

"Digital Assam" Logo Competition

1. Objective:

"Digital Assam", an initiative of Government of Assam in the line of **"Digital India"**, to transform Assam into a digitally empowered society and knowledge hub with increased economic activity resulting from increasing digital literacy rate in rural area, spreading penetration of Internet Connectivity up to house hold level, making Government services and information easily available through digital devices to the citizens and bringing efficiency and transparency in governance using Information Technology.

In order to get a meaningful Logo, representing the theme of the **"Digital Assam"**, an open logo design competition is arranged by **AEDC Ltd.(AMTRON)** on behalf of **Information Technology Department, Govt. of Assam**. The selected Logo will be used by the Information Technology Deptt., Govt. of Assam for schemes/programmes involving Digital Assam initiative. The winner shall be awarded with an amount of Rupees Fifty Thousand(50,000/-) only and a citation.

2. Eligibility:

1. The Contest is open only to individuals and not open to companies, educational institutions, organizations, etc. or to groups associated with such institutions.

3. How to participate in the Logo Competition:

- Advertisement shall be published through local dailies and electronics media/websites inviting participants
- The participants must register themselves through the website www.amtron.in and shall submit their self designed logo through this website only.
- The designed logo must be accompanied with a brief description(**max. 200 words** in English) of the logo. The description must be submitted along with the logo through the above mentioned website.
- The logo must not contain any provocative, objectionable or inappropriate content. Once the logo and description is submitted by the participants, no alteration is allowed.
- **Participant can upload maximum of 3(three) different images in a single online registration.**
- Please note that the logo must be original and should not violate any provision of the Indian Copyright Act, 1957.

- The participant must be the same person who has designed the logo.
- Participants should upload the logo in **JPEG format** only(maximum **file size 5MB**) and the size of the design must be **5 cms X 5 cms**. The resolution of the design must be of **minimum 300 DPI**.
- **The logo should be designed on a digital platform**. The winner of the competition shall be required to submit the design in an editable file format.
- **The selected logo will be used by Information Technology Department, Govt. of Assam** on websites/social media such as Twitter/Facebook and on printed material such as black and white press releases, stationery and signage. The winner must handover the logo in editable file format to Information Technology Department and allow the Department to use it as mentioned.
- Participants should not imprint or watermark logo design.
- Logo should be designed in colour and it must be in CMYK, no spot colors.