

**TAGLINE COMPETITION FOR MAHARASHTRA ORALHEALTH
MISSION-(MAHA-OM)/SWACHA MUKH ABHIYAAN**

Oral health is an integral part of overall health. The Ministry of Medical Education & Drugs, Government of Maharashtra is soon launching a state-wide Oral Health mission- *Swacha Mukh Abhiyan*.

The Mission's goal is to build a "citizen-centric, oral disease-free state where its citizens have the right attitude, skills, and knowledge aligned with the vision of a Swacha Mukh Abhiyan.

A Tagline competition is being organized where the participants can showcase their creativity and submit meaningful and unique Taglines for the "Swacha Mukh Abhiyan."

The goal of this competition is to raise awareness among the general public by putting **“Peoples’ Health in People’s Hands”**

Tagline should communicate

- Oral health
- Importance of Swacha Mukh

AWARD

Against this background the selected winners will be awarded a

- Cash of **Rs.50,000/-** under I Prize category
- Cash of **Rs.10,000/-** each under 3 consolation Prize category

ASSESSMENT PROCESS:

- All the entries received would be assessed by an empowered Assessment Committee at one or more stages, depending upon operational requirement.
- Entries would be judged based on various parameters which include elements of creativity, originality, composition, simplicity, artistic merit

and appeal among others and its relevance to Maharashtra Oral-health Mission.

- The Assessment committee shall be framed under the Chairmanship of **Honourable Commissioner**

The decision of the Assessment Committee would be final and binding on all the participants and no clarifications would be issued to any participants on any decision of the Assessment Committee.

DECLARATION OF RESULT-

Results will be displayed on all websites mentioned in advertisement.

WHO CAN APPLY?

Health care professionals in Maharashtra and students in health care profession studying in Maharashtra can participate. (Dental, Medical, Ayurveda, Homeopathy, Nursing, Pharmacy, etc)

SUBMISSION SPECIFICATIONS:

1. The language of the Tagline should be clear, conclusive and in **MARATHI**.
2. The Tagline should be very appealing.
3. Use of regional dialects from Maharashtra will be allowed.
4. Tagline should incorporate the theme mentioned above.
5. The tagline should not be more than 7 words.
6. The tagline should be submitted in PDF format to tagline.maha.oralhealthmission@gmail.com By 17.00 hrs on 14.01.2023.

Assessment Criteria

1. All the entries fulfilling the terms and conditions would be assessed for award by Assessment Committee constituted by the organisers.

2. Entries would be judged based on elements of creativity, originality, composition, technical excellence, simplicity, artistic merit, use of language, relevance to the theme and audio-visual impact.
3. The decision of the Assessment Committee would be final and binding on all the participating contestants and no clarifications would be issued to any participants for any of their decisions.

Terms and Conditions

1. The tagline should be original.
2. Multiple submissions by single author will not be entertained.
3. Only shortlisted participants will be contacted via email.
4. Incomplete Tagline will not be considered.
5. The Tagline must be unique.
6. The entry must not contain any provocative, objectionable, or inappropriate content
7. All entries obtained through unauthorized sources, or which are incomplete, illegible, mutilated, altered, reproduced, forged, irregular, or fraudulent in any way or otherwise not in compliance with the rules are automatically void.
8. The Tagline must be original and should not violate any provision of the Indian Copyright Act, 1957. Plagiarism/Copying of any nature would not be allowed. Anyone found infringing on others' copyright would be disqualified from the competition.
9. The onus will be on the participant/applicant to prove that he/she is the only authorized representative to send the entry for the Award Scheme. In case of the selection of the Tagline/Slogan for an award, it will be given to the participant/applicant only. The organizers will, in no way, be responsible for any dispute, legal or otherwise, arising out of it.

10. In case of any copy right issues, the participant/applicant will be responsible to settle any legal proceedings arising out of it at his/her end. Organizers will not be responsible.
11. The Tagline/Slogan should be usable on the website/mobile app/ social media such as Twitter/Facebook/Instagram and on Magazines, Commercial Hoardings/Standees, Brochures, Leaflets, and Pamphlets, Souvenirs and other Publicity and Marketing materials.
12. The disqualified or unrewarded entries shall not be used by the organisers for any purpose and shall have no intellectual right over the same.
13. The organisers will have the right to use the prize-winning Tagline/Slogan, whichever way it may consider suitable, including using it with or without a logo. The winner will not exercise any right over his/her Tagline/Slogan and shall not use it in any way.
14. Entries must be made by the closing date and in the manner set out in the Terms and Conditions. Failure to do so will result in disqualification

**LOGO DESIGN COMPETITION FOR -MAHARASHTRA ORALHEALTH
MISSION (MAHA-OM) /SWACHA MUKH ABHIYAAN**

Oral health is an integral part of overall health. The Ministry of Medical Education & Drugs, Government of Maharashtra is soon launching a state-wide Oral Health MISSION- *Swacha Mukh Abhiyan*.

The *Mission's* goal is to build a "citizen-centric, oral disease-free state where its citizens have the right attitude, skills, and knowledge aligned with the vision of a Swacha Mukh Abhiyan.

To create awareness among citizens and to give citizens a chance to showcase their creativity and come with unique Logo for the "Swacha Mukh Abhiyan" mission, a LOGO-Designing competition is organized for all Indian residents.

The goal of this competition is to raise awareness among the general public by putting **“Peoples’ Health in People’s Hands”**

LOGO should communicate

- Maharashtra Oral-health Mission (MAHA-OM)
- Oral health
- Importance of Swacha Mukh

LOGO should be submitted on - logomahaom@gmail.com

AWARD

Against this background the selected winners will be awarded a

- Cash of **Rs.50,000/-** under I st Prize category
- Cash of **Rs.10,000/-**each under 3 consolation Prize category

ASSESSMENT PROCESS:

- All the entries received would be assessed by an empowered Assessment Committee at one or more stages, depending upon operational requirement.
- Entries would be judged based on various parameters which include elements of creativity, originality, composition, technical excellence, aesthetic qualities, simplicity, artistic merit and visual impact, among others and its relevance to Maharashtra-Oral health Mission.
- The Assessment committee shall be framed under the Chairmanship of **Honourable Commissioner,DMER.**

The decision of the Assessment Committee would be final and binding on all the participants and no clarifications would be issued to any participants on any decision of the Assessment Committee.

DECLARATION OF RESULT-

Results will be declared on the websites mentioned in advertisement.

IMPORTANT DATES

- The contest will open from 07/01/2023 and the last date of receiving the entries is **1700 hrs of 14/01/2023.**

The logo is to be designed keeping the following in mind:

It should reflect the components of oral health.

The texts if used in the logo design should be in Marathi/Hindi/Sanskrit/English.

- Incomplete entries will not be considered.
- The logo submission must be unique.

- All entries obtained through unauthorized sources, or which are incomplete, illegible, mutilated, altered, reproduced, forged, irregular, or fraudulent in any way or otherwise not in compliance with the rules are automatically void.
- It is strongly advised not to wait until the deadline for the submission of entries.
- Organizers shall not be responsible for non-receipt of entries on account of server errors/ traffic.
- The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957. Plagiarism/Copying of any nature would not be allowed. Anyone found infringing on others' copyright would be disqualified from the competition.
- The entire process of the logo competition including selection of the logo and disbursement of the prize money will be governed by the provisions of the Indian Copyright Act, 1957, and Rule 196 of the GFR 2017: Public competition for Design of symbols/logos.
- The organizers reserve the right to select or reject any submission without assigning any reasons whatsoever and without thereby incurring any liability to the participant(s) whatsoever.
- Organizers reserve the right to cancel the competition or modify the rules, dates of the competition anytime. The Organizers shall have no liability whatsoever for any inconvenience/loss directly or indirectly caused to any Participant due to such modification of rules/cancellation of competition and the Participants shall accordingly not be entitled to raise any claims pertaining to the same.
- Once the participants have made submissions on the platform, they shall have no claim even in the event of stoppage/cancellation of the competition.

- Removal/ voluntary withdrawal of Logo is not encouraged. No other form of modification will be entertained at any point.
- Once a nomination has been received, organizers may correspond with the nominee/nominator for supplementary information, if necessary.
- Expenses incurred for this purpose will be borne by the parties themselves.

1. ELIGIBILITY:

Only people residing in Maharashtra are eligible for this Competition.

- Age Limit: No age limit
- Competitor can submit maximum only one entry. The prize will be given to the first author of the competition entry in case of group.

2. DESIGN CONSIDERATION

- Logo artwork should be at least 4 cms x 4 cms upto 60 cmx60cm and should be a combination of logotype and symbol.
- File should be of high resolution (over 300dpi) and should look clean (not pixelated or bit-mapped) when viewed on screen at 100%.
- Logo should be designed using colours (Not Grayscale or Black & White).

3. TECHNICAL PARAMETERS:

- Participants should upload the Logo in any one of the JPEG/PNG/SVG/PDF formats.
- Specification details, containing graphical construction of the design in exact proportions in a bigger size, along with final design, theme synopsis and concept is required to be submitted.
- All technical details, including file formats, can be mentioned in the specification details itself. The dimensions will be from 4 cms x 4 cms upto 60 cmx60cm

- The proposed Logo can be of any geometrical shape within the specified dimensions, as mentioned above. The above dimensions indicate only the minimum and maximum ‘frame’ sizes.
- The Logo should be in high resolution with minimum 300 DPI and should look clean (not pixelated or bit-mapped) when viewed on screen at 100% resolution.
- Logo should be designed using colours (Not Grayscale or Black & White).
- The Logo should be designed on any digital platform only.
- The Logo design must be adaptable onto any form/surface including websites, social media such as Twitter/Facebook, press releases, stationery, signage, banners, letterheads, flyers, posters, etc.
- Participants should not imprint or watermark Logo design.
- Every entry must be accompanied by a brief write-up/ explanation in maximum 100 words. This write-up must be uploaded along with the proposed Logo. The write-up should elaborate the concept behind the Logo, which should be symbolic of the essence of the event.
- During evaluation, contest organizers may ask participants to resubmit their entry in different size(s)/ format(s) etc., depending upon requirement.
- Participants must keep the native/editable/ open file format also ready – as it shall be required to be submitted later for the winning entry.

4. INTELLECTUAL PROPERTY RIGHTS:

- The design of the Logo must be an original work of creation, free from plagiarism or copyright violation of any kind.
- The participant shall be solely responsible for any copyright violation or infringement of Intellectual Copyrights in making the Logo.

- The organiser shall not bear any responsibility in this regard and participant shall indemnify the organisers from any liability arising out of such violations, if any.
- The Logo must not contain any provocative, objectionable or inappropriate content.
- All entries are governed by the provisions of Logos and Names (Prevention of Improper Use) Act, 1950 and any violation of the said Act will result in disqualification.
- The selected entries will remain as the intellectual property of the organisers and are not returnable. The copyright of the Logo, so submitted, shall rest with the organisers. The organisers shall have the right to use, reproduce, modify, publish, license and/or otherwise deal with the Logo submitted in course of this competition.
- The organisers reserve the right to reject all the entries, if not found suitable.



DIRECTORATE OF MEDICAL EDUCATION & RESEARCH
SWACHH MUKH ABHIYAAN

TAGLINE COMPETITION
(For Health care Personal only)
FOR ORAL HEALTH MISSION

Oral Health is an integral part of overall health. The Ministry of Medical Education & Drugs, Government of Maharashtra is soon launching a statewide Oral Health mission- **Swachh Mukh Abhiyan**.

The Mission's goal is to build a "citizen-centric, oral disease free state where its citizens have the right attitude, skills, and knowledge aligned with the vision of a **Swachh Mukh Abhiyan**.

To encourage health care personal a Tagline competition is being conducted where in the health care personal can showcase their creative and unique unique Taglines for the "**Swachh Mukh Abhiyan**."

The goal of this competition is to raise awareness among the general public by putting "**Peoples' Health in Peoples Hands**"

AWARD

Against this background the selected winners will be awarded a

- Cash of Rs.50000/- under 1st Prize category
- Cash of Rs.10000/-each under 3 consolation Prize category

Last date of entries :- 14/01/2023 till 5.00 pm.

Entries are to send:- tagline.maha.oralhealthmission@gmail.com

For details :- www.gdchmumbai.org, gdcnagpur.edu.in, www.gdchaurangabad.org



DIRECTORATE OF MEDICAL EDUCATION & RESEARCH SWACHH MUKH ABHIYAAN

LOGO DESIGN COMPETITION FOR ORAL HEALTH MISSION

Oral Health is an integral part of overall health. The Ministry of Medical Education & Drugs, Government of Maharashtra is soon launching a statewide Oral Health mission- **Swachh Mukh Abhiyan**.

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संचालनालय, वैद्यकीय शिक्षण आणि संशोधन, मुंबई "स्वच्छ मुख अभियान"

खुली बोधचिन्ह (लोगो) स्पर्धा

महाराष्ट्र शासन वैद्यकीय शिक्षण व औषधीद्रव्ये विभागामार्फत "स्वच्छ मुख अभियान" हे अभियान संपूर्ण महाराष्ट्र राज्यात राबविण्यात येणार आहे. महाराष्ट्राच्या जनतेमध्ये मौखिक आरोग्यासंबंधी जनजागृती निर्माण व्हावी, दातांच्या समस्या, उपचार व एकंदरीत दातांची निगा राखणे या उद्देशाने बोधचिन्ह (लोगो) स्पर्धा आयोजित करण्यात येत आहे.

अटी व शर्ती :-

१. बोधचिन्ह हे सर्वसमावेशक असावे
२. ही स्पर्धा सर्व वयोगटासाठी आहे
३. स्पर्धेची अंतिम तारीख दि. १४/०१/२०२३ संध्याकाळ ५ पर्यंत असून, संध्याकाळी ५ नंतर प्राप्त होणाऱ्या निवेदनांचा विचार करता येणार नाही.

पारितोषिक :-

निवड झालेल्या विजेत्यांना

- प्रथम पारितोषिक श्रेणी अंतर्गत रु. ५००००/- रोख
- ३ सांत्वन पारितोषिक श्रेणी अंतर्गत प्रत्येकी रु. १००००/- रोख

लोगो पाठविण्यासाठी :- logomahaom@gmail.com

अधिक माहितीकरीता :- www.gdchmumbai.org, gdcnagpur.edu.in, www.gdchaurangabad.org



संचालनालय, वैद्यकीय शिक्षण आणि संशोधन, मुंबई
“स्वच्छ मुख अभियान”

टॅगलाईन स्पर्धा

(For Health care Personal only)

महाराष्ट्र शासन वैद्यकीय शिक्षण व औषधीद्रव्ये विभागामार्फत “स्वच्छ मुख अभियान” हे अभियान संपूर्ण महाराष्ट्र राज्यात राबविण्यात येणार आहे. महाराष्ट्राच्या जनतेमध्ये मौखिक आरोग्यासंबंधी जनजागृती निर्माण व्हावी, दातांच्या समस्या, उपचार व एकंदरीत दातांची निगा राखणे या उद्देशाने टॅगलाईन स्पर्धा आयोजित करण्यात येत आहे.

१. टॅगलाईन ही सर्वसमावेशक असावी
२. ही स्पर्धा आरोग्य सेवेत काम करणाऱ्यांसाठी आहे (For Health care Personal only)
३. स्पर्धेची अंतिम तारिख दि. १४/०९/२०२३ संध्याकाळ ५ पर्यंत असून, संध्याकाळी ५ नंतर प्राप्त होणाऱ्या निवेदनांचा विचार करता येणार नाही.

पारितोषिक

निवड झालेल्या विजेत्यांना

- प्रथम पारितोषिक श्रेणी अंतर्गत रु. ५००००/- रोख
- ३ सांत्वन पारितोषिक श्रेणी अंतर्गत प्रत्येकी रु. १००००/- रोख

टॅगलाईन पाठविण्यासाठी :- tagline.maha.oralhealthmission@gmail.com

अधिक माहितीकरीता :- www.gdchmumbai.org, gdcnagpur.edu.in, www.gdchaurangabad.org