Institute of Urban Transport (India)

Background

The **Urban Mobility India (UMI) Conference and Exhibition** is an annual flagship event of the Ministry of Housing and Urban Affairs. The primary objective of the UMI is to share and disseminate knowledge to the participants, and to help them remain up-to-date with best urban transport practices. The event brings together national and international experts, technology and service providers, policy makers, practitioners and officials from the urban transport sector under one roof.

2. The UMI Conference was first organized in the year 2008 and since then, 16 events have been held. This year's UMI, i.e. **17th Urban Mobility Conference cum Exhibition 2024** will be held from 25th to 27th October, 2024 at the **Mahatma Mandir Convention Centre, Gandhinagar, Gujarat.** The theme selected for the Conference is "**Standardisation and Optimisation of Urban Transport Solutions**". It is a major International event.

3. In order to promote any event, a logo plays a significant role to enhance its visibility. Over the years, our current logo has served us well since 2012. But, as we continue to evolve and expand with developments in the Urban Transport Sector, it is believed that it's time to refresh the UMI brand identity to better reflect Conference growth and latest developments in the field of Urban Transport.

4. Accordingly, the **Urban Mobility India (UMI) logo design competition** has been launched this year inviting the designs for logo for the UMI Conference(s) to be held from 2025 onwards. Interested candidates are requested to carefully go through the guidelines mentioned below before submitting their designs :

Existing Logo Overview:

- **Description:** The current logo includes the person on a bicycle as the same is promoting Non – Motorized Transport (NMT) in the country with the name of the Conference, i.e. Urban Mobility India Conference & Expo. These two elements remain the same in every year's conference. However, the event edition number and year of the conference used to change every year. For example, the logo used for UMI 2017 is mentioned below for ready reference :

- **Strengths:** The current logo depicts the Non Motorized Transport in the country and enhances the visibility of the conference also as the complete name of the conference is mentioned in this logo. 17th represents the edition of the conference and 2024 reflects the year of the conference which will continue to change every year.

- **Usage:** The logo is used across various platforms, including websites, promotional material, branding, social media and print materials etc.

Participation Guidelines :

- Participants should upload the logo in JPEG/ JPG/ PNG format only. The logo should be designed on a digital platform.

- The winner of the competition shall be required to submit the design in an editable and open file format.

- Participants should ensure that the original designs are submitted.

- Each entry should explain the detailed logic, rationale and creative thoughts (in not more than 100 words) on designed logo in a soft copy. Logo should be designed in a colored format. The size of the logo may vary from 5cm*5cm to 30cm*30cm in either portrait or landscape mode.

- The logo should be usable on the website/ social media such as Twitter/Facebook, press releases and on printable material such as stationery, signage, labels etc., magazines, commercials, holdings, standees, brochures, leaflets, pamphlets, souvenirs and other publicity and marketing material.

- The logo image should be in high resolution with minimum 300 DPI.

- Logo should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.

- Entries should not be submitted in compressed or self-extracting formats.

- The logo design should not be imprinted or watermarked.

Expectations from the New Design : New Design should be able to reflect Urban Transport in the Country.

Evaluation Criteria:

1.   All the entries received would be assessed by a Screening Committee for an initial evaluation. After such screening, all approved entries would be assessed by a Selection Committee, duly approved by Ministry of Housing & Urban Affairs, for the final evaluation and selection.

2.   The entries would be judged and selected on the basis of following criteria: Alignment to Name and overall name of Conference, i.e. Urban Mobility India Conference & Expo

> a. Creativity
> b. Originality
> c. Simplicity
> d. Inspirational element

3.   The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participant or any decision of the Selection Committee.

Gratifications:

The best design will be rewarded with a prize worth **Rs. 50,000/-** and a Certificate.

Terms and Conditions :

1.   This competition is open to all the citizens of India.

2.   Please note that the Logo design submitted must be original and should not violate any provision of the Indian Copyright Act, 1957, and must not infringe on the intellectual rights of any third party.

3.   Logo must be in English.

4.   Participants can take part in the contest by sending designs on the email id, i.e. umi@iutindia.org alongwith their contact details.

5.   One participant shall submit only one entry. Multiple entries from the same entrant will not be considered and will be rejected.

6.   The participant is to make sure that his/her contact details are accurate and updated

7.   This includes details such as name, e-mail ID, photo, and mobile number. Entries with incomplete profiles would not be considered.

8. Once submitted for the competition, copyrights of the logo will solely be with **Ministry of Housing & Urban Affairs, Urban Mobility India & Institute of Urban Transport (India). The contestant can't request for his/her rights on the design submitted.**

9. The entry should not have been previously published in any print and digital media.

10. The entry must not contain any provocative, objectionable, or inappropriate content.

11. The winner has to give consent to the use of his/ her name in any publicity.

12. The winner will be declared either through email or by way of announcing the name on the website., i.e. www.urbanmobilityindia.in.

13. There will be no notification to participants of entries not selected as winner.

14. **Institute of Urban Transport (India)** reserves the right to reject any entry, which it does not feel is suitable or appropriate or which does not conform to any of the conditions listed above.

15. All disputes/legal complaints are subject to the jurisdiction of Delhi only. Expenses incurred for this purpose will be borne by the parties themselves.

16. **Institute of Urban Transport (India)** reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/Evaluation Criteria and withdraw the activity at any time. The participants are solely responsible for keeping themselves updated regarding the same from the website, i.e. www.urbanmobilityindia.in.

17. Any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the website.

18. Entries must be received by the closing date, i.e. **30.09.2024** and in the manner set out in the contest terms and conditions. Failure to do so will result in disqualification.

19. **Institute of Urban Transport (India)** accepts no responsibility for any damage, loss or injury of any kind suffered by any participant in entering the contest, including as a result of any participant winning or not winning any prize.

20. Plagiarism of any nature would not be allowed.

21. The winner shall be required to provide the original open-source file of the designed logo.

22. The content must be original and should not violate any provision of the Indian Copyright Act, of 1957. Anyone found infringing on others' copyright would be disqualified from the competition. **Institute of Urban Transport (India)** does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.