

**Department of Land Resources,  
Ministry of Rural Development, Government of India  
Competition for Design of Logo, Name with Tagline  
For Programme and Projects of the Department of Land Resources**

In order to identify and popularize the programmes, implemented nationwide by the Department, viz. Integrated Watershed Management Programme (IWMP), "e-Dharti"-National Land Records Modernization Programme (NRLMP) and World Bank Assisted National Watershed Management Project 'Neeranchal', DoLR invites entries for providing design of Logos, unique names, catchy taglines.

**Winning Entries will receive cash awards as follows:**

- Design of Logo, Give Name and Tagline for IWMP – Prize Rs 50,000/-
- Design of Logo and Give Tagline for "e-Dharti"-NRLMP – Prize Rs 40,000/-
- Design of Logo and Give Tagline for Neeranchal – Prize Rs 40,000/-

Further, 5 shortlisted entries for each of three programmes will get a cash prize of Rs 10,000/- each.

The logo, name and taglines should

- communicate the essence of the programmes and its objectives
- Be unique, dynamic, progressive and scalable
- Represent the cultural ethos of the country
- Not resemble any other brand logo

The Notice for Public Competition giving further information is placed at the department website <http://dolr.nic.in>.

**Entries should be sent by email before midnight on 10<sup>th</sup> October, 2014 to [neeranchal-dolr@nic.in](mailto:neeranchal-dolr@nic.in) to be followed by paper copies to be sent by Post/Courier to.**

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