

Maj Dhyan Chand Sports University, Salawa, Meerut (Uttar Pradesh)

(The Uttar Pradesh State Sports University, Act 2021)
(UP Act no 8 of 2021)

Invitation for Logo Making Competition

For Maj Dhyan Chand Sports University, Meerut – Celebrating the Spirit of Olympism

Introduction:

The Government of Uttar Pradesh is establishing **Maj Dhyan Chand Sports University in Meerut**, a city renowned for its contribution to sports. To shape its identity, the University invites passionate and creative individuals to participate in a **Logo Making Competition**. The selected logo will reflect not just the university's mission, vision and objectives but also embody the **core values of Olympism—Solidarity, friendship and fair play**

1. Vision

To strategically leverage demographic, economic & sporting strengths of the State of UP. Aiming to become a global leader in sports excellence, education, training, coaching & research which will drive local employment by generating jobs for athletes, coaches, trainers, administrative staff & support personnel optimally utilizing their potential thereby achieving excellence in sports and allied fields of sports. It can boost related sectors including sports equipment manufacturing, tourism & hospitality, bolstering existing manufacturing capabilities of the State.

2. Mission

- (a) To provide high-quality education in sports sciences, management, technology and coaching.
- (b) To nurture the future athletes, coaches and sports professionals.
- (c) To provide advance research and innovation in sports performance, management, technology and policy.
- (d) To promote an inclusive sports culture and transform India's sports ecosystem.

3. Objectives

- (a) Develop and implement world-class academic programs in sports science,

physical & health education, sports management and technology.

- (b) To focus on building global academic partnerships, faculty exchange programs & collaborations with top national & international sports institutes/ organizations/universities for providing global fellowships, research & development.
- (c) To create state-of-the-art training facilities and infrastructure for athletes, students and coaches.
- (d) Promote a culture of inclusivity and excellence in sports.
- (e) Facilitate professional pathways for students in coaching, sports medicine, management, and allied fields of sports.
- (f) To create a sustainable sporting culture with complete synergy to foster public and private partnerships.

4. Theme;

“Design the Emblem of Excellence”

A logo that symbolizes sports, education, India's heritage, Meerut's legacy, and the timeless values of **Olympism**.

5. Key Details:

(a) Who Can Participate:

- Open to all – students, artists, graphic designers, sports enthusiasts, organizations and creative citizens.
- Multiple submissions of logo by the same participant would not be considered.
- The participant must be the same person who has designed the logo.
- Please note that the logo design must be original and should not violate any provision of the Indian Copyright Act, 1957 and any other global law of intellectual property.
- Anyone found infringing on others' copyright etc would be disqualified from the competition. Sports University of Haryana does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants



(b) What to Design:

A **logo** that represents:

- The **spirit of sports and learning**
- The **values of Olympism** – Solidarity, friendship and fair play
- The **identity of India and legacy of Meerut**
- It should be **Original, modern, and memorable**
- The logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in an editable and open file format.
- Participants should not imprint or watermark logo design.
- Logo should be designed in colour. The size of the logo may vary from 4cms X 4 cms to 60 cms X 60 cms.
- The logo should be usable on the website/social media such as Twitter/Facebook and on printed material such as black/white press releases, stationery and signage.

(c) Submission Guidelines:

- Submit your logo in high-resolution formats: PNG, PDF, and source file (AI, PSD, etc.)
- Include a brief **description (max 200 words)** explaining the concept and symbolism
- Email entries to: **registrar-mdcsum@up.gov.in**, with **name, contact, full address** and write subject: *Logo Competition – Maj Dhyan Chand Sports University, Meerut (Uttar Pradesh)*

(d) Deadline:

- Submissions must be received by 5 PM, **May 20, 2025**

(e) Evaluation & Recognition:

Selection Process:

A high-level **Selection Committee** comprising experts in design, branding, and sports will evaluate all entries based on:

- Creativity & originality



- Relevance to sports, education & Olympism
- Symbolism of Meerut & Indian identity
- Simplicity, versatility, and impact
- The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any or their decisions.

(f) Awards & Recognition:

- **Top 3 entries** will be shortlisted
- One of the shortlisted logos will be announced as the winning design
- The **winning logo** will be:
 - Declared as the **Official Logo** of the Sports University, Meerut
 - Used across all **official documents, communications, and branding**
- The makers of all three shortlisted entries will receive a **Certificate of Recognition** for her/his creation and design from the vice chancellor of the University.
- All three shortlisted designers will be acknowledged on the university's platforms
- The winner will be declared on University's website with his/her logo design

(g) Copyright Clause:

- The **selected logo will become the sole property** of the Sports University, Meerut
- The **creator will not retain any copyright or future claim**
- By submitting, participants **agree to transfer all intellectual property rights** of the selected design to the University
- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Meerut.

[Handwritten signature]

Contact

For offline submission, a hard copy of PDF and Logo and soft copy of the PDF and logo Design should reach the following address before the due date.

Registrar

Maj Dhyan Chand Sports University, Meerut

College of Technology

Sardar Vallabh Bhai Patel University of Agriculture & Technology

Meerut (Uttar Pradesh)- 250110

E Mail- registrar-mdcsum@up.gov.in

Ansh Yadav

Mob- 6397791035


(Amit Kumar)

Addl Commissioner/ Registrar

Maj Dhyan Chand Sports University

Salawa, Meerut (UP)