

Office of the Chief Executive Officer Srinagar Smart City Limited

(A J&K Government Undertaking)

2nd Floor, ERA Commercial Complex, Rambagh, Srinagar, Kashmir, J&K
Email: srinagarscl@gmail.com (CIN: U70200JK2017SGC010107)

RE-ADVERTISEMENT

Notification of LOGO for Srinagar Smart City Limited

On the recommendations of the Jury made up of reputed members for the selection of Srinagar Smart City Logo, this Expression of Interest (EOI) is floated afresh as per the following guidelines.

Best Logo "winner" will be rewarded with a Cash prize of Rs 50,000/ only.

Guidelines:

The City of Srinagar will transform into a world-class city, achieving a better quality of life in a sustainable environment through economic growth and citizen participation, while retaining the heritage and cultural diversity. Srinagar aims to be a heritage city which is clean, green and safe; and the one that provides a diverse range of housing, employment, educational and recreational opportunities to all its residents and visitors in a connected, accessible and attractive environment.

The implementation of the Mission at the City level will be done by the newly created Special Purpose Vehicle (SPV), Srinagar Smart City Ltd (SSCL) created for the purpose. SSCL will plan, appraise, approve, release funds, implement, manage, operate, monitor and evaluate the Smart City development projects. SSCL is a limited company incorporated under the Companies Act, 2013, in which the State/UT and the ULB will be the promoters having 50:50 equity shareholdings

- Your logo "design" should communicate the wider Vision of the Srinagar Smart City.
- It should be unique and should reflect the **Culture/Heritage** of Srinagar city blending the **Information Technology** with the futuristic growth on modern lines.
- It should be easily applicable for web, print (posters, flyers etc.)
- The file should be of High Resolution (over 300dpi) in **Vector format & PDF/JPEG format**.
- This contest is open for all i.e. citizens, individuals or professionals.
- Intellectual Property Right (IPR) of all submitted entries will be with SSCL.
- **No plagiarism** will be entertained and no **Intellectual Property Right (IPR)** protected material should be used.
- **Submission format: Digitized Logo in Vector and JPEG/PDF format in Black & White with Color Options.**
- It should also be supported by a brief concept note behind the Logo.
- **It should necessarily contain the contact details viz. name, email & contact no. of the sender.**
- Last date of submission is 6th Feb 2019 till 4.pm

The best "logo design" will get a chance to be the "Logo" of the Smart City Srinagar Program and the same may be used as a reference for any future communication material. Fresh Logo shall be like an invention depicting graphic representation of Srinagar Smart City.

Selection Process:

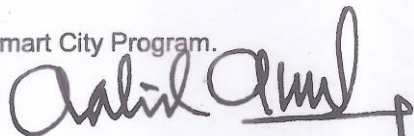
An appointed Reputed Jury will select the winner.

The High Resolution file (over 300dpi) in Vector format and PDF/JPEG format in Black & White with Color Options may be sent to SSCL via email id: srinagarscl@gmail.com.

Disclaimer:

The winning logo will **not** automatically become the final Logo for Srinagar Smart City Program.

No.SSCL/CEO/611
Dated: 23/02/2019


Dr. Syed Abid Rasheed Shah (IAS)
Chief Executive Officer