

SIDBI Logo Design Contest 2017

SIDBI invites participation from general public to design the visual identity of the Bank through a logo that capture the essence of the brand according to the broad theme. The details of the contest are as under :

Name of the contest	SIDBI Logo Design Contest 2017
Participants	Individuals who have attained the age of majority, residents of Indian & other Indian entities.
Participation	One entry per individual with maximum 3 images
Submission fee	Nil.
Prize money	Rs.10,000/- for the selected logo design (subject to TDS, etc, if applicable) and Citation
Validity period	10 days (Sept. 20, 2017–Sept. 29, 2017) which could be extended by the Bank at its discretion

Broad theme for the logo:

SIDBI has played a vital role over 27 years of its existence as a provider of finance to Micro, Small and Medium Enterprises through a large number of intermediaries as well as directly through its network. Besides normal term loans and working capital, it has created market for specialized offerings such as micro finance, venture capital, risk capital, green financing, credit guarantees, ratings as also various development initiatives for the sector it serves.

SIDBI's interventions are now aimed to be made deeper and wider to rejuvenate the competitiveness of MSMEs in the global arena and to strengthen and develop other intermediaries, including new age Fintechs, working in the MSME eco system. It intends to leverage technology to improve access to finance by MSMEs in the informal sector. The new logo must reflect the changing landscape in financial inclusion through innovation led business and start-ups and greater positive impact on society. Details of SIDBI's profile and area of operations including subsidiaries and associates are available in its website <https://www.sidbi.in>.

Participation from:

<https://www.surveymonkey.com/r/SIDBILogoDesignContest>