

ATAL BIHARI VAJPAYEE TRAINING CENTRE FOR DISABILITY SPORTS

Department of Empowerment of Persons with Disabilities (Divyangjan)

MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT

Government of India

Opposite IIITM, Morena Link Road

Gwalior, Madhya Pradesh – 474015

Logo design and tagline for Atal Bihari Vajpayee Training Centre for Disability Sports – Gwalior (ABVTCDS Gwalior)

THEME:

Logo for a Centre for Disability Sports would likely include themes representing inclusivity, empowerment, accessibility, and athleticism.

It should convey a sense of community, support, and equality for individuals with disabilities while also reflecting the spirit of sportsmanship and achievement.

Example of Theme's like:

1. Empowering Abilities, Uniting Strengths: Celebrating Inclusivity and Excellence
2. Breaking Barriers, Igniting Potential: Inspiring Triumph through Sports Diversity
3. Empower. Include. Excel.

ABOUT THE CENTRE:

ATAL BIHARI VAJPAYEE TRAINING CENTRE FOR DISABILITY SPORTS – Gwalior

Formerly Centre for Disability Sports is an Autonomous body established by the Department of Empowerment of Persons with Disabilities (Divyangjan), Ministry of Social Justice & Empowerment, Govt. of India was inaugurated by the Hon'ble Prime Minister Shri Narendra Modi on October 02nd, 2023 virtually on his visit to Gwalior. Sports activities for person with disabilities are becoming an integral part of major sporting events across the world. However, in India, many eligible persons with disabilities (2.68 crore representing 2.21% of the population) are left out of international events due to lack of appropriate infrastructure and facilities. Section 30 of the Rights of Persons with Disabilities Act, 2016 requires the government to take appropriate measures, including development of infrastructure, to ensure effective participation of persons with disabilities in all sporting activities. The Department of Empowerment of Persons with Disabilities 12th Plan Task Force in its report recommended establishment of Divyang Sports Centre. The Centre is registered as a society under the M.P Societies Registration Act, 1973 dated: 22.09.2021, with authorities being the Governing Body & Executive committee supervising the activities of the Centre.

OBJECTIVES OF THE LOGO:

Creating a logo for the first Centre for Disability Sports, some objectives it could aim to achieve:

1. Visibility and Recognition: The logo should be distinctive and memorable, helping the centre stand out and be easily recognized within the community and beyond.
2. Inclusivity and Empowerment: It should embody the values of inclusivity, empowerment, and equality, representing the centre's commitment to providing opportunities for individuals with disabilities to engage in sports.
3. Inspiration and Aspiration: The logo should inspire both athletes and the general public, conveying a sense of aspiration and possibility for individuals with disabilities to excel in sports.
4. Accessibility and Approachability: It should be easily understandable and accessible to all, regardless of abilities, ensuring that it communicates effectively with a diverse audience.
5. Community and Support: The logo should foster a sense of community and support, reflecting the centre's dedication to providing resources, encouragement, and camaraderie for individuals with disabilities in their athletic pursuits.
6. Professionalism and Credibility: While representing inclusivity and empowerment, the logo should also convey professionalism and credibility, signalling that the centre is a reputable institution dedicated to advancing disability sports.
7. Longevity and Timelessness: Aim for a design that will remain relevant and impactful for years to come, reflecting the centre's enduring commitment to promoting disability sports.

GUIDELINES:

1. The logo can be a combination of logotype and symbol
2. The logo may have attributes such as Contemporary Contextual.
3. Logo to be adaptable to all media: Print, Digital & Outdoor.
4. Proposed submission deadline: 1 month (**01st October' 2024 to 30th October'2024**).

GUIDELINES FOR SUBMISSION:

1. PDF Artwork/s
2. The symbol and logo in a maximum size (length or height) of 100mm, laid on an A4 size vertical format. This file should be in both Colour & B/W CMYK mode at 300 dpi.
3. Maximum size of the symbol & logotype should be laid out in 100mm x 100mm both Colour & B/W CMYK mode. You need to submit in a colour version.
4. 300 dpi of A4 size and name of the Font used for the logotype mentioned.
5. A Concept note not exceeding 50 words. You need to disclose the process followed to develop the outcome. The participant to mention college name, student name, semester, batch, discipline, campus, email ID & phone no.
6. Email entries to be send to "gwalior.cds@gmail.com"
7. Each entry should be sent through the NID email id of the student.
8. Incomplete submission shall be rejected.

9. Your concept note explaining the thought behind your concept in not more than 100 words (in 4-5 bullet points). Along with the concept note mention your name, semester, discipline and NID joining year.

AWARD:

- INR 30000/- for the best LOGO selected
- INR 20000/- for the best Tagline selected.

**** The selected logo and tagline will be the property of this Centre and their copyrights will be registered. The winner will have no rights on the same.***

**Deputy Director (Sports)
ABVTCDS Gwalior**