



# Mascot Designing Competition

By

## **National Fisheries Development Board**

Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying,  
Government of India

Fish Building Pillar No:235, PVNR Expressway, SVPNPA Post, Hyderabad-500052.

### **Theme: Promotion of Fish Consumption in India**

**National Fisheries Development Board** is excited to invite creative minds and design enthusiasts to participate in this competition and to design a fresh and impactful Mascot that will serve a visual identity for Fish Consumption in India, symbolizing its commitment to promoting fisheries development through ascertain the livelihoods of fishermen and contributing to the nutritional security in India.

**Concept:** Design a mascot for the National Fisheries Development Board (NFDB) to promote the fish consumption in India.

**Theme for Mascot design:** ***"Promotion of Fish Consumption in India"***

#### **What a Mascot should look like:**

1. Mascot designs that symbolize Fish as a healthy and nutritive food for consumption/ create awareness on fish consumption
2. Characters that resonate with diverse audiences/children fostering a sense of awareness in our commitment to promote fish consumption.
3. Concepts that convey a positive and inspiring message about the significance of consuming fish/sea food on a national scale.

#### **Technical Parameter:**

1. The participant should submit a **high-resolution (600 dpi) image of the logo in JPEG, PNG, BMP, TIFF or SVG formats only.**
2. The Mascot should be should be usable on the website/ social media such as Twitter/ Facebook, press releases, and on printable such as stationery, signage, labels, etc., magazines, commercials, holdings, standees, posters, brochures,

leaflets, pamphlets, souvenirs, and other publicity and marketing material for the creating awareness of fish/sea food consumption by NFDB.

3. The winner shall be required to provide the original open-source file of the designed Mascot.
4. The Mascot design **should look clean (not pixelated or bit-mapped) when viewed on-screen at 100%.**
5. Entries **should not be submitted in compressed or self-extracting formats.**
6. The Mascot design **should not be imprinted or watermarked.**

### **Important dates**

- Announcement: 22.01.2024.
- Last date for submission of Mascot Design: 05.02.2024

### **How to submit the Mascot Design**

- The entries can be uploaded by using the link shared on the NFDB website by duly filling details requested.
- All the entries have to made as per the Terms & Conditions.

### **Judging Process:**

- **Criteria Breakdown:** Assign weightage to each criterion. For example, Originality (30%), Creativity (30%), Aesthetic (20%), Innovativeness (20%). □  
**Panel Composition:** Mascot Design Selection committee.

### **Rewards**

- Monetary Prize: Rs 25000/- cash prize
- Recognition: Appreciation Certificate from the Hon'ble Minister of Fisheries

### **Terms and Conditions**

1. The contest is open for all Indian citizens.
2. The National Fisheries Development Board hosts this competition.
3. The description must be included during submission with a maximum word limit of 200 words and can be in Hindi or English.
4. All entries must be submitted through the link provided on NFDB website only.
5. Entries submitted through any other medium/mode will not be considered for evaluation.
6. You will be required to provide your name, email address, telephone number and postal address. By submitting your contact details, you will be giving consent to use these details for the purpose of the contest.

7. Entries must be original works of the participant.
8. Once submitted an entry cannot be withdrawn.
9. Multiple entries are allowed.
10. In the event of unforeseen circumstances, NFDB reserves the right to amend or withdraw the contest at any time. For the avoidance of doubt, this includes the right to amend these terms and conditions.
11. By entering the contest participant accepts and agrees to be bound by these Terms and Conditions.
12. NFDB reserve all rights to disqualify or refuse participation to any participant if they deem participation or association of any participant which is detrimental to the contest or the Organizers or partners of the competition. The registrations shall be void if the information received by the Organizers is illegible, incomplete, damaged, false or erroneous.
13. Entry must be original and should not violate any provision of the Indian Copyright Act 1957. Anyone found infringing on others' copyright would be disqualified from the competition. NFDB does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
14. NFDB decision on the contest shall be final and binding and no correspondence will be entered into regarding the same.
15. The decision of the Mascot Design Selection Committee will be final and binding to all the entries and no requests relating to claims of re-evaluation.
16. The entries submitted would be the sole property of the NFDB with the right to use and right to edit for any purpose it considers appropriate.
17. National Fisheries Development Board will disburse the winning amount/ rewards to the selected winner.

**For Queries:** Please contact Ms. Kanchi Bhargavi, Senior Executive (Tech), NFDB  
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