



**GOVERNMENT OF MEGHALAYA**  
**DIRECTORATE OF COMMERCE AND INDUSTRIES**

Plot No L/D 015,, Lower Nongrim Hills Shillong-793002,  
Email-id:-[industries-meg@nic.in](mailto:industries-meg@nic.in): Website:-[www.megindustry.gov.in](http://www.megindustry.gov.in)

NO. M/Dind/MSME/8/2024/81 ,

Dated Shillong, the 4<sup>th</sup> Oct, 2024

**NOTIFICATION: EXTENSION FOR LOGO DESIGN COMPETITION**

Open competition for Logo Design from all the citizen of Meghalaya for “**MeghaRise**” Brand under Raising and Accelerating MSME Performance (RAMP), a Central Sector Scheme of Ministry of MSME supported by the World Bank. No age bar for participation, school and college students are encouraged.

“**MeghaRise**” is a brand which focuses on organic products sourced from bamboo, wood, and handicraft clusters, as well as food clusters within the state. The range of products includes organic soaps, toiletries, self-care items, eco-friendly travel cases, bamboo cutlery sets, Areca nut leaf plates, bamboo and cane bins, bamboo bottles, broom grass products, and portable food products like organic honey pouches and locally produced chocolates.

The Commerce & Industries Department, Govt. of Meghalaya is pleased to inform all the participants and potential entrants that the last date for the Logo Design Competition for ‘MeghaRise’ brand has been extended. This extension aims to accommodate a larger number of participants and to ensure everyone has adequate time to submit their creative designs.

**REVISED LAST DATE OF SUBMISSION: 31<sup>st</sup> October 2024.**

**We encourage all interested designers, artists, students and creative individuals to take advantage of this extended deadline to submit their innovative logos.**

**For details of the Open Logo Design Competition or any Queries please visit the Departmental Website-[www.megindustry.gov.in](http://www.megindustry.gov.in) or from Office of the undersigned on any working day.**

**Submission Details:**

- Participants must submit their logo design in high-resolution JPEG or PNG format as specified in Annexure 1.
- Include a brief description of your concept, design and specification.
- Designs should be emailed to the email address – [industries-meg@gov.in](mailto:industries-meg@gov.in), [meghalaya.ramp.scheme@gmail.com](mailto:meghalaya.ramp.scheme@gmail.com) with the subject line "**Megharise Logo Design Competition**".
- The design must also be attached separately along with Annexure 1.

**Selection Criteria:**

- Two-stage selection: online screening and final selection by a jury constituted by the Government of Meghalaya.
- Shortlisted candidates (10 best entries) will present their design in front of the jury.
- Participants must provide details of the -1. concept, 2. design and 3. specifications.
- The jury will select the winner.

**Logo Requirements:**

- Must work well on white or coloured backgrounds.
- Adaptable for use in letterheads, websites, social media, and other forms.
- Original, creative, and free of copyright issues.
- Can be designed using design software.
- Dimensions: 5x5 inches, with clear visibility.

**Judging Criteria (Total of 10 Marks):**

- Design Concept/Support for the brand's idea of sustainability: 5 marks.
- Distinctiveness & Memorability/Originality & Uniqueness of the state of Meghalaya/Innovation: 5 marks.

**Intellectual Property:**

The selected logo will become the property of the Commerce & Industries Department, Government of Meghalaya.

**Prize: The winner will be awarded a cash prize of ₹. 40,000.**



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Annexure 1

Logo design for MeghaRise

Design Concept/Theme	
Design Image	
Name, Contact, address	