



भारत का राजदूतावास, अदिस अबाबा

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## PRESS RELEASE

### Know India Programme Logo Design Contest

With an aim to give a facelift to “ Know India Programme (KIP) , an important initiative of Government of India started in 2004 to promote India’s engagement with PIOs across the globe, and make it more dynamic and interactive , it has been decided to have a LOGO designed for it. An exclusive LOGO would not only promote greater awareness about KIP but also provide a distinct identity to this initiative.

2. In order to finalise the LOGO, a global contest for designing the KIP LOGO with participation from the Indian diaspora would be organized from 1<sup>st</sup> September 2019 to 15<sup>th</sup> October 2019. The LOGO should be creative, innovative, professional and express the sentiments behind the KIP.

3. Guidelines of the Contest

#### **(a) Logo Requirements:**

**Professional:** This logo will be featured on Ministry's website, social media platforms and other mediums (stationery, pamphlets, t-shirts etc). As a result, the logo should be eye-catching and legible.

**Theme:** Logo must promote the Know India Programme scheme of the Government of India which aims-"To reconnect the Indian diaspora youth of the age group 18 to 30 years with their Indian roots".

**Color:** There are no limitations and any colors may be used. However, logo must look good in color (if any) or black and white. The logo may be created using pencils, crayons, markers, and paint. Also, the logo may be created with a computer drawing program.

**Integrity:** Logos cannot contain copyrighted material. There should be no watermarks on design entries. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Logos must be easily reproducible and scalable for large and small formatting. The logo should be simple, not be complicated or confusing, and all elements must be discernible when reproduced in smaller sizes

**(b) Participation Eligibility Criteria :** The competition is open to all People of Indian Origin (PIOs).

**(c) Contest Details :** Winners will be selected by the Ministry of External Affairs. Contestants agree that the Ministry may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights of the logo, to Ministry of External Affairs, Government of India. Additionally, the Ministry may alter, modify or revise the logo. The Ministry also reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

**(d) How to Enter the Contest:** The contest begins on **September 1, 2019**. Submissions will be accepted through **October 15, 2019**. Winner will be announced via the website of the Ministry and its Missions/Posts, social media websites and by direct contact to the winners' email accounts. In order for the entry to be submitted and reviewed by the judges, all entries must be:

(i) Submitted directly to Embassy at email ID: [amb.addisababa@mea.gov.in](mailto:amb.addisababa@mea.gov.in) , cc to [pic.addisababa@mea.gov.in](mailto:pic.addisababa@mea.gov.in) ,

(ii) Submitted in their original source file and

(iii) Submitted as a high resolution.pdf with 300 dpi or higher.

4. The winner will be awarded with the grand prize of 25-day fully sponsored tour to India.

Website: <https://www.mea.gov.in/> , <https://www.kip.gov.in/>

FB: @OverseasIndianAffairs, Twitter: @OIA\_MEA.

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