

Terms and Conditions for Logo competition for Mubarak Mandi Jammu Heritage Society

Advertised wide number ED/MMJHS/6009-12 dated 16-04-2018.

The Contest is open to individuals, teams and organizations from within and outside J&K.

- All entries must be submitted in a sealed envelope to, Executive Director, MMJHS, Jammu before 16th of May 2018, 4 PM.
- The winning design of logo would be the intellectual property of the MMJHS and the winner cannot exercise any right over it, after the acceptance of the prize. The prize winning logo is meant to be used by MMJHS for promotional, display and all other purposes deemed fit by MMJHS. MMJHS May use the logo in its true form or may amend the same as deemed fit.
- The logo must not contain any provocative, objectionable or inappropriate content.
- The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957.
- Participants are required to ensure that their Contact details & address are accurate and updated for further communication. This includes details such as name, address, phone number, mobile number, e-mail ID etc.
- Staff/ members and their immediate relatives are not entitled to participate in the contest

Awards

Top three entries selected will be awarded with following prize:

First position: Rs. 25,000

Second position: 15,000

Third position: 10,000

Technical Parameters

Logo should be designed in color/ black & white. The print size of the logo for submission shall be 20CM X 20 CM.

Participants should also provide the Logo in JPEG/ JPG/ PNG/ SVG format only in a CD.

Logo shall be reproducible in colour/black & white with clarity from size 25mm X 25mm to 750 mm X 750mm.

Logo shall be printable using screen printing techniques without losing any design information in monochrome/ black & white

Evaluation Criteria

- All the entries received by MMJHS would be assessed for awards by Screening Committee for an initial evaluation. After such screening, all approved entries would be placed before the Executive Committee of MMJHS for final approvals.
- **Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate the theme of “MUBARAK MANDI PALACE”.**
- The decision of the MMJHS would be final and binding on all the contestants and no clarifications would be issued to any participants regarding the same.
- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Jammu City.

MMJHS reserves the rights for Any changes to the Terms and Conditions/ Technical Parameters/ Evaluation Criteria, or the cancellation of the Contest, without assigning any reasons. Such changes will be updated/ posted through newspaper/ MMJHS notice board.

Brief note on Mubarak Mandi

The site of Mubarak Mandi Palace is one of the most significant built heritage of the Dogra Cultural Heritage of Jammu. It is a unique example of the 18th century palace that emerged in Jammu. The river side façade of the palace forms the most dominant feature of the cultural landscape of the Jammu city as it seems to rise to a monumental height along the hill. The palace has several layers of historicity and architectural styles that evolves from the period of Dev dynasty till the time of independence. The stylistic trends show influences from contemporary developments in architecture and yet are distinctly individualistic to the particular ruler of that period.

The palaces located on the edge of the hill and is surrounded on its three sides by the old city of Jammu, with River Tawi flowing to its east. The entire palace complex is an ensemble of built space, open space and linkages. The central courtyard of the palace, The Mandi, has been described by many historians as the oldest square and the centre of interest of the palace. The evolution of the palace spaces begins from the central courtyard which is the genius loci of the Mubarak Mandi Palace. The entrance gateways serve as the main public excess points to the Mandi.

The spatial planning of the City Palace is reflected in the interlinked courtyards being punctuated by smaller gateways known as *deodis* that demarcate transition spaces into smaller or more private courtyards. The built spaces of the palace constitute the public buildings towards the west surrounded by the old city area and the private palaces towards the east bordered by the terrace gardens overlooking river Tawi. The palace complex has several iconic palace structures such as the Army headquarter, Durbar Hall, Gol Ghar, Rani Charak Mahal and the Royal Courts.