



COMPETITION FOR ENTRANCE DESIGN

For

SPORTS AUTHORITY OF INDIA

**Limited to Empanelled Agencies
with Infra Division of SAI**

Sub:- Competition for standard gate design for all field units of SAI- reg.

Sports Authority of India (SAI), under Ministry of Youth Affairs & Sports (Government of India) envisages to broad base and bring excellence in Sports across the country. SAI has 12 Regional Centers, 23 National Centre of Excellence, over 65 State level Khelo India Centers, etc. Therefore, in order to have uniformity across all the regional centers and field units, SAI intends to call for Gate Design Creatives. The design should be conceptualized to meet the sporting aspirations of the people of nation, athletes and sports lovers/fans of the country. It should reflect renewed and contemporary identity of Indian Sporting system. It should include the element of National Center of Excellence and SAI logo and its philosophy.

SAI has recently launched new SAI logo to rebrand and recreate its identity nationally and globally in alignment with its vision and philosophy. The new logo has an element of the Leadership Jump, Indian Tricolour and the word SAI. The Leadership jump shows the prime position of SAI in sports ecosystem as primary agent of promoting excellence in sports and at the same time indicates the freedom an athlete gets to leap frog his carrier once they come to SAI. The word SAI gives the identity to the organization among various stakeholders being the acronym of Sports Authority of India. Tricolour and blue colour of chakra gives the national flavor as symbolic of SAI as the National leader in sports eco system. It has been adopted to have uniformity of designs in all signage and hoardings with new SAI Logo, in the same approach, it is desired to adopt uniform entrance gates of all SAI field units.

In this line, SAI intends to conduct a competition among SAI empanelled agencies for the submission of creative designs for entrance gates (irrespective of size) for various field units of SAI across India. The entries may be submitted on e-mail infradivisionsai@gov.in latest by 21.12.2020. The winning entry will be awarded cash prize of Rs. 75,000/-. The SAI logo is annexed for reference. The terms and conditions are annexed.

To,

All empanelled agencies as per the list enclosed

Nidhin Jose
Assistant Director,
Infra Division,
For & On behalf of DG SAI
Email: infradivisionsai@gmail.com

Enclosed: Annexure-1

Annexure-I

A. Selection Process

1. All entries received by the stipulated date and found in order, shall be evaluated by a Selection Committee, constituted for the purpose. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.
2. Entries would be judged on the basis of elements of creativity, simplicity, technical excellence, artistic merit and visual impact and how well they communicate the theme of SPORTS AUTHORITY OF INDIA.
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 on any decision of the Selection Committee.
4. Participants will have to make a presentation before a committee and the evaluation criteria for selection of the creative /proposal is as follows:

Sl. No.	Evaluation Criteria	Points
1.	Creativity	25
2.	Originality	25
3.	Alignment of design with the philosophy of SAI Logo	25
Total		75 Marks

(The schedule of presentation shall be communicated in due course.)

5. There will be only one winner of the competition and SAI will have the right to modify the selected design.
6. Winner shall be required to provide the original open-source file of the design, which shall be the property of SAI.
7. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State only. Expenses incurred for this purpose will be borne by the parties themselves.
8. SPORTS AUTHORITY OF INDIA if it so decides, reserves the right not to proceed with the competition at any stage.

B. Terms and Conditions

- i. Design should be submitted in JPEG, PNG, or PDF format only.
- ii. Design should be designed in color. The design shall be provided in both CYMK and RGB formats.
- iii. The designs should have SAI Logo, in order to have uniformity across all field units (Regional Centers, NCOEs, SLKICs) of SAI.

- iv. The design should be usable on the website / social media such as Twitter / Facebook and on printed materials such as black and white press releases, stationary and signage, labels competition shall, etc.
- v. The design should be designed on the digital platform. The winner of the be required to submit the design in open file format (EPS/CDR/PSD). Participants should ensure that original designs are submitted.
- vi. Entries should not be submitted in compressed or self – extracting formats.
- vii. Each entry should be accompanied by a brief explanation of the design and how best it encapsulates its essence.
- viii. All entries must be submitted through email only at infradivisionsai@gov.in.
- ix. The design must be original and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party. The design should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
- x. In case of any copy right issues, the participant will be responsible to settle any legal proceedings arising out of it at his/her end. SAI will not be responsible.
- xi. All entries are governed by the provisions of Emblems and Names (Prevention of improper use) Act, 1950 and any violation of the said Act will result in disqualification.
- xii. All entries will be property of SAI and may use entries as and when required.
- xiii. SAI takes no responsibility for corrupted or late submission.
- xiv. **INTELLECTUAL PROPERTY RIGHTS (IPR):**
 - a. The winning design would be the intellectual property of the SAI and the winner shall not exercise any right over it. SAI will have unfettered right to modify the prize - winning design/entry or add/delete any info/design feature in any form to it. The winner will not exercise any right over his/her design and shall not use it any way.
 - b. Winner shall be required to provide the original open source file of the design, which shall be the property of SAI.
 - c. It will be the responsibility to ensure that the entries are original and does not have any copy right issue. Any such issue, if arises, the agency shall be responsible.
 - d. All the submitted designs will be the property of SAI.
- xv. The design should be usable on WhatsApp/Mobile App/ Social Media such as Twitter/ Facebook/Instagram and on magazines, commercial Hoardings/ standees, Brochures, Leaflets and Pamphlets, Souvenirs and other Publicity and Marketing materials.
- xvi. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local

jurisdiction of Delhi State only. Expenses incurred for this purpose will be borne by the parties themselves.

- xvii. Payment to the winner will be made through electronic mode for which the necessary bank details will be taken after the declaration of winner of the contest.
