

Rules and regulations of the Mascot contest:

By participating in the Contest, participants agree to be bound by, and are deemed to have read and understood these rules and regulations.

- 1) All entries must be original and must not have been previously published or submitted in any other contest.
- 2) The mascot should be original and unique. The mascot should be fun, friendly, and memorable and have a positive impact on our target audience. The mascot should be inclusive, and diverse, reflecting the diverse communities to serve.
- 3) The mascot name must not contain any provocative, objectionable, or inappropriate content.
- 4) Please note that the design proposed for the mascot should not violate any provision of the Indian Copyright Act, 1957.
- 5) Anyone found infringing on others copyright would be disqualified from the competition. MMRC does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- 6) Participant is to make sure that his/her profile on MMRC website is accurate and updated since MMRC would be using this for further communication. This includes details such as name, email ID and phone number. Entries with incomplete profiles would not be considered.
- 7) MMRC reserves the right to cancel or amend all or any part of the contest and/or the rules and regulations/Evaluation Criteria. However, any changes to the rules and regulations / Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on MMRC official social media handles and MMRC website. Participants are responsible to keep themselves informed as to *any changes in the* rules and regulations / *Evaluation Criteria* stated for this Contest.
- 8) By registering for participation in the Contest, the Participant(s) warrant that:
- 9) They have complied with these rules and regulations; Their name is original; Their entry does not infringe any intellectual Property Rights of any third party;
- 10) Any current employer and/or learning institution that the participant is employed by or enrolled with would have no claim on the design of Mascot developed and submitted.
- 11) MMRC will not be held responsible if the participants are not able to upload their entries on MMRC website before the last date & time of submission for any reason whatsoever.
- 12) The mascot should be easily recognizable in different forms of media, such as print, digital, and merchandise.

- 13) Entries must be made by the closing date and in the manner set out in the contest rules and regulations. Failure to do so will result in disqualification.
- 14) Multiple submissions of entries by the same participant would not be considered.
- 15) All designs must be submitted in **JPEG format**, with resolution of at least **300 dpi** and a transparent background.
- 16) The winning entry for mascot of Metro Line-3 would be the intellectual property of MMRC and the winner cannot exercise any right over it, after acceptance of the prize.
- 17) The prize-winning design of the Mascot is meant to be used by MMRC for promotional and display purposes and also for any other use as may be deemed appropriate for the initiative.
- 18) The design should be submitted along with a **short description** that explains its personality character, and backstory if applicable (**Maximum 50 Words**) in the application form on the MMRC website.
- 19) **Evaluation Criteria:**
 1. All the entries received would be assessed by the Selection Committee of MMRC.
 2. Entries would be judged on the basis of elements of creativity, originality, composition, brand image simplicity, merit, and visual impact and how well they communicate and promote identity of Mumbai Metro Line-3.
 3. The decision of the Selection Committee of MMRC would be final and binding on all the contestants and no clarifications would be issued to any participants for any of their decisions.
- 20) The winner will be awarded a cash prize money of Rs. 15,000/-
- 21) The results of the contest would be announced on MMRC official social media handles and MMRC official website.
- 22) The competition starts from **1st June 2023** and the last date for submission is **30th June 2023**.
- 23) **To submit your design:**
 - A. Go to www.mmrc.com
 - B. Click on "Contest" tab and go to "Mascot Contest" subtab on the website.
 - C. Read the rules and regulations.
 - D. Fill out the form and submit your design.
- 24) Any queries may be directed to: contact@mmrc.com