



NATIONAL UNIVERSITY OF  
STUDY AND RESEARCH IN  
LAW, RANCHI



CHAIR ON CONSUMER  
RESEARCH AND POLICY



उपभोक्ता मामले विभाग  
DEPARTMENT OF  
**CONSUMER AFFAIRS**

# LOGO DESIGNING COMPETITION

*organised by*

CHAIR ON CONSUMER RESEARCH AND POLICY

# ABOUT THE CHAIR ON CONSUMER RESEARCH AND POLICY



CHAIR ON CONSUMER RESEARCH AND POLICY

## Vision

The Chair on Consumer Research and Policy has been established at National University of Study and Research in Law (NUSRL), Ranchi, under the supervision of our Hon'ble Vice-Chancellor Prof. (Dr.) Ashok R. Patil. The Centre is one of the few of its kind that envisions at protecting the rights and interests of the consumers through consumer awareness, timely and effective grievance redressal and involvement of various stakeholders.

## Mission

The Chair's mission lies at empowering consumers through awareness programmes, to enhance consumer protection and safety against unfair trade practices, effective redressal mechanisms, etc.

## Objectives

In view of the emerging markets globally and high expectations of the consumers for better services, standards, variety of choices available, etc., the Chair on Consumer Research & Policy (CCRP), NUSRL, Ranchi aims to promote research, teaching, and training in Consumer Laws and consumer protection in various sectors such as e-commerce, health, financial, transport, insurance, airlines, etc. The Chair is established to undertake activities in furtherance of the objectives of the Consumer Protection Act, 2019, including rules and regulations related to this Act, as well as the roles and regulations of the Consumer Dispute Redressal Commission, in the interest of protecting the rights of consumers.

# ABOUT THE COMPETITION

The Chair on Consumer Research and Policy, NUSRL, Ranchi is organizing a Logo Designing Competition to develop a distinctive and meaningful visual identity for the Chair. Through this competition, the Chair seeks to crowdsource creative ideas that reflect its vision, mandate, and commitment to consumer protection and policy research.

The logo should be original, innovative, and capable of representing the Chair across academic, digital, and public outreach platforms.

## Eligibility:

The competition is open to all. Participants are allowed to participate in an individual capacity.

## Registration & Submission:

Participants are required to register by paying a registration fee of Rs. 50/- and upload their personal details, the proposed logo design, a brief concept note, and proof of payment confirmation by filling out the Application Form available at the following link:

<https://forms.gle/nntFJErdTvytMLuw6>

The registration fee shall be paid to the account details provided below:

Account Name	:	NUSRL Ranchi
Bank Name	:	HDFC Bank
Branch	:	Kanke Road, Ranchi
Bank Account No.	:	50100212797372
IFSC	:	HDFC0002687
Account Type	:	Savings

The last date for registration and submission in the prescribed format is **February 15, 2026**.

## **Submission Guidelines:**

1. Each participant can submit only one entry. Multiple entries will not be considered and will lead to outright rejection.
2. The logo design must be original, creative, and digitally designed, and should align with the objectives and theme of the Chair.
3. The logo must be uploaded in high resolution in JPG, PNG, or PDF format only, with a transparent background.
4. The minimum resolution shall be 300 DPI and should be scalable without loss of quality.
5. The design should appear clean and sharp (not pixelated or bitmapped) when viewed on screen at 100% resolution.
6. Each participant must include a brief concept note (maximum 100 words) explaining the symbolism, idea, and relevance of the logo design to the Chair.
7. Designs must be free of any watermark, signature, or identification mark, and must be the original work of the participant.
8. AI-generated, AI-assisted logos or plagiarized designs will not be entertained and will lead to immediate disqualification.
9. Winners may be required to furnish a valid ID proof/Aadhaar for identity verification and prize disbursement.

## **Judging Criteria:**

All valid entries will be evaluated by the Chair on Consumer Research & Policy, NUSRL, Ranchi. The assessment shall be based on the following criteria:

Relevance to Theme & Vision	30%
Originality & Creativity	25%
Visual clarity & Aesthetic appeal	20%
Practical application & scalability	15%
Concept Explanation & Presentation	10%

The results of the competition will be announced on the official LinkedIn page of the Chair on Consumer Research & Policy on **March 15, 2026**.

## **Prize/Gratification:**

The winner of the competition shall be awarded a cash prize of Rs. 5,000/-.

Certificates of Merit shall be awarded to the top three participants in recognition of their outstanding performance.

All other participants shall receive a Certificate of Participation acknowledging their effort and contribution to the competition.

## **Terms and Conditions:**

1. Entries received after the prescribed deadline will not be considered.
2. Entries must be original and must not infringe upon any copyright, trademark, or other intellectual property rights. The Chair on Consumer Research & Policy, NUSRL, Ranchi, shall not be responsible for any infringement arising from the submitted entries.
3. The design containing any provocative, objectionable, or inappropriate content in any form will be rejected.
4. There will be no individual communication to participants whose entries are not selected.
5. The decision of the Chair shall be final and binding. No correspondence, queries, or clarifications regarding the decision shall be entertained.
6. The organizers reserve the right to reject any entry that fails to meet the prescribed standards or violates the competition guidelines, or is deemed inappropriate.
7. Any disputes or legal proceedings arising out of this competition shall be subject to the jurisdiction of the courts in Ranchi, Jharkhand only.
8. The Chair on Consumer Research & Policy reserves the right to modify, adapt, refine, publish or otherwise deal with the logo designs. They shall become the exclusive property of the Chair, and the author shall have no claim of any Intellectual Property Rights in the logo, either present or in future.
9. By participating in this competition, all participants agree to abide by these terms and conditions, including any amendments or updates that may be issued from time to time.

# CONTACT US

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