

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
GENERAL ADMINISTRATION DEPARTMENT
LEVEL-II, A-WING, DELHI SECRETARIAT
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Logo Design Competition for Government of NCT of Delhi

General Administration Department, **Government of the NCT of Delhi**, in collaboration with **MyGov.in**, intends to organize a Logo Design Competition for the Government of NCT of Delhi to crowd source creative ideas from citizens all over India. The logo will serve as a visual symbol of Delhi's identity—reflecting its historical richness, cultural vibrancy, progressive and inclusive ethos.

This will be an opportunity for the people of India, especially the youth, to participate in shaping the visual representation of this capital city and contribute to building a brand that resonates with Delhi's pride and promise.

Theme: Delhi's Heritage, Unity in Diversity and Future Vision.

Delhi is not just a city—it is a confluence of centuries of history, a melting pot of cultures and a beacon of India's democratic and modern aspirations. The design of the logo should capture this spirit—highlighting the grandeur of its monuments, the dynamism of its people, and its commitment to unity in diversity.

Competition Timeline

Start Date: September 10, 2025

Last Date: September 26, 2025, 23:45 PM IST (GMT +5:30 Hrs)



Guidelines for Submission

1. The logo design should be original, digitally created and relevant to the theme.
2. Submissions must be uploaded in high-resolution format [JPEG/PNG/PDF/Drive Link (with public view access)].
3. Participants must submit a concept note (maximum 100 words) explaining the idea and symbolism behind their design.
4. Participants must ensure that their MyGov profile is accurate and updated, as this will be used for further communication. Incomplete profiles will not be considered.
5. Winners may be asked to furnish their Aadhaar Number or valid ID proof for the purpose of identity verification and prize disbursement.
6. The design should be free of any watermark, signature or personal identification marks. The design submitted must be the original work of the participant and must not be generated using AI tools, copied or plagiarized in any form. Any entry found to be AI-generated or violating intellectual property norms will be immediately disqualified.
7. Proof of submission is not proof of receipt. Participants are advised to ensure that their entry is successfully submitted on the MyGov platform before the deadline.

Rewards

1. First Prize: ₹1,00,000/-
2. Second Prize: ₹50,000/-
3. Third Prize: ₹25,000/-



Winners will be selected by a designated Selection Committee and the selected logo may be adopted as the official logo of the Government of NCT of Delhi.

Terms and Conditions

1. The competition will be open to all Indian citizens aged 16 years and above as on 1st July 2025.
2. The winner will be announced on <https://blog.mygov.in> and the website of General Administration Department. Additionally, the winner will be notified through email.
3. Submissions beyond the last date and time shall not be considered.
4. Submissions must be original and must not infringe upon any copyright, trademark or intellectual property rights.
5. Participants must ensure that their MyGov profile is accurate and updated, as this will be used for further communication. Incomplete profiles will not be considered for evaluation.
6. The entry must not contain any provocative, objectionable or inappropriate content.
7. There will be no communication to participants who are not selected as winners.
8. The decision of the Selection Committee will be final and binding. No queries or clarifications in this regard shall be entertained.
9. The organizers reserve the right to reject any entry that is deemed inappropriate or does not conform to the competition guidelines.
10. All disputes/legal complaints are subject to the jurisdiction of Courts in Delhi/New Delhi only. Expenses incurred will be borne by respective parties.



11. General Administration Department, Government of NCT of Delhi reserves the right to cancel or amend any part of the competition, including the Terms & Conditions, technical parameters, evaluation criteria or to withdraw the activity entirely, at any time. Participants are advised to stay updated on the contest page and regularly follow the website of GAD.

12. General Administration Department, Government of NCT of Delhi and MyGov.in accept no responsibility for any damage, loss or injury of any kind suffered by participants entering the contest or as a result of participating or not winning any prize.

13. The content must be original and should not violate any provisions of the Indian Copyright Act, 1957. Any participant found infringing copyright or intellectual property rights will be disqualified. General Administration Department and MyGov shall not be responsible for any such infringement.

14. By participating in the activity, the participants shall abide by all the terms and conditions of the competition, including any amendments or further updates.

15. General Administration Department reserves the right to modify or adapt the winning logo design, if needed.

16. The winning logo will become the exclusive property and copyright of the Government of NCT of Delhi for official use.

