



Sh. Jaiveer Singh Ji
Hon'ble Minister,
Dept. of Culture, Govt. of U.P.



Sh. Yogi Adityanath Ji
Hon'ble Chief Minister
Govt. of U.P.

BHATKHANDE SANSKRITI VISHWAVIDYALAYA

Invites

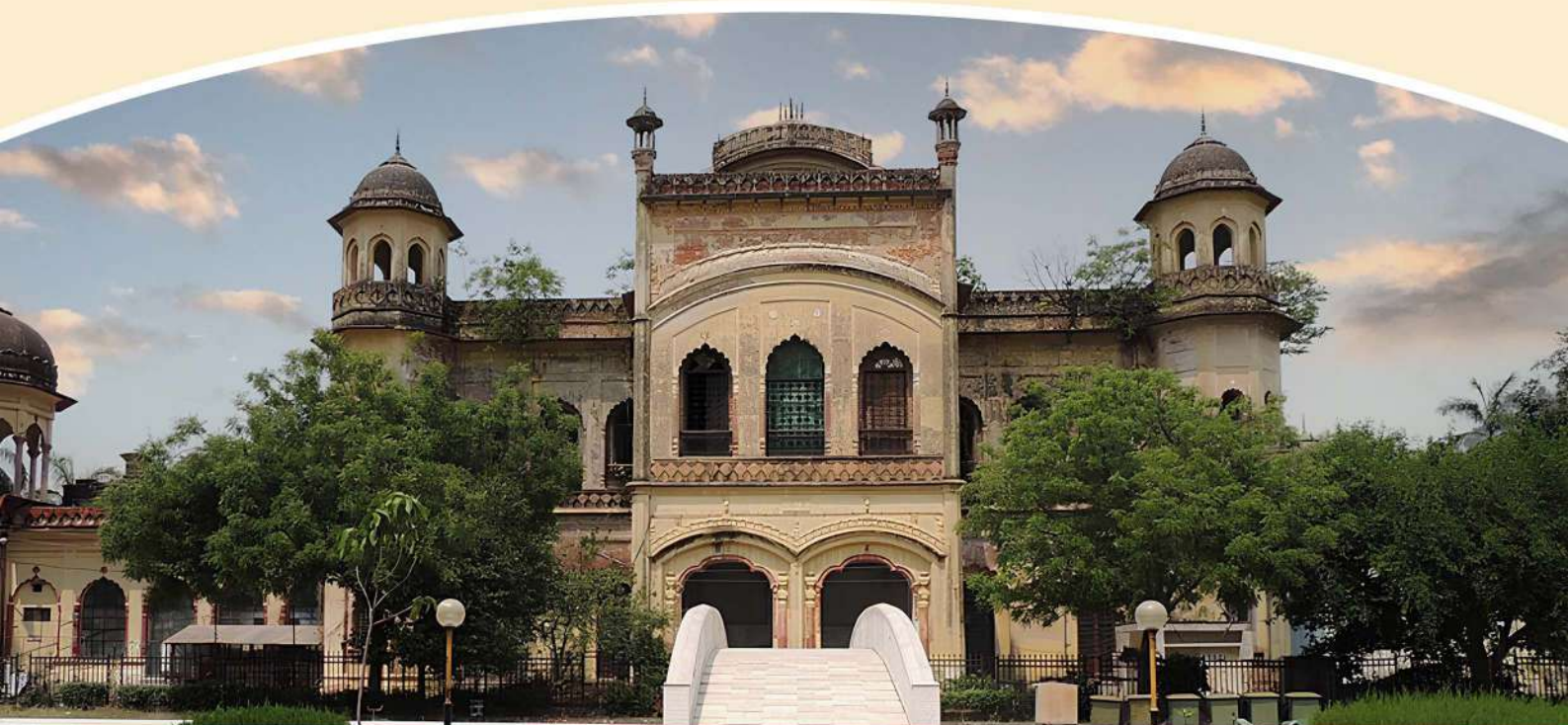
Innovative & Creative Minds

for

LOGO

Competition

Your Creativity, Our Culture
Let's Create History





Uttar Pradesh

The Heart of India's Cultural Heritage

Uttar Pradesh stands as a timeless emblem of India's cultural brilliance. Deeply rooted in traditions, the state is a vibrant confluence of classical arts, folk heritage, music, dance, and literature. Its cultural identity reflects the soul of Indian civilization, where age-old rituals, storytelling, and performance arts continue to thrive.

Folk dances, traditional songs, and local theatre express the everyday joys, struggles, and spiritual beliefs of its people. The region's classical music and dance schools have upheld India's artistic legacy with discipline and devotion. Rich textile crafts, intricate hand embroidery, and traditional art forms showcase the unmatched craftsmanship passed down through generations.

Uttar Pradesh is not just a geographical entity—it is a living tradition that continues to inspire, educate, and enrich the nation's cultural fabric.





About Bhatkhande Sanskriti Vishwavidyalaya

Bhatkhande Sanskriti Vishwavidyalaya, located in Lucknow, is a premier institution under the Government of Uttar Pradesh, dedicated to promoting Indian classical music, dance, performing arts allied arts.

Named after musicologist Pandit Vishnu Narayan Bhatkhande (1860–1936), who modernized Hindustani classical music education, the university continues his legacy of excellence. It offers undergraduate, postgraduate, diploma, and research programs in vocal and instrumental music, classical dance, and musicology.

With a strong focus on practical training and academic depth, the university works to preserve India's cultural heritage while embracing contemporary expressions. It remains a distinguished center for nurturing artistic talent in India and beyond.



By the Artists, for the Culture - Logo Competition

Carrying forward the spirit of artistic excellence, Bhatkhande Sanskriti Vishwavidyalaya launches this logo competition to visually express the essence of India's living traditions. This initiative is more than a design challenge—it's a celebration of the creative community and an invitation to contribute to the evolving identity of one of India's premier cultural institutions.

The university believes that true representation of culture must come from those who live, feel, and express it. This is a unique opportunity to become part of the university's creative legacy. Through this initiative, Bhatkhande Sanskriti Vishwavidyalaya appeals to artists, designers, and cultural enthusiasts to participate actively and contribute meaningfully to shaping the visual identity of this premier institution.

The official logo of Bhatkhande Sanskriti Vishwavidyalaya should be a vibrant reflection of India's rich cultural fabric, with a special emphasis on Uttar Pradesh's glorious traditions in classical music, dance, and folk arts. The design must encapsulate the university's mission to preserve, promote, and educate future generations in these art forms. It should be clean, timeless, and resonate with cultural sophistication, artistic excellence, and creative symbolism. The logo should skillfully integrate traditional elements with a modern design approach using impactful colors, motifs, and shapes.





Awards

| s.n. | Rank | Prize Money |
|------|----------------------|----------------------------|
| 1 | 1 st Rank | Rs. 50,000/- + Certificate |
| 2 | 2 nd Rank | Rs. 20,000/- + Certificate |

Submission Requirements

- Logo must be submitted in PDF format only, with a maximum size of 5 MB, created digitally without any watermarks or imprints.
- Logo should be designed in color, within a maximum size of 30 cm × 30 cm.
- The file should be high resolution – at least 300 dpi at 100% scale without any pixilation.
- A design sheet (logo) must be submitted along with a brief write-up in Hindi / English and in one native Indian language (if applicable), within 300 words, explaining how the design reflects the cultural and artistic vision of the university and its relevance to the identity of Uttar Pradesh.





How to Participate

- The competition will be open for submissions from **04 July 2025 to 4 August 2025**.
- There is no entry fee for participating in the competition.
- Entrants must complete online registration on the competition portal:
<https://contest.upsanskriti.com/>.
- Participants are required to submit accurate and updated information on the portal.
- A unique ID generated after registration must be displayed clearly in the top right corner of both sheets.





Selection Process

Evaluation Criteria

Entries will be judged based on the following parameters:

- Creativity
- Technical Excellence
- Visual Impact
- Relevance to Theme

Shortlisting

All entries received by the stipulated deadline and found to be in order will be evaluated by a Selection Committee constituted for this purpose. The Committee will shortlist entries and select a winner if a suitable design is found.

Anonymity

Design submissions (PDF files) must not contain any information that could reveal the participant's identity (e.g., name, organization, school, etc.).

Final Decision


The decision of the Selection Committee will be final and binding. No communication or clarification regarding the selection process will be entertained.

Prize Distribution Ceremony

Winners will be invited to Lucknow for the prize distribution ceremony by the Hon'ble Minister, Department of Culture & Tourism, Govt. of Uttar Pradesh

Legal Jurisdiction

Any legal proceedings related to the competition, entries, or results shall fall under the jurisdiction of the State of Uttar Pradesh. Any expenses arising from such proceedings shall be borne by the respective parties.



Terms & Conditions

- The design must be original. Plagiarism of any nature will not be allowed. The winning design should not be in violation of copyright Acts in the country of origin or the Indian Copyright Act, 1957, or the Intellectual Property Rights of any third party.
- By agreeing to submit, an applicant hereby warrants that he or she is the original designer/creator of the Design. Further, that the Design submitted by the applicant or any constituent part of it is not the intellectual property of any third party. The applicant also understands that in case the submitted Design is found to be the intellectual property of any third party, his/her application will be rejected, and the Bhatkhande Sanskriti Vishwavidyalaya will not be responsible for any infringement whatsoever.
- Also, Bhatkhande Sanskriti Vishwavidyalaya will not indemnify any claim by a third party in connection with infringement of Intellectual Property Rights related to the Design submitted by an applicant.
- In case of any copyright issues, the participant/applicant will be responsible for settling any legal proceedings arising out of it at his/her end. Bhatkhande Sanskriti Vishwavidyalaya will not be responsible.
- All entries are governed by the provisions of the Emblems and Names (Prevention of Improper Use) Act, 1950, and any violation of the said Act will result in disqualification.
- The design must not contain any provocative, objectionable, or inappropriate content.
- The onus will be on the participant/applicant to prove that he/she is the only authorized representative to send the entry for the Award Scheme. In case of the selection of the design for an award, it will be given to the participant/applicant only. Bhatkhande Sanskriti Vishwavidyalaya will, in no way, be responsible for any dispute, legal or otherwise, arising out of it.



For Enquiries

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