



## DEPARTMENT OF INFORMATION & PUBLIC RELATIONS

Government of Jammu & Kashmir

### EXPRESSION OF INTEREST (EOI) FOR DESIGNING OF LOGO

The Department of Information and Public Relations is an interface between the State Government, the media and the people at large. The mandate of the Department is to project, highlight and disseminate information, including press releases, photographs and audio visual content regarding the activities of the Government through print, electronic outdoor and new media.

The department has a Public Relations, Films, Photo, Field Publicity, Publications, Culture and Exhibition wings which undertake multifarious activities to project the policies, programmes and initiatives of the Government.

The Department is in the process of designing and adopting an original Logo to represent its multifarious activities.

Expression of Interest is invited from experienced individual artists/graphic designers for designing and developing the Logo for the Department.

**The theme and design of the Logo must be in consonance with the following activities of the Department:**

- i. Department acts as a mirror reflecting the policies of the government**
- ii. Department is a bridge connecting government and public**
- iii. Department is a window for the public to look through the government**
- iv. Department is a platform for disseminating authentic information to the print, electronic and new media on government policies, programmes, initiatives and achievements etc.**

The intending artists/graphic designers should provide the Logo designs in soft as well as hard copy in three different sizes including the Logo for Official Stationery, for Banners, for Business and Visiting Cards. The artists/graphic designers shall also submit brief description/concept note of their designed logos, on how it symbolizes the mandate of the Department of Information. The intending artists/graphic designers shall also have to submit documentary evidence indicating that they qualify to perform the assigned services.

The entries should be submitted by or before 15th February 2017 in the office of the

Director Information, Media Complex, Railhead, Jammu or mailed at [jdinformationjk@gmail.com](mailto:jdinformationjk@gmail.com).

The entries received by the Directorate of Information & PR, would be placed before the Departmental Selection Committee for final selection of the Logo in tune with creativity, originality, composition, artistic merit, and its relevance to the mandate of the department.

**The department will pay Rs.25000/- for the approved Logo. The artist/graphic designer who's Logo is selected by DIPR Selection Committee shall, however, have to provide a testimonial for the copyright of the selected Logo.**

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For details please feel free to contact:

**Joint Director Information (Headquarters)**

**Director Information, Media Complex,**

**Rail Head, Jammu**

e-mail: [jdinformationjk@gmail.com](mailto:jdinformationjk@gmail.com) Tel No: 0191 247 7452

