

**No. 26/5/2013-PPD  
Government of India  
Ministry of Finance  
Department of Expenditure  
(Procurement Policy Division)**

North Block, New Delhi  
Dated 11<sup>th</sup> April, 2013

**OFFICE MEMORANDUM**

**Subject:- Guidelines for conduct of public competitions for design of symbols/logos.**

In the recent past certain Ministries/Departments have conducted competitions for the design of logos/symbols for their use, certain aspects of which have given rise to some litigation. In this context, the Hon'ble Delhi High Court, in its Final Order on WP(C) No.2449 of 2012, has directed the Union of India to instruct all its Ministries/ Departments to frame guidelines which are transparent, fair and objective, to be applied by such Ministries/ Departments as well as their attached/ subordinate offices and the autonomous bodies/ public sector undertakings/ organizations controlled by them in respect of public competitions for design of symbols/ logos conducted by them.

2. The issue has been examined in this Department and it has been decided that the following guidelines shall be followed by all Ministries/ Departments as well as their attached/ subordinate offices and the autonomous bodies/ organizations controlled by them, while conducting public competitions for design of symbols/ logos for their use:

- (a) Design competitions should be conducted in a transparent, fair and objective manner;
- (b) Wide publicity should be given to the competition so as to ensure that the information is accessible to all possible participants in the competition. This should include publication on the web site of the Ministry/ Department/ PSU/organization concerned, as also the Central Public Procurement Portal. The existing e-publishing module can be utilized;
- (c) Provisions of any applicable laws, including the Official Languages Act and the Emblems and Names (Prevention of Improper Use) Act, should be kept in view while conducting the competition;
- (d) A detailed Competition Notice should be drawn up and made public. The notice should, inter alia, details on the following:
  - (i) The objectives of the design competition and the key features expected in the proposed design;
  - (ii) Qualification criteria, if any, for participation in the competition;
  - (iii) The process of evaluation and evaluation criteria – whether it would be single or multi stage (for symbols/ logos intended to represent a drive/project/ entity of National Importance, it *may* be

