

COMPETITION FOR DESIGN OF LOGO, GIVE NAME & TAGLINE
Government of India
Ministry of Rural Development,
Department of Land Resources
New Delhi

Dated, 17th September 2014

Competition for Design of Logo with unique Name and Tagline

Department of Land Resources (DoLR) is implementing Government of India's major community oriented programmes , viz. Integrated Watershed Management Programme (IWMP) (Flagship Programme) and "e-Dharti" - National Land Records Modernization Programme (NRLMP). Further DoLR proposes to implement the World Bank Assisted National Watershed Management Project 'Neeranchal' in support of IWMP. The brief profiles of these programme are annexed to this notice, Annex 1: IWMP, Annex 2: NRLMP and Annex 3:Neeranchal.

In order to identify and popularize these nationwide implemented programmes, DoLR decided to give these programmes unique names, catchy tagline and design relevant logos.

Therefore DoLR proposes to have separate logo with name and tagline for each of these programmes to be selected through public competition. Accordingly, all Resident Indians (both Professional artists and Non-professionals) are hereby invited to participate in separate public competitions as follows:

1. Design of Logo, Give Name and Tagline for IWMP
2. Design of Logo and Give Tagline for "e-Dharti" - NRLMP
3. Design of Logo and Give Tagline for Neeranchal

Submission of Entries:

Interested persons should send their entries by email before midnight on 10th, October 2014 to neeranchal-dolr@nic.in followed by paper copies to be sent by Post/Courier to Assistant Commissioner (TE), Department of Land Resources, National Productivity Council (NPC) Building, First Floor, 5-6 Institutional Area, Lodhi Road, New Delhi – 110 003. Entries received after the stipulated time shall not be entertained. The Department shall not be responsible for delay by postal services, courier agencies etc. The entries can also be deposited personally at the above referred address.

The entries should be sent in a properly sealed envelope labelled "Entry for Logo, Name and Tagline (Retain the relevant)for -----(Name of Programme)". The entry should be accompanied by a brief explanation of the Design and how it best symbolizes the programme and also the bio-data of the applicant with a passport size photograph affixed on the top right hand corner.

Guidelines for preparing entries:

1. The logo, name and tagline should be sent only on an A-4 size paper in colour print.
2. A graphical construction of the logo design (in exact proportions in a bigger size, along with final design), theme synopsis and concept is required to be submitted.

3. The proposed logo, name and tagline should
 - Communicate the essence of the programmes and its objectives
 - Be unique, dynamic, progressive and scalable
 - Represent the cultural historical & cultural ethos of the country as widely accepted across the country
 - Not resemble any other brand logo
4. The size of the logo design should not be smaller than 232 square cm (36 sq inches).
5. The symbol should be original work of the participant and must not infringe the Intellectual Property Rights of any third party.
6. The Name and Tagline should be given in Hindi as well as English. The Tagline should be limited to maximum 10 words. The Name and Tagline should be prepared with due consideration to distinct features of catchwords, such as uniqueness, conciseness, attractiveness, distinctiveness, appropriateness, euphony, brand fit, accessibility, and longevity.
7. Each Entry should be send along with soft copies of the Logo, Name and Tagline in CD.
8. A participant can send a maximum of two entries for each of the Programme.
9. The entry could be an individual project or a team project.

Other Conditions:

1. The entries sent once shall not be returned.
2. The final selected logos, names and taglines shall become the intellectual property of the Department of Land Resources and the designer shall not have any right over the same.
3. The responsibility to comply with the guidelines and other conditions fully lies with the participant and the Department of Land Resources shall not be liable for any dispute raised by a third party.

Selection Process:

- a) All the entries received by the stipulated date and time and found in order, shall be evaluated by a Jury of Examiners appointed by Department of Land Resources, Ministry of Rural Development, Government of India.
- b) Five entries shall be shortlisted for final selection. The shortlisted Designers would be required to make a presentation to the Jury and would be awarded a prize of Rs.10,000/- each. The date, time and venue of the presentation shall be communicated separately to the shortlisted designers.
- d) The Finally selected Designer would be required to unconditionally surrender copyright of the design to the Department of Land Resources, Ministry of Rural Development, Government of India.
- c) The Designer of the finally selected logo, name and tagline (as one entry) for each project will get prizes as follows
 - i. Design of Logo, Give Name and Tagline for IWMP – Prize Rs 50,000/-
 - ii. Design of Logo and Give Tagline for “e-Dharti” - NRLMP – Prize Rs 40,000/-
 - iii. Design of Logo and Give Tagline for Neeranchal – Prize Rs 40,000/-

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INTEGRATED WATERSHED MANAGEMENT PROGRAMME (IWMP)

Watershed development is crucial for India's development as it has the potential to serve the objective of environmental sustainability, productivity enhancement, livelihood promotion and inclusive growth. It is one of the key strategies adopted by Government of India to enhance growth with equity in the dry land, rainfed regions of the country. Out of 328.7 million hectare of geographical area of India, 142 million hectares is net cultivated area. Of this, about 57 million hectare (40%) is irrigated and the remaining 85 million ha. (60%) is rainfed.

Department of Land Resources has launched the Integrated Watershed Management Programme (IWMP) in 2009-10, as a single modified watershed programme. This programme is being implemented as per the Common Guidelines for Watershed Development Projects, 2008 (Revised in 2011). IWMP is extended to all States/ UTs of the country.

The focus of the IWMP is to develop degraded land in rainfed areas on watershed basis with community participation including livelihoods promotion interventions, with an objective to prevent soil erosion, regenerate natural vegetation, recharge the ground water, improve land productivity and empower community so as bring overall socio-economic development among the poor and disadvantaged section of the community inhabiting in the programme areas.

The main features of the programme and present status are as below:

(i) Phasing and Duration of Programme:

The watershed management activities to be taken up under IWMP are distributed over three phases. The *Preparatory Phase* (1 to 2 years) involves preparation of DPR, Entry Point Activities and Institution & Capacity Building. The *Watershed Works Phase* (2 to 3 years) involves the Watershed Development Works, Livelihood Activities for the assetless persons and Production System & Micro Enterprises. The *Consolidation and Withdrawal Phase* (1 to 2 years) involves consolidation and completion of various works.

(ii) Size of watersheds:

From the point of view of economies of scale and proper planning, watershed projects of the size of 3000-7000 hectares are selected for implementation. Wherever possible, additional watersheds in contiguous areas have also been taken up so as to form larger clusters. However, smaller size projects have also been sanctioned in the hilly/difficult terrain areas.

(iii) Ridge to Valley Approach for Watershed Development:

A multi-tier ridge to valley sequenced approach is adopted for implementation of the Watershed Development Projects. The higher reaches or the forests are actually where the water sources originate. Therefore, the forest and the hilly regions and the fringe forest areas in the upper water catchments are treated first. The second tier is the intermediate tier or the slopes, which are treated with the best possible options including treatment, cropping pattern, horticulture, agro-forestry, etc. As to the third level of the plains and the flat areas, where typically, the farmers are operating, there would be a large concentration of labour intensive works. The watershed development process is synergized with the other employment generating programmes such as Mahatma Gandhi National Rural Employment Guarantee Act, (MGNREGA), Afforestation Schemes, Backward Regions Grant Fund (BRGF), etc with IWMP.

(iv) Livelihood Orientation:

Productivity enhancement and livelihoods is given priority along with conservation measures. Resource development and usage is planned to promote farming and allied activities such as livestock management and dairying, fishery, etc to promote local livelihoods while ensuring resource conservation and regeneration.

(v) Equity and Gender Sensitivity:

Watershed Development Projects have been considered as levers of inclusiveness. Project Implementing Agencies (PIAs), facilitate the equity processes such as a) enhanced livelihood opportunities for the poor through investment in their assets and improvements in productivity and income, b) improving access of the poor, especially women to the benefits, c) enhancing role of women in decision making processes and their representation in the institutional arrangements and d) ensuring access to usufruct rights from the common property resources for the resource poor.

(vi) Capacity Building:

To ensure effective implementation to achieve desired outcomes and ensure sustainability after closure of programme by the community itself, Capacity Building and training of all functionaries and stakeholders involved in the watershed programme implementation is carried out on intensive basis with definite action plan and requisite professionalism and competence.

(vii) Institutional set up for implementation of IWMP

- (a) Ministry Level:** A Steering Committee has been constituted at National Level in the Department of Land Resources under the Chairmanship of Secretary (Land Resources) with members from Planning Commission, NRAA, related Ministries/ Departments/ Institutes, organizations including Non-Government Organizations (NGOs) to administer the IWMP.
- (b) State Level:** State Level Nodal Agency (SLNA) constituted with professional support, is the dedicated institution for implementation of IWMP in the State.
- (c) District Level:** Watershed Cell-cum-Data Centre (WCDC) is the District level institution to supervise and coordinate IWMP projects in the District. WCDC is set up in DRDA/ Zilla Parishad/ District Level Implementing Agency/Department in all programme districts as per the convenience of the State Governments.
- (d) Project Level:** Projects under IWMP are supervised by Project Implementing Agencies (PIAs). Government and NGOs may act as PIAs, as per the provisions in the Common Guidelines for Watershed Development Projects, 2008 (Revised in 2011), for providing technical back up for IWMP projects. Each PIA has Watershed Development Team (WDT) comprising at least 4 members.
- (e) Village Level:** Watershed Committee (WC) is constituted by the Gram Sabha for implementation of the project at field level. It comprises of at least 10 members. Half of which are representatives of SHGs and User Groups (UGs), SC/ST community, women and landless. One member from WDT is also represented in WC.

(viii) Criteria for allocation of target area to States under IWMP

Keeping in view the mandate of the Department of Land Resources and its watershed schemes, the following criteria are adopted for the allocation of target area among the States.

- (i) Identified DPAP/DDP areas in the State as percentage of total DPAP and DDP area in the country.
- (ii) Total treatable wastelands in the State as percentage of total treatable wastelands in the country.
- (iii) Total SC/ST population of the State as percentage of total SC/ST population of the country.
- (iv) Percentage of rainfed area in the State to total cultivated area in the country.
- (v) 10% mandatory allocation to North-Eastern States.

(ix) Progress under IWMP

State Level Nodal Agency (SLNA) for overseeing the implementation of IWMP has been notified in all the 28 States. Under IWMP, a target for covering 22.65 million ha was set for 11th Five Year Plan. Against this, a total area of 24.213 million ha (5087 projects) has been sanctioned by SLNAs of 27 States. The target for sanction of new projects under IWMP for the year 2013-14 is 5.0 million ha. A total of 1051 projects covering an area of 5.051 million ha have been appraised/ sanctioned by SLNAs and a total amount of Rs. 2162.8 crore has been released during 2013-14.

National Land Records Modernization Programme (NLRMP)

National Land Records Modernization Programme (NLRMP) was started in 2008-09. The main objective of the programme is to modernize the land records system in the country and to build up an integrated land information management system with up-to-date and real time land records. The ultimate goal of the NLRMP is to usher in the system of conclusive titling by replacing the current system of presumptive titles in the country. The activities to be undertaken in this programme are to converge in a district. District is the unit of implementation. All the districts in the country are expected to be covered under the programme by the end of the 12th Plan. For this purpose, the two main systems of land records management and registration are to be integrated with the help of modern technology. Accordingly, the following activities are being supported under the programme:

- completion of computerization of the records of rights (RoRs),
- digitization of maps,
- Integration of textual & spatial data, automatic generation of mutation notices,
- survey/resurvey using modern technology including aerial photogrammetry,
- computerization of registration,
- vertical linking of revenue offices and connectivity amongst the land records,
- connectivity between the land records and registration offices,
- modern record rooms/land records management centres at tehsil / taluk / circle / block level, and training and capacity building of the concerned officials and functionaries.

A major focus of the programme is on citizen services, such as providing computerized copies of the records of rights (RoRs) with maps; other land-based certificates such as caste certificates, income certificates, domicile certificates etc. Property owners would get access to their land records, as records will be placed on the websites with proper security IDs. Abolition of stamp papers and payment of stamp duty and registration fees through banks, e-linkages to credit facilities, automatic and automated mutations and single-window service can be achieved under the programme. Further, the programme will be of immense use to the governments – both Central and State Governments – in modernizing and bringing efficiency to the land revenue administration as well as offering a comprehensive tool for planning various land-based developmental, regulatory and disaster management activities needing location-specific information.

WORLD BANK ASSISTED NATIONAL WATERSHED MANAGEMENT PROJECT “NEERANCHAL”

Background

Department of Land Resources proposes to implement the World Bank Assisted National Watershed Management Project (WB-NWMP) “Neeranchal” in support of Integrated Watershed Management Programme (IWMP). Neeranchal is primarily designed to address the following concerns:

- bring about institutional changes in watershed management practices in India,
- build systems that ensure watershed programmes are better focused and have quantifiable results,
- devise strategies for the sustainability of improved watershed management practices in programme areas, even after the withdrawal of ‘Neeranchal’.

Project Objective

1. The Project Development Objective (PDO) is to support IWMP through technical assistance to improve incremental conservation outcomes and agricultural yields for communities in selected sites, and adoption of more effective processes and technologies into the broader IWMP in participating project states. The PDO will be measured through four key performance indicators, complemented by a range of intermediary outcome indicators within a much more comprehensive set of indicators under an M&E system for IWMP. The four key performance indicators are:

- a) Improved conservation outcomes in project micro-watersheds, reflected by incremental increases in biomass and reduction in soil losses;
- b) Increased productivity of arable lands in project micro-watersheds, measured by the change in incremental yields for selected agricultural commodities;
- c) New approaches developed under the project that reflect adoption of landscape level assessments, more integrated micro-planning, and comprehensive M&E are integrated into national watershed management programs beyond project sites; and
- d) Direct beneficiaries from project activities including training, technical support, etc., disaggregated by gender.

Project Beneficiaries

The project will be implemented in few states, selected on the basis of on the area of rainfed agriculture lands, poverty levels, IWMP being under active implementation, and willingness to participate in the project and cost-share in state level activities. The selected nine states are Andhra Pradesh, Chhattisgarh, Gujarat, Jharkhand, Madhya Pradesh, Maharashtra, Odisha, Rajasthan and Telangana. The project will contribute to enhanced watershed management activities in two districts in each participating state, covering 400 sub-watersheds, each of about 5,000 ha and reaching approximately 482,000 farmer households and 2.0 million people.

More indirectly, farmers and communities involved in the overall IWMP in participating states, estimated to cover a sanctioned area of 17.7 million ha (64 percent of the total national IWMP program), are eventually expected to benefit to some degree from the project. Similarly, if there is a good demonstration effect and national guidance developed from lessons and new approaches, the project should influence IWMP to some extent in all 28 States, which up to now covers a sanctioned area of 27 million ha.

Project Components

Component 1. Central Institutional and Capacity Building

The component will strengthen institutions and human resources of key national stakeholders, particularly the DoLR, for more effective planning, implementation, monitoring and evaluation, and reporting of watershed management programs. The component objectives would be addressed through four sub-components. Sub-component 1.1 (*Capacity Building and Institutional Development at National Level*) would support a national watershed training needs assessment and institutional and human resources review, build the capacity of DoLR for program planning, management and policy analysis, develop common training materials, coordinate and support national and international exposure visits, and provide backstopping for project states who will deliver training programs in Component 3. Sub-component 1.2 (*National Information and Data Center*) would establish capacity within the current DoLR structure to coordinate improved knowledge/information sharing and data base development related to watershed management. Sub-component 1.3 (*Communications*) would support a comprehensive communications and branding program. Sub-component 1.4 (*Monitoring and Evaluation*) would develop and strengthen an integrated monitoring and evaluation (M&E) system linked to a new management information system (MIS) and connecting DoLR with states for tracking the national performance of IWMP and other watershed related programs. The component will finance: consultants and implementing agencies; selected operating costs; specific trainings, workshops, and learning events; equipment; and national and international exposure visits.

Component 2. National Innovation Support

The component will support the application of innovative, science-based knowledge, tools, and approaches to underpin improvements to IWMP around watershed planning and implementation, agricultural intensification, climate change, rural livelihoods, and hydrology, based on identified needs of the states, communities and farmers. The component objectives would be addressed through two sub-components. Sub-component 2.1 (*Agricultural Performance, Rural Livelihoods, and Climate Change Innovations*) would consolidate existing knowledge and innovations and transfer them to participating project states to support farmers in achieving better agricultural performance and build better resiliency against climate change, and help more vulnerable community members improve their livelihoods. Sub-component 2.2 (*Decision Support Systems and Data Bases for Hydrology and Watershed Management*) would develop and pilot new decision-support systems (DSS) to support DoLR and project states to implement IWMP in a more comprehensive and scientific manner, at landscape, expanded sub-watershed, and micro-watershed levels, particularly around hydrology, and provide technical backstopping to states for data base development. The component will finance a key implementing partner (National Institute of Hydrology - NIH), four critical implementing agencies, and other consultancies as needed.

Component 3. IWMP Implementation Support in Participating States

The component will provide intensive, science-based technical assistance to improve IWMP operational effectiveness, convergence/integration with other government programs, and measurable impacts on the ground in selected sites in participating states. The component objectives would be addressed through four core sub-components tied linked to IWMP operations in selected sites, and two additional pilot sub-components that could be implemented outside IWMP areas. Sub-component 3.1 (*Support for Improved Program Integration in Rainfed Areas*) would strengthen GIS capability in the SLNAs, develop state-level data bases, support landscape-level catchment assessment/planning for IWMP, and strengthen community-based monitoring. Sub-component 3.2 (*Institutional Strengthening*)

would enhance relevant capacities in participating states in the SLNAs, and at field level. Sub-component 3.3 (*Adoption of R&D and Technology Transfer*) would facilitate the adoption of innovations developed in Component 2 around: agriculture performance; DSS for hydrology and watershed management; climate change and risk reduction; and value addition, supply chains, extension systems, and livelihood improvement. Sub-component 3.4 (*State Level Management and Coordination*) would provide incremental support to SNLAs to implement Component 3 activities effectively. Sub-component 3.5 (*State Specific Innovations and Pilots*) would support a limited number of small-scale, state-specific innovations and piloting to address locally suitable watershed initiatives and develop knowledge for possible integration into IWMP. Sub-component 3.6 (*Urban Watershed Management*) would demonstrate urban watershed management in up to two small catchments in each participating state. Sub-components 3.1 to 3.4 would finance technical assistance from consultants, state institutions and other agencies; equipment; workshops, local and national training and exposure visits; and incremental staff and operating costs. Sub-components 3.5 and 3.6 would finance technical assistance from consultants, state institutions and other agencies, goods, and small-scale works to demonstrate improved soil and water conservation methods.

Component 4. Project Management and Coordination

The objective of Component 4 is to ensure effective and responsive project management to successfully implement the Neeranchal project. The component would finance: minor upgrading of the Neeranchal PIU office; specialized incremental staff costs (both full and part-time); incremental operating costs for travel (as per World Bank norms), meetings, financial management, internal/external audit and procurement; equipment; and project management consultancies.