

समुद्री उत्पाद निर्यात विकास प्राधिकरण

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

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डाक पेटी सं. 4272, कोच्ची - 682 036, भारत

The Marine Products Export Development Authority

(Ministry of Commerce & Industry, Govt. Of India)

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LOGO DESIGN CONTEST FOR 'SEAFOOD EXPO BHARAT' ORGANISED BY MPEDA

GUIDELINES

MPEDA:

The Marine Products Export Development Authority (MPEDA) was set up by an act of Parliament in 1972. MPEDA is the nodal agency for the holistic development of the seafood industry in India to realise its full export potential. MPEDA focuses 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, organize an annual trade fair, the Seafood Expo Bharat (SEB), to increase technology transfer by inviting the best experts in aquaculture and seafood processing from overseas.

Seafood Expo Bharat (SEB): A Comprehensive Platform for the Seafood Industry

The Seafood Expo Bharat (SEB) is envisaged as an annual exposition aimed to serve as a unifying platform for various stakeholders in the seafood sector, including hatchery operators, feed mill operators, aquaculture farmers, aquaculture machinery manufacturers, fishers, seafood processors, processing machinery manufacturers, trade agents, technical experts, and exporters. The event will bring these industry professionals together under one roof to establish trade relationships and contribute to the growth of the country's seafood exports.

SEB will provide an ideal environment for trade visitors to engage in business meetings and foster trade partnerships. The expo will also serve as a valuable platform for entrepreneurs to exchange technological insights, explore innovations, and promote business development in the seafood and aquaculture sectors.

A key highlight of the expo will be business networking opportunities, including:

- Domestic buyer-seller meetings between aquaculture farmers and seafood processors.
- International reverse buyer-seller meetings, where seafood importers from leading seafood-importing nations will connect with exporters to explore trade possibilities.

Additionally, the expo will allow stakeholders to discuss industry trends, technological advancements, and emerging challenges, ensuring they stay updated on the latest developments in the field.

Concept of Logo:

- A unique and visually appealing logo that captures the essence of the Seafood Expo Bharat.
- The logo should symbolize the theme of seafood, innovation, sustainability, and commerce.
- It should be versatile and adaptable across multiple platforms, including digital media, print materials, event banners, and promotional merchandise.

Reward:

An amount of ₹ **25,000/-** will be awarded to the winner of the logo contest.

Eligibility Criteria:

Students pursuing UG/PG from any recognized university, college, or Institution 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://forms.gle/Z59Q8sTGJHpPiTTK7> within 10 days from the date of issue of this notification in the website. (Last Date 29.03.2025)

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 will 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 the decision of the Selection Committee.

General Terms and Conditions:

- Entries shall be submitted by the following link only <https://forms.gle/Z59Q8sTGJHpPiTTK7>
- 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 to the logo contest must be accompanied by a brief write-up of a maximum of 100 words explaining the concept and components of the logo.
- Works derived from AI tools will not be considered.
- The entry submitted shall be an original work brought out of the creative thoughts and skills of the contestant.
- The winner shall be required to provide the original open-source file of the designed Logo.
- The winner shall be ready to make appropriate modifications/changes in the selected logo as desired by the committee / MPEDA.
- 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 (P&MP), MPEDA, Kochi, Email: pub@mpeda.gov.in
