

LOGO DESIGN COMPETITION



APEDA

FARMERS CONNECT

THE LOGO DESIGN COMPETITION

COMPETITION THEME

This competition seeks creative logo designs that embody the essence of bridging farmers with global markets.

The logo should visually represent the integration of agriculture with export, emphasizing the role of digital connectivity in linking farmers to international opportunities.

Designs should capture the spirit of growth, collaboration, and innovation in the agricultural sector, reflecting APEDA's mission to support and enhance agro-food exports.

THEME : CONNECTING THE FARMERS

"BRIDGING THE GAP BETWEEN COOPERATIVES & EXPORTERS"

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 launching an initiative to promote agro-food exports by identifying potential clusters and products. Through its Farmer Connect program, APEDA aims to bridge the gap between farmers and exporters by providing a 24/7 digital platform, where FPOs, FPCs, and Cooperatives can post sell offers and exporters can post inquiries and view matching offers. Go through <https://farmerconnect.apeda.gov.in>.

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



COMPETITION SCHEDULE

The Schedule of the Competition is set out as follows:

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

The Organizer reserves the right to alter the above schedule.

THE ENTRY

1: May refer to present Agriexchange logo .

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>_Famers Connect 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 20000/-
Second Prize : Rs 10000/-



APEDA LOGO DESIGN
COMPETITION BREIF



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