

**F.No.1-14/2009-Sch.1**  
Government of India  
Ministry of Human Resource Development  
Department of School Education and Literacy  
Sch.1 Branch (RMSA.1)

Shastri Bhawan, New Delhi

Dated, 23<sup>rd</sup> July, 2012

**Office Memorandum**

**Subject:** Open competition for designing a logo and a theme slogan for Rashtriya Madhyamik Shiksha Abhiyan (RMSA), a Centrally Sponsored Scheme of Dept of SE&L, Ministry of HRD.

I am pleased to inform that the RMSA bureau of Department of School Education and Literacy has decided to design a suitable logo and a theme slogan in respect of RMSA, through an open competition. The detailed guidelines of the competition has been placed through a Note on the website of Ministry of HRD at <http://mhrd.gov.in/>. A Release for the above mentioned open competition is **enclosed** with the request that the same may be circulated among all the ~~students and employees, including educational institutions, under your organization to ensure wide publicity to the activity so that greatest participation of the general public particularly the students is ensured.~~ A copy of this release may also be placed on the website of your organization to ensure wider publicity.

2. Since the last date for receipt of entries is one month from the date of press release, it is requested that the necessary requested action may kindly be taken urgently.



(Sanjay Gupta)

Under Secretary (RMSA-I)

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To,

All the Head of Organizations under the Ministry of HRD (as per list attached).


Government of India  
Ministry of Human Resource Development  
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Sch. I Branch (RMSA)  
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**OPEN COMPETITION  
FOR  
DESIGNING A LOGO AND THEME SLOGAN  
FOR  
RASHTRIYA MADHAYAMIK SHIKSHA ABHIYAN**

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The Department of School Education and Literacy, Ministry of Human Resource Development invites entries from resident Indians to design a logo and drafting a slogan on the Rashtriya Madhyamik Shiksha Abhiyan (RMSA), a Centrally Sponsored Scheme of the Ministry under implementation since 2009-10 to make quality secondary education available, affordable and accessible to all young persons of the age group of 14-16 of the country. The successful entry/entries will be separately awarded a prize money of Rs. 1,00,000/- and a citation for designing logo and drafting the slogan.

Anyone interested may refer to the detailed note on the above mentioned subject available on the website of the Ministry at <http://mhrd.gov.in/> for the modalities of participation in the competition.



(Sanjay Gupta)

Under Secretary to the Government of India