



# AIIMS, NEW DELHI



*Invites entries for*

## **AIIMS SWACHHTA MASCOT DESIGNING COMPETITION**

*Theme : Brand Ambassador for promoting Swachh AIIMS*

Mascot will feature in Poster Series & Animation film on Sanitation & Hygiene across AIIMS

**WINNER WILL BE FELICITATED AT AIIMS WITH A CASH PRIZE OF Rs 50,000 !!**

Submission Deadline **now extended to 20<sup>th</sup> January 2018** at [mascot4aiims@gmail.com](mailto:mascot4aiims@gmail.com)

Details regarding mascot competition can be accessed at this URL:

<https://www.aiims.edu/images/df/events/hospadmn-28-12-17.pdf>

**\*Last date of submission has been extended**



# ALL INDIA INSTITUTE OF MEDICAL SCIENCES, ANSARI NAGAR, NEW DELHI -110029

## Swacchta Mascot Design Competition, 2017

### **A. CONCEPT NOTE FOR AIIMS SWACCHTA MASCOT COMPETITION :**

**AIIMS:** The All India Institute of Medical Sciences, New Delhi established through an act of parliament in 1956 is a premiere medical institution of National importance with a trinity of mission of teaching, research and patient care; in that order. It caters to a large populace of patients from Delhi- NCR and surrounding states. AIIMS has a total bed capacity of 2372 and a bed occupancy of nearly 90%; about 10,000 patients visiting the Out Patient Department and 650 patients visiting Emergency wards daily. The hospital has a total of 14,000 staff and a large number of patient visitors present in its premises resulting in a total footfall of about 50,000 a day. Thus sanitation is key challenge for Hospital Administration.

**Clean & Green AIIMS campaign:** The Ministry of Health and Family Welfare launched 'KAYA KALP' (Clean Hospital Campaign) and Kaya Kalp Award Scheme under the Swachh Bharat Abhiyan to promote high degree of cleanliness, hygiene and Infection Control Practices in public Health Care Facilities and to incentivize and recognize such public healthcare facilities that showing exemplary performance. As an institutional response of the campaign, the **Clean and Green AIIMS campaign was launched in 2015 which has resulted in AIIMS being awarded the first prize for Kaya Kalp among all central govt. hospital in 2017.**

**The need for AIIMS-swacchta mascot:** As a sustained pursuance towards excellence in sanitation, the concept of a sanitation or swacchta mascot as a brand **ambassador for sanitation & hygiene** has been conceptualized. A mascot is required to create awareness about sanitation and a culture of cleanliness among staff, patients and their relatives alike. AIIMS is also in the process of creating a one minute animation video on the theme of sanitation for patients/ their attendants/ visitors coming to AIIMS for do's and don'ts in sanitation, personal hygiene and etiquette. The Mascot will be placed at prominent places in the hospital and common public utility areas. The Mascot is also intended to be used as the protagonist in the animation film. The images of the mascot can also be used in poster series regarding clean and green AIIMS.

**AIIMS swacchta mascot competition:**

**To promote cleanliness and award creativity, AIIMS announces an open 'AIIMS Swacchta Mascot competition' with prize money of Rs 50,000/- for the winning entry!**

**Characteristics of a mascot:**

1. The mascot can be human or human like, animal (like for eg.Shera mascot for commonwealth games 2010) or animal like creature, real or imaginary/fictional( eg.



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dragon mascot of university of Alabama, USA) . It can also be an exaggerated humanoid figure (for eg. Mr. Clean of Procter & Gamble, used as an all-purpose cleaner). However, the mascot cannot be an inanimate object such a broom.

2. The mascot should be recognizable so as to provide an emotional connect to the clientele( in this case staff , patients and visitors at AIIMS)
3. The mascot should have social power ie. must be appropriate to convey the message, in the case hospital cleanliness.
4. It should be able to convey the concept, in this case it should encompass of what AIIMS stands for and how sanitation relates to it.
5. A mascot is different from a logo. A logo is a graphic mark, emblem, or symbol used to aid and promotes public recognition. A mascot however is a creature with an independent identity and a nick name.( examples of mascot provided as annexure)

### **B. WINNING PRIZE**

1. **Prize winning entry will receive a cash prize of INR. 50,000/- (Fifty Thousand only) & an AIIMS Plaque of appreciation.**
2. No 2<sup>nd</sup>/3<sup>rd</sup> or consolation prizes will be awarded in this competition.

### **C. INSTRUCTIONS FOR SUBMISSION**

1. The Competition is open to all citizens of India
2. **The entry must be sent as an attachment by email to the id: [mascot4aiims@gmail.com](mailto:mascot4aiims@gmail.com) . The filled enrolment form must also be scanned and sent along with this email.**
3. **The last date for the competition has been extended.**
4. Entries to be mailed latest by 20<sup>th</sup> January,2018 till 12:00 midnight IST
5. A colourful mascot is preferred, however black and white entries are also acceptable
6. It can have emblem, symbols or taglines embedded in them bring clarity about what mascot represents.



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7. It should be relatable to all ages and across all socio economic strata as well as all cadre of staff at AIIMS.
8. The entrant can take assistance of experts for the technology aspect for the design, however, the design itself should be original
9. Participant is to make sure that his/her entry to AIIMS is mailed to correct mail id, since AIIMS would be using this for further communication. A separate sheet attached also needs to be scanned that includes details such as name, photo and phone number. Entries without scanned copy of complete enrolment form would not be considered. Participant will have to submit a copy of any govt approved photo identity card (Adhaar, Voter id, Driver License etc) at the time of claiming the prize.
10. Organizations/associations can also participate with one official being designated as the representative
11. A brief note on the concept of the mascot chosen, the theme and how it represents the confluence of AIIMS as an organization and sanitation as a concept, should be stated. The note may be Hindi or English.
12. Additional points will be awarded if the mascot can have a suitable nick name.
13. The entries must be submitted in JPG/PDF/PNG format only. File should be of high resolution—at least 300 pixels per sq. inch at 100% size. It should occupy nearly 3/4<sup>th</sup> of an A-4 horizontal sheet.
14. The mascot should be provided in preferably in both front and back profile design but mandatorily from the front.
15. Expressions on face will be accorded additional weightage
16. The submission will be accepted in either Hindi or English languages, however the text should only be caption and not a slogan.

**D.TERMS & CONDITIONS FOR PARTICIPATION**



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1. All entries would be the intellectual property of the AIIMS and the entrants cannot exercise any right over it. The prize-winning and other entries are meant to be used by AIIMS for promotional and display purposes and for any other use as may be deemed appropriate for the initiative.
2. Please note that the entries made must be original and should not violate any provision of the Indian Copyright Act, 1957. Anyone found infringing on others' copyright would be disqualified from the competition. AIIMS does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
3. AIIMS reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be intimated on website. It would be the responsibility of the participants to keep themselves informed about any changes in the Terms & Conditions/Technical Parameters/ Evaluation Criteria stated for this Contest.
4. AIIMS reserves the right to reject any entry based on its discretion.
5. By registering for participation in the Contest, the Participant(s) warrant that:
  - a. They have complied with these Entry conditions
  - b. Their entries are original;
  - c. Their entry does not infringe any Intellectual Property Rights of any third party;
  - d. Any current employer and/or learning institution that the participant is employed by or enrolled with would have no claim on the entry developed and submitted.



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- e. AIIMS will not be held responsible if the participants are not able to send their entries before the last date & time of submission for any reason whatsoever.

**E. EVALUATION CRITERIA**

1. The submissions would be evaluated based on elements of creativity, originality, composition, simplicity.
2. Every entry would be evaluated on its own merit and while the idea explained in greater detail has greater salience, a merely detailed entry would not adversely prejudice another innovative and original idea or entry, but not explained in that greater detail, from being adjudged better.
3. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any or their decisions.
4. Any legal proceedings arising out of the competition/ its entries/winners shall be subject to local jurisdiction of Delhi State.



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Enrolment Form		
<b>Name</b> (in block letters)		
<b>Address with pin code</b>		
		<b>Photo</b> (self attested)
<b>Mobile No</b>		
<b>E-mail ID (write in capital letters)</b>		
<p>Please attach a self-attested scan copy of any of the following Photo IDs (Pan Card/Driving License /Adhaar Card/voter ID cards) along with this form and send this to <b>mascot4aiims@gmail.com</b> In case of student, if none of the above ID is available please attach your school ID card authenticated by Head of the institute.</p>		



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**ENROLMENT FORM FOR MASCOT COMPETITION**

Declaration:

I am here by declaring that only one entry has been sent by me in this Mascot designing competition. I will abide by all the terms and conditions of this designing competition.....

(Signature)

Name:.....

Date:

**EXAMPLES OF MASCOTS (AS REFERENCE)**

**1. Swachh Bharat Abhiyan mascot of Jodhpur Nagar Nigam:**



**NAME: SHREEMAN JOSH**

**2. RIO OLYMPICS 2016 MASCOT:**





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The 2016 Olympic mascot is a mixture of several Brazilian animals.

The mascot has a special power – it is able to extend parts of its body, making it faster, taller and stronger. However, it never uses these special powers when competing against others. The coloring is largely yellow with blue and green on its body. The mascot is a combination inspired by the wide diversity of animals found in Brazil, and brings together the abilities of many of them: the agility of felines, the swagger of apes, and the lightness of birds.

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