ANIMATED CHAT BOT LOGO/ICON DESIGN COMPETITION

THEME : ANIMATED CHAT BOT LOGO / ICON

"Your Quick Guide to Agri- Business"

APEDA
ANIMATED CHAT BOT
LOGO/ICON DESIGN

THE LOGO DESIGN COMPETITION

COMPETITION THEME

The competition invites designers to create an logo/ Icon design for APEDA 's new chat bot that visually represents its role in connecting farmers with exporters. Participants should focus on developing a simple yet impactful icon that embodies the chatbot's function of providing instant's reliable assistance to users.

The theme emphasizes the importance of clarity, digital connectivity, and the seamless integration of APEDA 's mission into the chatbot's visual identity. **As a reference, the animated icon should be based on Banana, Pomegranate, Mango, Grapes(Green), Rice flake, Peanut etc.**
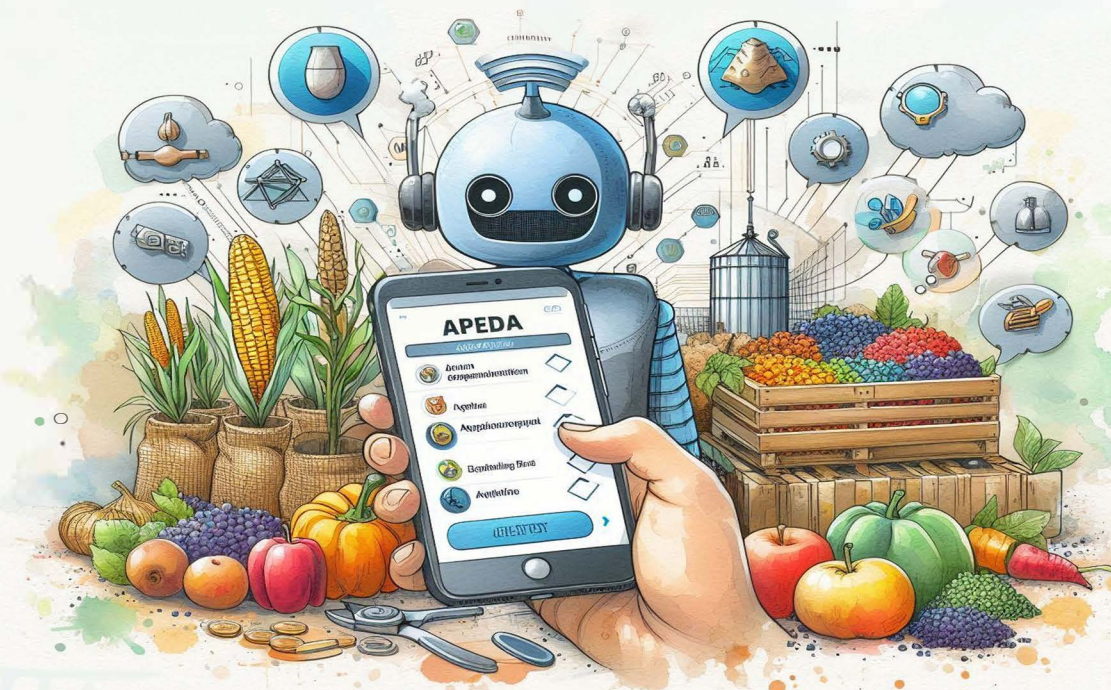
The Agricultural and Processed Food Products Export Development Authority (APEDA) is a government authority under the Ministry of Commerce and Industry, dedicated to the promotion and development of agricultural and processed food product exports from India. Established in 1985, APEDA plays a pivotal 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.

APEDA is introducing a chatbot on its website to enhance user experience and provide quick guidance. This chatbot will serve as an accessible platform for exporters, farmers, and stakeholders to get instant assistance regarding registration, export guidelines, and other essential services related to agricultural exports. It will also facilitate seamless communication, helping and fostering better connections between farmers and export markets.
Go through https://apeda.gov.in/apedawebsite/about_apeda/About_apeda.htm

To enhance this online services APEDA is hosting a competition for its chatbot logo design proposals, seeking innovative ideas that reflect its mission of connecting farmers and exporters through digital tools.

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
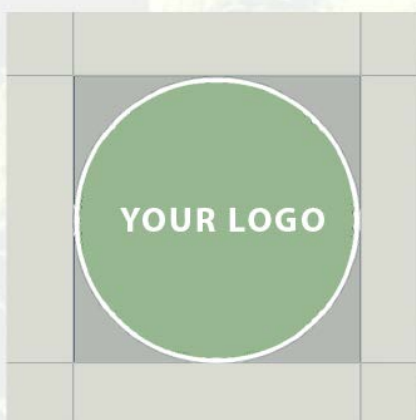Announcement of Winners -   10 th Sept 2024

The Organizer reserves the right to alter the above schedule.

THE ENTRY

Each Entry shall comprise:

1: Animated Logo/Icon of 10 x 10 cm size.(Playable video format)

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>_Chatbot 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:

Winning Entry Prizes

First price   : Rs 25,000/-
Second Prize : Rs 15,000/-

YOUR LOGO

APEDA LOGO DESIGN COMPETITION BREIF

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