

GOVERNMENT OF MEGHALAYA
DIRECTORATE OF COMMERCE & INDUSTRIES

Plot No.L/D 015 Lower Nongrim Hills, Shillong-793003 Email: industries-meg@gov.in

No.M/Dind/MSME.8/2024/73

Dated Shillong, the 2nd August, 2024

Logo Design Competition

Entries are invited for Open Logo Design Competition for MeghaRise Project of Meghalaya under **Raising and Accelerating MSME Performance (RAMP), a Central Sector Scheme of Ministry of MSME supported by the World Bank.**

Participants must submit their logo design in high-resolution JPEG or PNG, which will include a brief description of the concept, design and specification. Designs should be submitted through email to **'industries-meg@gov.in'** and **'meghalaya.ramp.scheme@gmail'.com** with the subject line "Megharise Logo Design Competition". **School/Colleges (For Class XI and above only) Students are encouraged to participate in this competition.**

Last date of receipt of entries for Design	30 th September 2024 at 3:00 PM
Last date for submission of Queries	31 th August 2024 at 3:00 PM

- Entries/queries received after the above mentioned date and time will not be considered.
- There will be two stage screening of the entries before finalizing only one best logo as the winner of the competition.
- For details of the Open Logo Design Competition or any Queries please visit the Departmental Website – www.megindustry.gov.in, or from Office of the undersigned on any working day.

Sd/-

Director of Commerce and Industries

Open Logo Design Competition
for MeghaRise Project
Under Raising and Accelerating MSME Performance (RAMP)



Government of Meghalaya
Department of Commerce and Industries

**Open Logo Design Competition
for MeghaRise Project
Under Raising and Accelerating MSME Performance (RAMP)
File No.- M/Dind/MSME.8/2024/62**

Issued by:

Directorate of Commerce and Industries
LD/015, Lower Nongrim Hills,
Shillong, East Khasi Hills, Meghalaya – 793003

Contents

Competition Schedule	2
1. Introduction	3
1.1. Why is there a need for the MeghaRise logo?	4
1.2. Objectives of MeghaRise Logo	4
2. Logo Design Criteria	6
2.1. Eligibility Criteria	6
2.2. Submission Details:.....	6
2.3. Selection Criteria:	6
2.4. Logo Requirements:.....	6
2.5. Judging Criteria (Total of 10 Marks):	7
2.6. Intellectual Property	7
2.7. Prize:	7

Competition Schedule

Sl. No.	Particulars	Details
1	File No.	M/Dind/MSME.8/2024/62
2	Subject Name	Open Logo Design Competition for MeghaRise Project Under Raising and Accelerating MSME Performance (RAMP)
3	Website release and download	https://megindustry.gov.in/
4	Last date of application submission	30 th September 2024 by 3 PM
5	Advertisement floating date	2 nd Aug 2024
7	Last date and time for submitting through mail response to RFP to the Department	30 th September 2024 by 3 PM Mail to: industries-meg@gov.in meghalaya.ramp.scheme@gmail.com *No entries will be entertained after 3 PM of 30 th Sep 2024.
8	Queries may be mailed to	meghalaya.ramp.scheme@gmail.com
9	Last Date of Submission of Queries	31 st Aug 2024 by 3 PM
10	Date of Technical presentation	Shall be informed in advance to the shortlisted bidders

1. Introduction

The MeghaRise initiative, introduced by the Directorate of Commerce and Industries in Meghalaya as part of the RAMP program, is dedicated to the advancement of the state's wood artisans and Self-Help Groups (SHGs) and **certifying products under a common brand name of state's- "Megharise"**. Its primary focus is on the production and promotion of organic products sourced from bamboo, wood and handicraft clusters and food clusters producing within the state. **These products include items such as locally made organic soaps, toiletries, self-care items and eco-friendly travel cases made of wood or bamboo, bamboo cutleries set (Wood Scooped Wooden cutleries), Areca nut Leaf Plate, bamboo and cane bins, Bamboo bottles, broom grass products and other portable food products such as organic or infused honey pouches, locally produced chocolates or any other locally Micro & Small Enterprises (MSE) produced.** The project's core purpose is to assist artisans and SHGs in creating sustainable, environmentally friendly products and to facilitate the integration of these products into the B2B or B2C markets under state's brand name. It aims to establish connections and provide access to markets, particularly within the state's hotels, guest houses, Circuit Houses and homestays.

The initiative implemented in Meghalaya is geared toward empowering artisans and Self-Help Groups (SHGs), and traditional artisans using locally available raw materials through an all-encompassing support system. This system includes expert mentoring, business services, technical assistance through integrated services, and facilitating product sales by connecting buyers with sellers. Additionally, the program streamlines access to suitable funding sources with the goal of promoting economic growth in the region in a sustainable manner. By fostering entrepreneurship, this initiative anticipates the creation of employment opportunities and an overall improvement in the livelihoods of entrepreneurs and stakeholders in Meghalaya, ultimately benefiting the local economy.

Estimated impact of the Project/scheme/ proposal

- ▶ Generation of employment opportunities in biodegradable, sustainable and organic products.
- ▶ Creation of state backed product Brand-MeghaRise.
- ▶ Increase in online presence and brand recognition for Meghalaya's Products.
- ▶ Limited plastic waste of one-time use products in hotels and guest houses.





1.1. Why is there a need for the MeghaRise logo?

A logo transcends mere visual representation; it wields significant influence in carving out a brand's unique identity, anchoring its market presence with a symbol that resonates with consumers. The **MeghaRise Logo** will act as a silent ambassador, encapsulating the brand and state's ethos, values, and aspirations, while fostering a sense of familiarity and trust among its audience. Through its design, the logo shall convey a multitude of messages and emotions, cementing the brand's legacy and securing its position in the competitive landscape.

1.2. Objectives of MeghaRise Logo

1. **Unified Identity:**

- A common logo will create a unified identity for all eco-friendly product manufacturers across Meghalaya, fostering a sense of belonging and community.
- It will help distinguish the unique eco-friendly products of Meghalaya from other regions, emphasizing the cultural heritage and sustainable practices specific to this area.

2. **Market Recognition:**

- A recognizable brand will enhance the visibility of Meghalaya's eco-friendly products in both national and international markets.
- It will facilitate easier marketing and promotion efforts, allowing for more effective campaigns and outreach.

3. **Consumer Trust and Quality Assurance:**

- A common logo will serve as a mark of authenticity and quality, reassuring consumers about the genuineness and sustainability of the products.
- It will build consumer trust, which is crucial for sustaining long-term demand and loyalty.

4. **Economic Empowerment:**

- It will streamline the process of training and capacity-building programs aimed at skill enhancement and business development.

5. **Competitive Advantage:**

- A strong brand presence will provide a competitive edge over unbranded or lesser-known products, helping artisans to command better prices and enter premium markets.
- It will also facilitate partnerships with retailers, online platforms, and other stakeholders who are more likely to collaborate with a well-branded entity.

6. **Promotion of Sustainable Practices:**

- A MeghaRise logo will highlight the importance of sustainable and eco-friendly manufacturing practices, promoting their adoption and continuation.

- It will help in educating consumers about the benefits of eco-friendly products, thereby increasing their market demand.

7. Cultural and Environmental Preservation:

- A Megharise logo will emphasize the cultural significance and environmental benefits of the products, promoting their preservation for future generations.
- It will help in documenting and showcasing the diverse eco-friendly practices unique to Meghalaya, reinforcing the region's commitment to sustainability.

Implementing MeghaRise for products manufactured in Meghalaya is not merely a marketing strategy but a vital step towards economic empowerment, environmental preservation, and sustainable development. It will enable artisans to overcome the challenges posed by fragmentation, enhancing their ability to thrive in competitive markets while preserving their rich heritage and promoting sustainable practices.

Some of the products to be manufactured and branded under MeghaRise-

	SI No	Item Name
Daily Use Personal care toiletries	1	Loofah
	2	Tongue Cleaner
	3	Handmade Soap
	4	Toothbrush
	5	Comb
Other Daily Items	6	Table tissues(handkerchief)
	7	Organic Cutlery Sets (1 knife, 1 Spoon, 1 Fork)
	8	Homemade Chocolates
	9	Honey Pouches (50 Gm)
Handicrafts	10	Jewellery
	11	Bamboo Bins
	12	Broom Grass Handicrafts
	13	Table Mats

2. Logo Design Criteria

To promote the products under MeghaRise, a logo-making competition has been announced, with the following details and criteria:

2.1. Eligibility Criteria

- Open for all residents of Meghalaya (Address proof to be attached, eg Aadhar/Voter ID/Headman Certificate/Driving License/Passport).
- School (Class XI and above only) and College students are encouraged.
- No upper age bar for participation.

2.2. 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 provided email address -- industries-meg@gov.in and meghalaya.ramp.scheme@gmail.com with the subject line "Megharise Logo Design Competition".
- The design must also be attached separately along with Annexure 1.

2.3. Selection Criteria:

- Two-stage selection: online screening and final selection by a jury constituted by the Govt. of Meghalaya
- The Online screening for the 10 best entries will be conducted by the Commerce & Industries Department, Govt. of Meghalaya.
- Shortlisted candidates (10 best entries) will present their design to the jury.
- The jury committee will select the winner.
- Logo should depict the essence of MSE produce of the state of Meghalaya.
- Participants must provide details of the -1. concept, 2. design and 3. Specifications in front of the jury.
- Only 1(one) best logo will be selected as the winner.

2.4. Logo Requirements:



- Must work well on white or colored 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: Logo must always be legible and must not be used in small size i.e less than 2x2 inches in printed materials and no less than 200 pixels in digital formats, with clear visibility.

2.5. Judging Criteria (Total of 10 Marks):

The logo of the participant with the highest marks on the below two criteria will be awarded with a cash prize.

Average score= Total Score/nos. of evaluation jury member.

01	5 marks	Design Concept/Support for the brand's idea of sustainability
02	5 marks	Distinctiveness & Memorability/Originality & Uniqueness of the state of Meghalaya/Innovation

2.6. Intellectual Property

The selected logo will become the property of the Commerce & Industries Department, Government of Meghalaya (will be legally registered), which will be used officially for the Entrepreneurs of the state.

2.7. Prize:

The winner will be awarded a cash prize of ₹40,000(Rupees Forty Thousand).

Note: Participants interested in the competition should ensure that their designs align with the values and products of the MeghaRise initiative, showcasing sustainability, the uniqueness of Meghalaya, and innovation. The logo should effectively represent the brand and be versatile enough for various marketing materials.

Sd/-

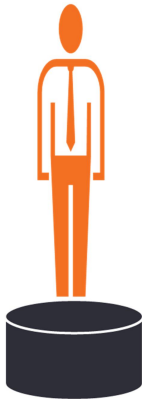
Director of Commerce & Industries

Open Logo Design Competition
for MeghaRise Project
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Jury for Logo Design Competition



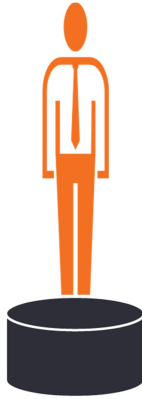
Director/Representative from NIFT, Shillong



Asst. Director(Handicrafts) Handicraft Service Centre, O/o the DC (Handicrafts), MoT Shillong



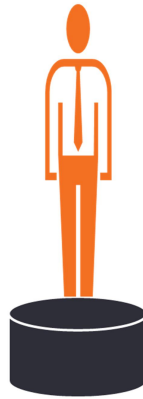
Chairman-Commissioner & Secretary to the Govt. Meghalaya, Commerce & Industries Department



Convener-Director Commerce & Industries Department, Govt. of Meghalaya



Director/Representative from Arts & Culture Dept, Govt. Of Meghalaya



Asst. Director, Branch MSME-Development & Facilitation Office, MoMSME Shillong

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Annexure 1

Logo design for MeghaRise

Name, Contact, address
Design Concept/Theme
Design Image