LOGO DESIGN COMPETITION

APEDA AGRI- EXCHANGE

THEME : AGRI- EXCHANGE

"The changing face of Agri- Business"

The Agricultural and Processed Food Products Export Development Authority (APEDA) is a government authority under the Ministry of Commerce and Industry, dedicated to the promotion and development of agricultural and processed food product exports from India. Established in 1985, APEDA plays a pivotal role in facilitating agricultural exports by formulating policies, providing technical guidance, and implementing various promotional initiatives. With a focus on enhancing the competitiveness of Indian agricultural products in the global market, APEDA supports farmers, exporters, and other stakeholders across the agricultural value chain.

The Agri Exchange website by APEDA serves as an online platform for market intelligence related to Indian agriculture and processed food exports. It provides detailed information on export products, country profiles, trade statistics, market reports, and trade leads. The platform connects Indian exporters with global buyers, offering resources for navigating international markets and facilitating trade processes. Go through https://agriexchange.apeda.gov.in/About_Agri_Exchange.aspx

To enhance its online presence, APEDA is holding a competition for logo proposals for its website, inviting creative designs that reflect its mission.

THE LOGO DESIGN COMPETITION

COMPETITION THEME

This competition invites creative logo designs that capture the essence of a dynamic online platform bridging Indian agriculture with global markets.

The logo should emphasize trade connections and market intelligence, reflecting The Agri Exchange's role in facilitating Indian export trade with international buyers.

Integrating elements symbolizing agriculture, global outreach, and data-driven insights, highlighting the platform's mission to connect Indian exporters with global opportunities.

COMPETITION SCHEDULE
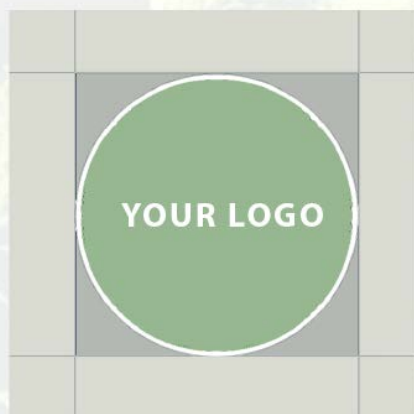
The Schedule of the Competition is set out as follows:

Launch of the Competition - 15 th Aug 2024
Submission of Entries - 31 st Aug 2024
Announcement of Winners - 10 th Sept 2024

The Organizer reserves the right to alter the above schedule.

THE ENTRY

Each Entry shall comprise:

1: Logo of 10 x 10 cm size with a proper short tagline.

2: Concept note in less 500 words which explains your design.
(Images can be added)

ENTRY SUBMISSION

Competition entries must be mailed to apedacompetition@gmail.com. Further information regarding the subsequent stages will be communicated via email.

Kindly name the files as follows:
1. <name> _Concept Note
2. <name>_Agriexhchange Logo Design

RESULTS AND PRIZES

Two Winning Entries will be selected by the Panel of Judges. Participants in the Winning Entries will be notified directly of the results by post or email. The prizes of the Winning Entries shall be:

Two Winning Entries

First Prize :Rs 20,000/-
Second Prize: Rs 10,000/-

YOUR LOGO