



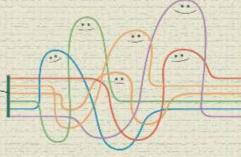




The aim of the competition is to develop a new logo and tagline for the promotion of KHADI PRODUCTS. The design should capture the traditional values of Haryana Khadi and village industries while reflecting contemporary branding and marketing principles. The logo will be used in the website and product catalogues of khadi

rogo





"DESIGN THE BRAND,

DESIGN THE LOGO."

"Logo. Tagline. Your vision for Khadi."



TACLINE COMPETERION Khadi traditionally refers to hand-spun and woven cloth

typically made from natural fibers like cotton, silk, or wool, It's a traditional textile with historical significance in India, often associated with the freedom movement and rural economy. Currently, knad products encompass a wide range of items, from clothing and accessories to household goods, including balling bor, face wash, creams, hair shampoos, pickles, honey, etc.

The objectives of the board include skill improvement, employment generation in rural area, transfer of lechnology, rural industrialization, promoting self-reliance among the people, and building up a strong rural community base.

The aim for the lago is to be used for the promotion of khadi products as a brand, (both offline and online). The logo must encomposs the traditional values of Haryana Khadi and the small-scale village industries, along with the modern marketing/sales principles for promoting the goods. The logo must not be plagiarized or be taken directly from generic lago creation, websites like Canva, and must be available for registration.



SUBMISSION DEADLINE: 15 JULY 2025 MODE OF SUBMISSION: ONLINE

PRIZES

1st - 5100 2nd - 3100 3rd - 2100 Along with a Khadi products gift basket worth 5,000

