

GRAPHIC DESIGN CONTEST

“Small Business Innovation Research Initiative (SBIRI)” of Department of Biotechnology, Ministry of Science & Technology, Govt. of India, New Delhi

You are invited to design a “Graphic Identity” of the scheme.

1. LOGO. The height and width of a logo should be approximately equal. The logo should be clearly recognizable in small sizes such as icon and in black & white too. The logo should capture the aim of the scheme.

2. WORDMARK. Create an interesting typographical representation (font, color and style) of “Small Business Innovation Research Initiative” or its abbreviation i.e. “SBIRI”. You may also incorporate “Department of Biotechnology” or “DBT” and “Govt. of India” or “GoI”, if it fits appropriately. You are required to use a font from public domain for a wordmark.

LOGO and WORDMARK together will form the “graphic identity” of the scheme. Therefore, you are required to unite a logo with a wordmark in a form of a single design, that can become an attractive graphic identity of the scheme.

Rules:

1. The contest is open to all students doing their graduation or post graduation in design/graphic related fields who are interested in using their creativity and imagination.
2. The last date for submitting the designs is 15th September, 2010.
3. A participant can send a maximum of two entries separately.
4. A software must be used for designing the logo and the wordmark.
5. The design must be submitted in high quality editable images (such as svg, ai, psd formats). These will become property of the department. A brief write up describing the design may be provided.
6. The participant will submit **the agreement** indicating that the design is original and does not violate copyright laws and it is to be forwarded through your college/institute.
7. The department will form a panel of judges to identify the most appropriate design. All the entries will be coded before displaying them to the panel. The decision of the panel will be final. The panel may decide not to pick any of the submitted designs.
8. The winner will be given a certificate and a cash prize of Rs. 25,000 and two runner ups will be given Rs. 10,000/- each.
9. Proposed designs along with Agreement should be submitted to Dr.(Mrs.) Suchita Ninawe, Scientist ‘E’, Department of Biotechnology, Ministry of Science & Technology, Block No. 2, CGO Complex, Lodhi Road, New Delhi-110003 and send a soft copy through email to sninawe@dbt.nic.in indicating the name, email and contact details of the sender.

AGREEMENT

1. The designer is a year student of(name of the UG/PG course)..... course in(name of the college/institution).....
2. The designer grants the Department of Biotechnology, Ministry of Science & Technology, New Delhi, the exclusive rights to use the design for official purpose.
3. The designer certifies that the design is the designer's original work and is not currently under consideration elsewhere for any other purpose; and that the design in no way infringes the rights of others, and that the designer, as the owner of the copyright, is entitled to make this assignment.
5. If the design is prepared jointly by more than one designers, the designer, signed below, certifies that he/she has signed authorization from all co-designers to sign this agreement on their behalf.

Name of the designer :

Name of the college/Institution:

Contact No. (Preferably give your Mobile No.):

Postal Address:

Forwarded by the Head/Authorized person of the college/Institution

Date :

Signature/Seal

SMALL BUSINESS INNOVATION RESEARCH INITIATIVE (SBIRI)

1. Introduction

The “Small Business Innovation Research Initiative (SBIRI)” was launched by the Department of Biotechnology (DBT) in September 2005 to boost public-private-partnership effort in biotechnology in the country. The distinctive feature of SBIRI is that it supports high-risk innovative projects from concept to commercialization in small and medium companies. It encourages entrepreneurship lead by innovators with adequate technical background to get them involved in development of products and processes which have high economic and societal relevance. Thus the scheme focuses on generating products on a priority basis with the involvement of the private sector.

The SBIRI aims

- (i) to encourage innovation in the private sector,
- (ii) to facilitate development of knowledge enterprises in the country,
- (iii) to enhance opportunities for technopreneurs to start technology-based enterprises
- (iv) to create an ecosystem for translation of innovations into commercialisable products / processes by private sector,
- (v) to enable private industries to be a source of innovation and thereby fulfill government objectives in fostering R&D,
- (vi) to promote public-private-partnership in technology development, and
- (vii) to increase commercialization of innovative R&D.

2. Objective

The key objectives are:

- (i) to foster the development of emerging technologies/entrepreneurs;
- (ii) to provide support for early stage, proof-of-concept research in biotechnology by industry,
- (iii) to support late stage development and commercialisation of new indigenous innovations/technologies related to societal needs in the healthcare, food and nutrition, agriculture and other sectors,

(iv) to assist and support new enterprises; to forge appropriate linkages with academia and government.

3. Area of Coverage

The scheme covers all areas of biotechnology such as health-care; agriculture and allied areas; industrial processes & products; environmental biotechnology; bio-medical devices and bio-instrumentation; bioinformatics etc.

4. Who can apply?

The proposals can be made by any industry; or jointly by industry(ies)/ and public partner(s). A network programme of common interest to the sector/area concerned can be proposed by a group of industries and/or public partners. The lead applicant should be an industry.

You may visit our website : **sbiri.nic.in**; **dbtindia.nic.in**