

# OFFICE OF THE SHILLONG SMART CITY LTD , MEGHALAYA SHILLONG

No. SSCL/COM/WEBSITE/19-20/01

Dated Shillong the 03<sup>rd</sup> July, 2019

## **ADVERTISEMENT**

**Spill over your creativity skills and design a logo for the Shillong Smart City Initiative  
!!!!**

Shillong Smart City Limited invites entries for designing a logo for Shillong Smart City. The best logo design may get a chance to become the logo of Shillong Smart City Mission. The final selected entries, as decided by the appointed jury will be awarded cash prizes.

### **PRIZES**

The best 3 entries will be declared as winners

1. 1st Prize – Rs. 10000 /- (Ten Thousand only)
2. 2nd Prize – Rs. 5000 /- (Five Thousand only)
3. 3rd Prize – 3000 /- (Three Thousand only)

### **Guidelines:**

Your logo design should communicate to the wider Vision for Smarter Shillong.

The City of Shillong will transform into a city of cultural and economic vibrancy, which Meghalaya people proudly identify.

A city with strong traditional culture, culturally and economically vibrant city with focus on Education, Tourism, Trade/Business, clean, green, inclusive, modern, safe, tourists friendly and well governed city. Achieving a better quality of life in a sustainable environment through economic growth and citizen participation, while retaining our heritage and cultural diversity.

Last date for submission of entries is July 16, 2019 by 4: 00 PM.

Details of the advertisement Terms and Condition can be downloaded from the following website:

[www.meghalaya.gov.in](http://www.meghalaya.gov.in)

**Sd-  
Chief Executive Officer  
Shillong Smart City Limited  
Meghalaya**

Copy to:

1. The P.S. to The Principal Secretary, Government of Meghalaya, Urban Affairs Department, Shillong, for information of the officer.
2. The P.S. to The Commissioner & Secretary, Government of Meghalaya, Urban Affairs Department, Shillong, for information of the officer.
3. The Director, Urban Affairs Department, Shillong.
4. The Director, Information & Public Relations, Meghalaya, Shillong with a request to cause publication of Tender Notice in 1 (one) issue of local news paper like the Shillong Times.
5. The Director, Printing and Stationery, Meghalaya, Shillong with a request to publish the tender notice in next 2 (two) immediate consecutive issues of Meghalaya Gazette.
- ✓ 6. The State Informatics Officer, National Informatics Centre, Meghalaya, Shillong with a request to upload in the Website.

# LOGO DESIGN CONTEST FOR “SHILLONG SMART CITY LTD”

## TERMS & CONDITION

1. Last date for submission of entries is July , 2019.
2. If participant/s submit multiple entries, then last entry submitted will be considered for evaluation.

### 3. Eligibility:

- Only Indian Nationals are eligible for this Competition.
- Age Limit: 18 years and above.
- Individual person, Individual group of peoples, groups, experts, professionals etc. are eligible.
- Competitor can submit maximum only one entry. The prize will be given to the author of the competition entry in case of group.

### 4. Design Consideration

- a. Your logo design should be reflective and communicate to the wider Vision for Smarter Shillong. The City of Shillong will transform into a city of cultural and economic vibrancy, which Meghalaya people proudly identify.
- b. A city with strong traditional culture, culturally and economically vibrant city with focus on Education, Tourism, Trade/Business, clean, green, inclusive, modern, safe, tourists friendly and well governed city. Achieving a better quality of life in a sustainable environment through economic growth and citizen participation, while retaining our heritage and cultural diversity.
- b. Logo artwork should be at least 2 inches x 2 inches.
- c. File should be of high resolution(over 300dpi) and should look clean (not pixelated or bit-mapped) when viewed on screen at 100%.
- d. Logo should be designed using colors (Not Grayscale or Black & White).

### 5. Logo & Rationale:

- Logo must be submitted with the rationale of the design.
- Artwork: Entries must be submitted in PNG format with transparent background. In case of hand written sketch, scanned image in PNG format has to be submitted by participant/s.

- Rationale: A maximum of 100 words in English to describe the concept, theme and symbolic elements.
- All logo design must be adaptable onto any form/surface of Shillong Smart City Ltd publicity materials, including but not limited to, websites, banners, letterheads, flyers, poster, etc

## 6. Intellectual Property Rights

- All entries will remain the property of Shillong Smart City Ltd and are not returnable.
- The winner/participant will be required to submit the EPS/CDR/SVG/PSD/original drawing or digital file of the logo on request by SSCL. In case of hand written sketch, original sketch has to be submitted to SSCL 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 SSCL in respect of this competition shall be solely and exclusively owned by the SSCL. All participants agree to assign absolutely to SSCL 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.

## 7. Submission Details

Last date for submission of entries is July 16, 2019.

The submission must contain

- i. PNG file of the logo ONLY (with clear/transparent background)
- ii. PDF file containing: -
  - Page-1** - Personal Details (Along with Photograph & copy of Residential Proof):
    - Full Name
    - Firm/Company (if applicable)
    - Full Address
    - City
    - State
    - Date of Birth
    - Mobile No.
    - email-
  - Page-2** – Logo & Rationale:
    - Logo < Logo Image>
    - Rationale (in not more than 100 words) < Text on rationale>

## 8. Selection Process

- The best winner shall be chosen on the basis of design consideration mentioned in the point no. 4 of Terms & Conditions for this logo competition.
- An appointed jury will select the winners (first, second and consolation prizes).
- The decision of management team of SSCL for selecting the winner shall be treated as final & binding to all the participants.

## 9. Prize

- The prizes money for winners is 1st Prize – Rs. 10000 /- (Ten Thousand only), 2nd Prize – Rs.5000 /- (Five Thousand only), 3rd Prize – 3000 /- (Three Thousand only)[*Note: Necessary tax deductions will be made as per the prevailing taxation rules from the prize money. Payment will be made by cheque/NEFT.*]
- The winner will be announced on email and phone number as per detail furnished in point no 7.
- The winning entry (including participant's details, photograph) will be showcased on Shillong Smart City Limited website as and when hosted.

10. No plagiarism shall be allowed and logo shall not use any material (Photograph, icon, symbol, image etc.) that is copyright protected.
11. The responsibility to comply with the guidelines and other conditions fully lies with the participant/participants and SSCL shall not be liable for any dispute raised by a third party.
12. Entry not complete in any respect or not meeting the terms and condition of the competition will be rejected without assigning any reason thereof.
13. Participant/s should not imprint or watermark logo design.
14. SSCL shall have the right to use, print or reproduce the prize winning logo or any submitted logo in any form it deems fit.
15. SSCL reserves the right to cancel or amend all or any part of the competition and/or the terms/condition without notice.
16. The winner has to submit the required proofs prior to claim the prize money to SSCL.
17. 17. Employees at SSCL, DUA, MUDA, SMB and their immediate family members will not be eligible to participate in this competition.
18. 18. Entries with incomplete profiles would not be considered.
19. All the entries must be uploaded/submitted online [toshillongsmartcityltd@gmail.com](mailto:toshillongsmartcityltd@gmail.com) in .jpg (JPEG) or .pdf (PDF) format
20. For offline submission, a hard copy and soft copy of the logo design should reach the following address before the due date:

O/o The CEO  
 Shillong Smart City Ltd,  
 Top Floor,  
 Raitong Building  
 Secretariat Hills  
 Shillong – 793001



**Disclaimer**

The winning logo may not automatically become the final logo for Shillong Smart City Mission.