

NATIONAL LAND MONETIZATION CORPORATION

(Public Enterprises Bhawan, Block-14, CGO Complex, Lodhi Road, Delhi - 110003)

LOGO DESIGN CONTEST

Date: 24.03.2025

The National Land Monetization Corporation (NLMC) is a wholly owned Government of India enterprise under the administrative control of the Department of Public Enterprises, Ministry of Finance. It was established to efficiently and prudently carry out the monetization of land and other non-core assets, in line with international best practices. The non-core assets primarily consist of surplus land held by government ministries, departments, and public sector enterprises. A logo is crucial for NLMC, as it will enhance brand recognition, promote its presence, and support the organization's growth in both the social and professional landscapes.

Terms and Conditions

1. Each entry should be accompanied by a brief written explanation of the logo and how best it encapsulates its essence.
2. All entries must be submitted through the Creative Corner section of **hr-nlmc@gov.in**. Entries submitted through any other medium/mode will not be considered for evaluation. The last date of submission is 13-04-2025.
3. The contest is open to Indian citizens only. NLMC will award the winner an honorarium of Rs.20,000/- (inclusive of all taxes).
4. Each participant, whether as an individual, a team of designers/artists, or a firm, can submit **ONLY one entry**. The submission of the entry is free.
5. The logo design must be original and should not violate any provisions of the **Indian Copyright Act, 1957** or the intellectual property rights of any third party. The logo should not have been previously published in any print or digital media and must not contain any provocative, objectionable, or inappropriate content.
6. In case of any copyright issues, the participant/applicant will be solely responsible for settling any legal proceedings arising out of it at their end. **National Land Monetization Corporation (NLMC)** will not be held responsible.
7. Plagiarism of any nature is not allowed. Anyone found infringing on others' copyrights will be disqualified from the contest.

8. All entries are governed by the provisions of the **Emblems and Names (Prevention of Improper Use) Act, 1950**, and any violation of the said Act will result in disqualification.
9. The participant must ensure that their **National Land Monetization Corporation** profile is accurate and updated for further communication. This includes details such as name, latest photo, country declaration, complete postal address, email ID, and phone number, etc. Entries with incomplete profiles will not be considered.
10. The responsibility to comply with the submission of entries, competition technical criteria, and selection process fully lies with the participant(s). NLMC shall not be answerable to any dispute raised by a third party.
11. All entries will become the property of **National Land Monetization Corporation**, and the corporation may use the entries as and when required.
12. **National Land Monetization Corporation** takes no responsibility for corrupted or late entries.
13. The winner will be declared through email or by announcing their name on the **Department of Public Enterprises** website. Once a winner is declared, they will need to respond via email within 3 working days, or the second-best entry will be chosen.
14. The winning logo will be the intellectual property of **National Land Monetization Corporation**, and the winner shall not exercise any right over it. NLMC will have the unfettered right to modify the prize-winning logo/entry or add/delete any information/design features in any form. The winner will not exercise any right over their logo and shall not use it in any way.
15. The winning logo is meant to be used by **National Land Monetization Corporation** for promotional and display purposes, information, education, and communication materials, and also for any other use as deemed appropriate.
16. The logo should be usable on the website, mobile app, social media platforms (e.g., Twitter, Facebook, Instagram), and on magazines, commercial hoardings, standees, brochures, leaflets, pamphlets, souvenirs, and other publicity and marketing materials.
17. There will be no notification to participants of rejected entries.
18. **National Land Monetization Corporation** reserves the right to cancel or amend all or any part of this contest and/or terms and conditions/technical parameters/evaluation criteria. However, any changes to the terms and conditions, technical parameters, or evaluation criteria, or the cancellation of the contest, will be updated/posted on the **National Land Monetization Corporation** platform. It is the responsibility of the participant to stay informed of any changes.
19. In case of any issues or clarifications, only the English version shall be followed.

20. Depending on the volume of work and participant feedback, the contest deadline may be extended, if required, to ensure all interested individuals have adequate time to submit their entries. Any such extension will be communicated through the DPE website and NLMC/DPE social media channels.

Technical Criteria

1. The logo should be submitted in **JPEG, PNG, or PDF** format only.
2. The logo should be designed in color. The designed logo shall be provided in both **CMYK** and **RGB** formats. The size of the logo may vary from **5 cm x 5 cm** to **60 cm x 60 cm** in any format.
3. The logo should be usable on the website, social media platforms such as Twitter/Facebook, and on printed materials such as black-and-white press releases, stationery, signage, labels, wood carving, and metal casting.
4. The logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in an open file format (**EPS/CDR/PSD**). Participants should ensure that original designs are submitted.
5. All fonts should be converted to outlines.
6. The file should be high resolution – at least **300 pixels per inch** at **100% size**.
7. The file should look clean (not pixelated or bitmap) when viewed on screen at **100%**.
8. Entries should not be submitted in compressed or self-extracting formats.
9. The logo design should not be imprinted or watermarked.

Selection Process

1. All entries received by the stipulated date and found in order will be evaluated by a selection committee constituted for the purpose. The committee will shortlist the entries and decide the winner if an entry is found suitable.
2. Entries will be judged on the basis of creativity, originality, composition, technical excellence, simplicity, artistic merit, and visual impact, and how well they communicate the theme of **National Land Monetization Corporation**.
3. The decision of the selection committee will be final and binding on all the contestants. No clarifications will be issued to any participants regarding the decision of the selection committee.
4. There will be only one winner of the competition.
5. The winner shall be required to provide the original open-source file of the designed logo.

6. Any legal proceedings arising out of the competition, its entries, or its winners will be subject to the local jurisdiction of Delhi State only. Expenses incurred for this purpose will be borne by the parties themselves.
7. **National Land Monetization Corporation**, if it so decides, reserves the right not to proceed with the competition at any stage.
8. Payment to the winner will be made through electronic mode, for which the necessary bank details will be taken after the declaration of the winner of the contest.