

डॉ. (श्रीमती) पंकज मिश्र  
(पूर्व कुलपति, बीपीएस महिला विश्वविद्यालय, हरियाणा)  
महासचिव

Dr. (Mrs.) Pankaj Mittal  
(Former Vice Chancellor, BPS Women University, Haryana)  
Secretary General



भारतीय विश्वविद्यालय संघ  
Association of Indian Universities

F.No.: AIU/cc/2024-25

Date: 6<sup>th</sup> August, 2024

**Dear Vice Chancellor / Director,**

Association of Indian Universities (AIU), one of the premier apex higher education institutions of the country established in 1925, is a research-based policy advice institution to the Government of India in the field of Higher Education, Sports, Culture and Internationalization. At present it has a membership of **1022** Universities comprising of **INIs, Central Universities, State Universities, Deemed to be Universities** and **State Private Universities** including **16 International Universities**. Since its inception, it has been playing a vital role in shaping Indian higher education. Being an apex institution, it constitutes an integral part of all major decision-making committees and commissions in the country and facilitates cooperation and coordination among Indian universities and liaise between the universities and the Government and also national and international bodies of higher education in other countries in the matters of common interest. As a National Sports Promotion Organization (NSPO) it also promotes sports among Member-Universities. The Government of India has recognized the equivalence accorded by AIU to the foreign Degrees/Qualifications with those offered in India for employment in government sector. **Dr. Sarvepalli Radhakrishnan, Dr. Zakir Hussain** and **Dr. Syama Prasad Mukherjee** are among some of the stalwarts who have served AIU as its Presidents. AIU has successfully traversed this long journey of **99 years** growing continuously in strength and stature, carrying forward the legacy and glory of Indian Higher Education. On completion of 100 years, the year 2024-25 is being celebrated as the centenary year.

The Governing Council of the Association, in its 380<sup>th</sup> meeting held on June 26, 2024 at AIU House, resolved to approve the proposal for the Centenary Celebration of the Association. One of the major proposals for the Centenary Celebration of the Association was to create a logo and to frame a motto to commemorate the **Centenary Celebrations**.



*We are pleased to announce an exciting opportunity for all member universities of the Association of Indian Universities (AIU) to engage their students in a creative and enriching competition for creating a logo and to frame a motto to commemorate the Centenary Celebrations of the AIU. The University may organize a Logo and Motto Creation Competition at the university level, aimed at fostering creativity and innovation among students of our esteemed member universities. The main objective is to create a distinctive logo and an inspiring motto that reflect the value and mission of AIU.*

May I request you to share the competition details with the students of your university & affiliated colleges while encouraging them to participate in the large numbers in the **Logo & Moto Creation Competition**. The selected logo and motto will not only receive cash prizes, but will also gain significant recognition across all AIU member universities. Enclosed, please find the competition details and details of prize money for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> and procedure for participating in the Logo and Motto Creation Competition:

We look forward to enthusiastic participation from the students of yours esteemed member university contributing to the spirit of creativity and collaboration within the AIU community. For any queries or further information, please feel free to contact Dr. Alok Kumar Mishra, Joint Secretary, Officer-in-charge, AIU Centenary Celebration on Mob.No.9868748575, E-mail id: [dr.alokkmishra@gmail.com](mailto:dr.alokkmishra@gmail.com)

I deeply appreciate your time and engagement.

With regards,

Yours sincerely,



(Pankaj Mittal)

**All Vice Chancellors / Directors of AIU member universities.**

## Association of Indian Universities



# Notice

## “Logo & Motto Creation Competition”

All the students are hereby informed about the “Logo & Motto Creation Competition” organized by AIU to commemorate the completion of 100 years of our establishment. Last date for the submission of entries is 31<sup>st</sup> August 2024. Interested students are invited and encouraged to participate in this historic event. The guidelines for the competition are enclosed.

For all the latest updates & more details, you are requested to regularly check AIU Website.

The QR codes given below can be scanned



1. QR code for Guidelines of Logo and Motto contest.



2. QR Code for Google Form for submitting the entries.



## Association of Indian Universities



### Logo & Motto Creation Competition for Centenary Celebration of Association of Indian Universities

Here's your chance to be part of something exciting & extraordinary!

Association of Indian Universities (AIU), one of the premier apex higher education institutions of the country established in 1925, is a research-based policy advice institution to the Government of India in the field of Higher Education, Sports, Culture and Internationalization. At present it has a membership of **1022** Universities comprising of **INIs**, **Central Universities**, **State Universities**, **Deemed to be Universities** and **State Private Universities** including **16 International Universities**. Since its inception, it has been playing a vital role in shaping Indian higher education. Being an apex institution, it constitutes an integral part of all major decision-making committees and commissions in the country and facilitates cooperation and coordination among Indian universities and liaise between the universities and the Government and also national and international bodies of higher education in other countries in the matters of common interest. As a National Sports Promotion Organization (NSPO) it also promotes sports among Member-Universities. The Government of India has recognized the equivalence accorded by AIU to the foreign Degrees/Qualifications with those offered in India for employment in government sector. **Dr. Sarvepalli Radhakrishnan**, **Dr. Zakir Hussain** and **Dr. Syama Prasad Mukherjee** are among some of the stalwarts who have served AIU as its Presidents. AIU has successfully traversed this long journey of **99 years** growing continuously in strength and stature, carrying forward the legacy and glory of Indian Higher Education. On completion of 100 years, the year 2024-25 is being celebrated as the centenary year.

AIU is completing 100 years of its existence on 23<sup>rd</sup> March 2025. In order to commemorate this occasion, the AIU is conducting a logo & motto creation competition through student-based competition. Interested students are invited and encouraged to participate in this historic logo & motto creating competition. In the event of the selection of the Logo & Motto, the creator of the same will be rewarded appropriately. The selected logo & motto is going to be used in all media – including online, print and other visual collateral.

Detailed guidelines for participation in this competition are stated below.



## **Eligibility**

1. The students of all member Universities of AIU are eligible for participation in this competition.
2. Students are allowed to participate either in individual capacity or in a team of a maximum of 2 members only.
3. Every student participant can submit only one entry, either in individual capacity or as member of a team. Multiple entries from the same participant will not be considered and will lead to outright rejection of all the entries.
4. All participants are bound by the rules of the contest. Violating any rule will lead to immediate disqualification.

## **Technical Parameters for Logo Design**

1. The Logo should be submitted in .jpeg or .png or .pdf format only.
2. The Logo should be designed using colors (Not Grayscale or Black & White).
3. The Logo should be designed on a digital platform only. The winner of the competition shall be required to submit the design in open file format (EPS/CDR/PSD).
4. The size of the final design may vary from 4 cm x 4 cm to 60 cm x 60 cm.
5. The Logo must be of circular shape within the specified dimensions, as mentioned above. The above dimensions indicate only the minimum and maximum 'frame' sizes.
6. The Logo should be in high resolution with minimum 600 DPI and should look clean (not pixelated or bit-mapped) when viewed on screen at 100% resolution.
7. The Logo should not be submitted in compressed or self-extracted format.
8. The Logo design should not be imprinted or watermarked.
9. The Logo design must be adaptable onto any form/surface and be usable on the website / social media such as Facebook /Instagram/X/LinkedIn and on printed materials such as press releases, letterheads, flyers, posters, banners etc.
10. Every entry must be accompanied by a brief write-up/ explanation in a maximum of 200 words. This write-up has to be submitted along with the proposed logo. The write-up should elaborate on the theme and concept behind the Logo.
11. During the course of evaluation, contest organizers may ask participants to resubmit their entries in different size(s)/ format(s), depending upon the requirement.



12. Participants must keep the original editable/ open file format ready – as it shall be required to be submitted later for the winning entry.

### **Technical Parameters for Motto Creation**

1. The Tagline should be tidy and meaningful, attempting to convey the dignity of the Centenary Celebration of the Association of Indian Universities.
2. It should be simple in language and must not contain any slang, provocative, objectionable or inappropriate content.
3. The Tagline should be drafted in Hindi or English language.
4. For entries to be submitted in Hindi, please type out the Tagline on a different platform and copy-paste the same in the box provided in the google form. Taglines in English can be directly typed in the box provided in the google form.

### **Intellectual Property Rights**

1. All submitted entries must be the original work of the participant and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
2. The Logo must be original and should not violate any provision of the Indian Copyright Act, 1957.
3. The drafting of the Motto Tagline must be an original work of creation, free from plagiarism or copyright violation of any kind.
4. The participant shall be solely responsible for any copy right violation or infringement of Intellectual Copyrights in creating the logo or drafting the Tagline of motto.
5. AIU shall not bear any responsibility in the event of copyright violation(s). The participant shall indemnify AIU from any liability arising out of such violations, if any.
6. 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 immediate disqualification.
7. All entries will become the property of Association of Indian Universities and are not returnable. By submitting an entry, each participant agrees that any and all intellectual property rights in the logo design are deemed assigned to Association of Indian Universities
8. Association of Indian Universities shall have the exclusive right to use, reproduce, modify, publish, license and/or otherwise deal with the Logo submitted in course of this



competition.

9. Association of Indian Universities reserves the right, within its sole discretion, to modify the prize- winning Logo in any form.
10. Association of Indian Universities reserves the right to reject all the entries, if found not suitable.
11. All participants acknowledge that they will receive no compensation, besides the reward amount stipulated in this document, at any point in future in connection with the use of their submitted work.

### **Important Dates**

- Last date for submission of entries is 31<sup>st</sup> August 2024 (Monday) by 5:00 p.m.
- Any late entry after the stipulated date and time will not be entertained under any circumstances and will be immediately rejected.

### **Submission Guidelines**

All participants (Individual/Team) are required to submit their entries only by using the following Google Form link. Entries submitted through any other medium/mode would not be considered for evaluation.

<https://bit.ly/3yq7Ayg>

Alternatively, the QR code given below can be scanned



1. QR code for Guidelines of Logo and Motto contest.



2. QR Code for Google Form for submitting the entries.



## **Selection Process and Award**

1. All the entries received within the stipulated date and time would be carefully evaluated, assessed and judged by the concerned Authority.
2. Association of Indian Universities would shortlist the Top-3 entries on the basis of creativity, originality, composition, technical excellence, aesthetic qualities, simplicity, artistic merit and visual impact, among others.
3. Award for the Top-3 entries would be distributed as follows:
  - 1<sup>st</sup> Prize: Rs.25,000
  - 2<sup>nd</sup> Prize: Rs.15,000
  - 3<sup>rd</sup> Prize: Rs.10,000
4. The decision of the Association of Indian Universities would be final and binding on all the participants and no clarifications would be issued to any participant, whatsoever.
5. The winners will also be felicitated in the Centenary Celebration event.

## **Other Terms & Conditions**

1. The responsibility to comply with the guidelines and other conditions fully lies with the participant and AIU shall not be liable for any dispute raised by a third party.
2. AIU reserves the right to cancel or amend all or any part of the competition and/or the Rules and Guidelines.
3. The participants are required to regularly visit the website & social media handles of AIU for any updates related to this competition.
4. In the event of selection of the Logo & Motto the designer of the Logo & Motto shall be rewarded only as per the amount specified under the '*Selection Process and Award*'. The decision of AIU in the event of grant of Award money, would be final and binding.
5. Any legal proceedings arising out of this competition/its entries/winners shall be subject to the local jurisdiction of NCT of Delhi.