

Design an Advertisement and Win a Cash Prize

**Directorate of Advtg and Visual Publicity
Ministry of Information and Broadcasting, Govt of India
2nd Floor, Soचना Bhavan, Lodi Road, New Delhi 110003**

Invitation of Advertisement Designs for 15th August

DAVP invites full fledged print advertisement creative designs from the general public on the occasion of the 68th Independence Day. The Advt should be of the size of 25x33 Cms or 825 Sq Cms and in **color**. The theme of the Advt is "*Sabke Saath Sabka Vikaas*" (*together we move, together we grow*).

A selection committee shall shortlist the 10 best advertisement designs. The first best advertisement design would be published in newspapers across the country on the 15th of August 2014. It shall also be awarded a cash prize of Rs 15000 along with a Letter of Appreciation from the Ministry of Information & Broadcasting, Govt. of India. The remaining 9 shortlisted advertisements shall be awarded a cash prize of Rs 3000 along with a Letter of Appreciation from the Ministry.

The advertisements should be initially sent in a pdf format to the email id given below:

davp.partnership@gmail.com

The last date of receipt of entries is 15th July 2014.

The Subject in the Email should clearly state "Entry for the Independence Day Advt-regarding". The Email should contain the Name, Address, Telephone Number, Mobile Number and Bank Account details of the Entrant.

Further details and the technical parameters for designing the advertisement are available in the notification area of www.davp.nic.in and also on www.mib.nic.in

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TECHNICAL PARAMETERS FOR DESIGNING INDEPENDENCE DAY-2014 ADVT

- 1) The entries should be self certified that all creative elements are original and none of the elements are plagiarised.
- 2) The Advt. should be designed on a digital platform preferably Corel Draw 13/Adobe Photoshop (CS-5).
- 3) Advt. should be in high resolution format (300 dpi or above) suitable enough for clear reproduction in newspapers.
- 4) The top 10 shortlisted advertisements should be made available to DAVP in an editable & Open File Format.
- 5) However, for the purpose of initial screening and shortlisting the advt can be mailed in pdf format to the given e-mail id.
- 6) The advt. should not violate any provision of the Indian Copyright Act.
- 7) The advertisements should be submitted either in English or Hindi
- 8) Due permissions should have been obtained from those concerned along with their no objection certificates, in case of use of any picture or a model or a celebrity in the design or layout.
- 9) The advt. should either be in Hindi or English.
- 10) In case of use of quotation its source should be properly verified and authenticated.
- 11) It would be the responsibility of the designer to defend himself in a court of Law, in case of any dispute.
- 12) The copyright and other intellectual Property rights of the shortlisted advertisements would solely vest with DAVP
- 13) The Subject in the Email should clearly state "Entry for the Independence Day Advt-regarding". The Email should contain the Name, Address, Telephone Number, Mobile Number and Bank Account details of the entrant.