



# UNESCO India Africa(UIA) Hackathon

## Ministry of Education's Innovation Cell

### Logo Contest

The UNESCO INDIA – AFRICA Hackathon provides a suitable platform allowing young innovators to come together and find solutions for social, environmental and technical problems faced by the collaborating nations. It serves as the foundation for creating potential start-ups with the potential to transform the world. It allows the participating students to unleash their creativity and explore new technologies to solve real-world problems under the guidance of experts - thus, spearheading business innovation in the modern world.

Collaboration of the student teams working together to solve shared problems opens the doors to cultural assimilation by introducing students and their mentors to methods, values and manners different from their own.

The Hackathon also serves as a symbol of the close relation cherished by India and its African counterparts and embodies the spirit of collaboration - bringing them together to solve problems for the betterment of humankind.

**Logo should communicate:** UNESCO India Africa Collaboration, Innovation, Technology and it should have Indian element

The Logo can be in full name format (UNESCO Africa India Hackathon) or abbreviation format (UIA Hackathon) or both

### TERMS AND CONDITIONS

1. The contest is open to Indian citizens/artists. The entry could be an individual project or a team project.
2. All entries must be submitted on the IIC portal <https://mic.gov.in/> only. Entries submitted through any other medium/ mode would not be considered for evaluation.
3. The winning logo would be the intellectual property of Ministry of Education's Innovation Cell and the winner cannot exercise any right over it, after selection.
4. Multiple submissions of logo by the same participant would not be accepted.
5. The entry should be accompanied by a brief explanation of the design and how it best symbolizes the ethos of the UIA Hackathon.
6. The logo design must be original. Plagiarism of any nature would not be accepted. It may also be noted herewith that the entries submitted by one individual shall not be viewable to the other participants

### TECHNICAL SPECIFICATIONS

1. Participants should upload the Full HD Logo in PNG / JPEG or PDF format only.
2. The winner of the competition shall be required to submit the design in open file format (CDR/PSD etc.).
3. The Logo should be in high resolution with minimum 300 DPI.



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4. A specification sheet containing graphical construction of the design in exact proportions in a bigger size, along with the final design, theme synopsis and concept is required to be submitted by the winner of the competition
5. The logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in an editable and open file format.
6. The logo should be usable on the website/social media such as Twitter/Facebook and on printed material such as black and white press releases, stationery and signage.
7. Participants should not imprint or watermark logo design.
8. Logo should be designed in color.

#### EVALUATION CRITERIA

1. All the entries received would be assessed by a Selection Committee for final evaluation.
2. Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit, visual impact and its relevance to UIA Hackathon.
3. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any of their decisions.
4. The disqualified entries shall not be used by the Ministry of Education's Innovation Cell for any purpose and the Ministry of Education's Innovation Cell shall have no intellectual rights over the same.

#### FOR WINNERS

1. Winner will receive a Memento and the Certificate of Appreciation from MoE's Innovation cell.

**Last date for submission is 14<sup>th</sup> October 2022.**