

No. 26/5/2013-PPD  
Government of India  
Ministry of Finance  
Department of Expenditure  
(Procurement Policy Division)

North Block, New Delhi  
Dated 11<sup>th</sup> April, 2013

**OFFICE MEMORANDUM**

**Subject:- Guidelines for conduct of public competitions for design of symbols/logos.**

In the recent past certain Ministries/Departments have conducted competitions for the design of logos/symbols for their use, certain aspects of which have given rise to some litigation. In this context, the Hon'ble Delhi High Court, in its Final Order on WP(C) No.2449 of 2012, has directed the Union of India to instruct all its Ministries/ Departments to frame guidelines which are transparent, fair and objective, to be applied by such Ministries/ Departments as well as their attached/ subordinate offices and the autonomous bodies/ public sector undertakings/ organizations controlled by them in respect of public competitions for design of symbols/ logos conducted by them.

2. The issue has been examined in this Department and it has been decided that the following guidelines shall be followed by all Ministries/ Departments as well as their attached/ subordinate offices and the autonomous bodies/ organizations controlled by them, while conducting public competitions for design of symbols/ logos for their use:

- (a) Design competitions should be conducted in a transparent, fair and objective manner;
- (b) Wide publicity should be given to the competition so as to ensure that the information is accessible to all possible participants in the competition. This should include publication on the web site of the Ministry/ Department/ PSU/organization concerned, as also the Central Public Procurement Portal. The existing e-publishing module can be utilized;
- (c) Provisions of any applicable laws, including the Official Languages Act and the Emblems and Names (Prevention of Improper Use) Act, should be kept in view while conducting the competition;
- (d) A detailed Competition Notice should be drawn up and made public. The notice should, inter alia, details on the following:
  - (i) The objectives of the design competition and the key features expected in the proposed design;
  - (ii) Qualification criteria, if any, for participation in the competition;
  - (iii) The process of evaluation and evaluation criteria – whether it would be single or multi stage (for symbols/ logos intended to represent a drive/project/ entity of National Importance, it *may* be

decided to have the selection through public voting. If so, the modalities should be clearly specified).

- (iv) The manner of submission of entries and the format/ details etc. expected with the design;
- (v) Whether multiple designs can be submitted by one participant;
- (vi) The last date and time for submission;
- (vii) Details of entry fees, if any and the manner of submission of the same;
- (viii) Expected date for announcement of results and the manner in which the results will be intimated;
- (ix) The number of prizes to be awarded and the amount payable for the successful design(s).
- (x) It may be clearly stipulated that the intellectual property rights of the successful design(s) would rest with the sponsoring agency. The status of the unsuccessful designs and whether it is intended to return them should be indicated clearly.

3. Once the completion is over and the winning entry selected, this again should be notified in the public domain. If the selection has been by a jury of experts nominated for the purpose, the composition of the jury may be notified.

4. It is evident that every competition would have distinct features and therefore the aforesaid guidelines should be used as a general principle while preparing the detailed procedure/rules for each such competition.

5. This issues with the approval of the Finance Secretary.

  
(Vivek Ashish)  
Under Secretary to the Govt. of India  
Tel. 2309 5629

To

- 1. The Secretaries of the Ministries/Departments of the Govt. of India
- 2. The Financial Advisers of Ministries / Departments of the Govt. of India.