



The Marine Products Export Development Authority

(Ministry of Commerce & Industry), Govt of India,
MPEDA House, Panampilly Nagar P.O, Kochi, Kerala – 682 036

LOGO DESIGN CONTEST FOR “SHAPHARI” CERTIFICATION OF MPEDA

GUIDELINES

MPEDA:

The Marine Products Export Development Authority (MPEDA) was set up by an act of Parliament during 1972. MPEDA is the nodal agency for the holistic development of seafood industry in India to realise its full export potential. MPEDA’s focus is mainly on Market Promotion, Capture Fisheries, Culture Fisheries, Processing Infrastructure & Value addition, Quality Control, Research and Development. As a part of the export promotion activities, MPEDA has initiated a certification scheme, the SHAPHARI certification, for hatchery and aquaculture farms.

“SHAPHARI” certification:

‘SHAPHARI’ is a Sanskrit word for superior quality of fishery product suitable for human consumption. The certification programme covers two entities: 1) Shrimp culture farms, which produce marketable size shrimp for export purpose and 2) Shrimp hatcheries, which produce shrimp seeds. This certification scheme ensure that farmers produce shrimp following the Guidelines for Good Aquaculture Practices in their aquaculture farms and hatchery operators produce antibiotic free shrimp seed in their hatcheries to enhance the consumer confidence, meet international standards and promote hassle free export. The entities undergo audits as per the Standards laid down for certification and eligible units are issued Shaphari certificate, which is valid for 2 years. More details on SHAPHARI certification can be accessed from https://mpeda.gov.in/?page_id=3447.

Concept of Logo:

The logo should reflect shrimp produced for export purpose from a shaphari certified entity (Farms/ Hatcheries).

Reward:

An amount of Rs. 10,000/- will be awarded to the winner of the logo contest.

Eligibility Criteria:

- Students pursuing UG/PG from any recognized University/ Colleges/Institutions are eligible to participate in this competition.
- College ID card Photo or declaration by the Head of the institution shall be submitted along with the logo by the following link https://docs.google.com/forms/d/e/1FAIpQLSe1WgYlXoPKivxOYdMnWvYhs_WweIj2as3shTTSLeKDVgTh1w/viewform?usp=sf_link within 15 days from the date of issue of this notification in the website.

Technical Parameters:

- a. Participants shall submit the Logo in JPEG/PNG/SVG format.
- b. The Logo shall be in high resolution with minimum 600 DPI and shall look clean (not pixelated or bit-mapped) when viewed on screen at 100% resolution.
- c. The Logo design shall be adaptable onto any form/surface including websites, social media such as Twitter/Facebook, press releases, certificates, stationery, signage, banners, letterheads, flyers, posters, etc.
- d. Participants shall not imprint or watermark Logo design.

Intellectual Property:

- a. The design of the Logo must be an original work of creation, free from plagiarism or copyright violation of any kind.
- b. The participant shall be solely responsible for any copyright violation or infringement of Intellectual Copyrights in making the Logo.
- c. The Logo must not contain any provocative, objectionable, or inappropriate content.

- d. All entries are governed by the provisions of Logos and Names (Prevention of Improper Use) Act, 1950 and any violation of the said Act will result in disqualification.
- e. The Logo must be original and should not violate any provision of the Indian Copyright Act, 1957.

Selection Process:

- a. All the entries received by MPEDA would be assessed by a Selection Committee.
- b. It would be judged based on various parameters which include elements of creativity, originality, composition, technical excellence, aesthetic qualities, artistic merit and visual impact, among others.
- c. The decision of the Selection Committee would be final, and no clarifications would be issued to participants on decision of the Selection Committee.

General Terms and Conditions:

- Entries shall be submitted by the following link only https://docs.google.com/forms/d/e/1FAIpQLSe1WgYIXoPKivxOYdMnWvYhs_WweIj2as3shTTSLeKDVgTh1w/viewform?usp=sf_link
- Multiple entries are not accepted from a single participant.
- Group submissions are not allowed, and willing students should participate individually.
- Once submitted, it cannot be withdrawn.
- Every entry must be accompanied by a brief write-up of maximum 100 words. This write-up must be sent along with the proposed Logo.
- The winner shall be required to provide the original open-source file of the designed Logo.
- The copyright of the Logo, so submitted, shall rest with MPEDA. MPEDA shall have the right to use, reproduce, modify, publish, license and/or otherwise deal with the Logo submitted in course of this competition.
- MPEDA reserves the right to reject all the entries, if not found suitable.

- MPEDA reserves the right to cancel or amend all or any part of the competition and/or the Rules and Guidelines.
- The participants are required to visit MPEDA website for any updates related to this competition.
- For any clarifications, please contact: Deputy Director (Aqua), MPEDA, Kochi, aqua@mpeda.gov.in.
