National Institute of Ayurveda, Jaipur
Deemed to be University (De Novo)

Competition for Creating a

Tagline & Slogan

For National Institute of Ayurveda, Deemed to be University (De-novo), Jaipur

Who Can Participate?

- Students of NIA
- Faculty of NIA
- Non-Teaching staff, Hospital Staff of NIA
- Alumni, Retired Faculty and Staff of NIA

Prize

Cash Prize of
₹10,000

Note - Prize money will be given separately for *"Tagline and Slogan"* competition

SUBMIT YOUR ENTRIES https://forms.gle/JJTown7vbL4qd3j76

LAST DATE 27 October 2021

Competition for Creating a *"Tagline"* and a *"Slogan"* for National Institute of Ayurveda, Deemed to be University (De-novo), Jaipur

National Institute of Ayurveda is organizing a competition for creating a *"Tagline"* and a *"Slogan"* for National Institute of Ayurveda, Deemed to be University Jaipur with below mentioned terms and conditions.

Terms & Conditions

- All entries must be submitted to the University through google form. Entries submitted through any other mode would not be considered for evaluation.
- The winning Tagline and Slogan would be the intellectual property of the National Institute of Ayurveda (DU) and the winner cannot exercise any right over it, after acceptance of the prize.
- The prize-winning Tagline and Slogan is meant to be used by National Institute of Ayurveda for branding, promotional and display purposes, IEC materials and also for any other use as may be deemed appropriate by the university.
- The Tagline and Slogan must not contain any provocative, objectionable or inappropriate content/words/language.
- Multiple entries are also allowed.
- The participant must be the same person who has created the tagline and/or slogan and plagiarism would not be allowed. In case of plagiarism the participants will be responsible for the consequences.
- Please note that the submitted tagline and slogan must be original and should not violate any provision of the Indian Copyright Act, 1957.
- Anyone found infringing on others' copyright would be disqualified from the competition. National Institute of Ayurveda will not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- The employees of National Institute of Ayurveda as well as their family members are also allowed to take part in this competition through employee/student or faculty.
- Participant is to make sure that he/ she has provided accurate information in the google form since this would be used for further communication. This includes details such as name, email and phone number. University will not be responsible for any wrong or incomplete information shared.
- National Institute of Ayurveda reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the university's website (http://www.nia.nic.in). Participants are requested to keep them informed as to

any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.

- Participants need to submit their entry separately for the Contest (i.e. tagline and slogan). Participants can take part in any one or both the contests.

Technical Parameters

- Participants should submit the tagline and/or slogan through google form only.
- Tagline or Slogan can be in Sanskrit, Hindi or English. Participants may translate and submit the Tagline and/or Slogan in all the three languages.
- A small description about the tagline or slogan should be provided to explain the concept.
- The tagline should be catchy and crispy.
- Tagline must be short and preferably in 4-6 words.
- Slogan can be submitted in one line containing 8-10 words.
- Tagline and Slogan should reflect the aims and objectives of the institute.
- The Tagline and Slogan must not contain any provocative, objectionable, contradictory or inappropriate content.
- The Tagline and Slogan should not be criticizing or comparing others directly or indirectly.

Link for Submitting the entry

Submit your entries through google link **- https://forms.gle/JJTown7vbL4qd3j76**

Evaluation Criteria

- All the entries received by the university would be assessed by a Screening Committee for an initial evaluation. After such screening, all approved entries would be assessed for awards by a Jury for final evaluation.
- Evaluation would be done on the basis of technical parameters by a Selection Committee.
- Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, and how well they reflect the aims and objectives of the organization.
- The decision of the Selection Committee would be final and no clarifications would be issued to any participants regarding the final decision.

Any legal proceedings arising out of the competition / its entries / winners shall be subjected to local jurisdiction of Jaipur, Rajasthan.