Subject: Know India Programme – LOGO Designing Contest

Dear Organization Head,

Greetings from the Consulate General of India!

As you are all aware, the Know India Programme (KIP) has become one of the important initiatives of the Government of India (GOI) to promote India’s engagements with Persons of Indian Origin (PIO) across the Globe. Since 2004, the KIP has had 53 editions with almost 2000 participants.

2. Now, in order to make KIP more dynamic and interactive and to be able to promote greater awareness about it and to give it a distinct identity, the Government of India has decided to have a LOGO designed for KIP.

3. The Consulate General of India in Johannesburg is, therefore, now pleased to convey today on 1st September, 2019, the announcement of a Global Contest by the Government of India for the designing of the KIP Logo with participation from the Indian diaspora. The GOI is looking for a Logo that is creative, innovative, professional and expresses the sentiments behind the KIP initiative.

4. The contest will be open to all the PIOs, irrespective of their age, nationality, gender, generation etc. The winner will be awarded a prize of 25 days fully sponsored tour to India as a KIP participant. I am enclosing herewith the guidelines for the contest for the design of the KIP Logo. The nodal point for receipt of entries in the Consulate is Ms. Zanele Ralane at the email commerce@indconjoburg.co.za. You are requested to kindly promote this contest among all the PIOs and the Indian diaspora.

5. The last date for receipt of entries is Monday, 14 October, 2019 (1500 hours).

6. You may like share this information with all concerned for onward widespread dissemination. In case of any further clarification, you may wish to contact Mr. Balbir Raj Saini, Consul (Culture & Education) at Tel: +27 (0)11 4828484 Email: cce@indconjoburg.co.za; Mobile +27 71 671 7678.

Kind regards,

Yours sincerely,

(Balbir Raj Saini)
Guidelines for the Logo Design Contest for Know India Programme

Logo Requirements

- **Professional**: This logo will be featured on Ministry’s website, social media platforms and other mediums (stationery, pamphlets, t-shirts etc). As a result, the logo should be eye-catching and legible.
- **Theme**: Logo must promote the Know India Programme scheme of the Government of India which aims - “To reconnect the Indian diaspora youth of the age group 18 to 30 years with their Indian roots”.
- **Color**: There are no limitations and any colors may be used. However, logo must look good in color (if any) or black and white. The logo may be created using pensels, crayons, markers, and pant. Also, the logo may be created with a computer drawing program.
- **Integrity**: Logos cannot contain copyrighted material. There should be no watermarks on design entries. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Logos must be easily reproducible and scalable for large and small formatting. The logo should be simple, not be complicated or confusing, and all elements must be discernible when reproduced in smaller sizes.

Participation Eligibility Criteria

The competition is open to all People of Indian Origin (PIOs.)

Contest Details

- Winners will be selected by the Ministry of External Affairs. Contestants agree that the Ministry may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights of the logo, to Ministry of External Affairs, Government of India. Additionally, the Ministry may alter, modify or revise the logo. The Ministry also reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

How to Enter the Contest

- The contest begins on September 1, 2019. Submissions will be accepted through October 15, 2019. Winner will be announced via the website of the Ministry and its Missions/Posts, social media websites and by direct contact to the winners’ email accounts. In order for the entry to be submitted and reviewed by the judges, all entries must be:
  - Submitted directly to [Nodal contact from Mission]
  - Submitted in their original source file and
  - Submitted as a high resolution .pdf with 300 dpi or higher.