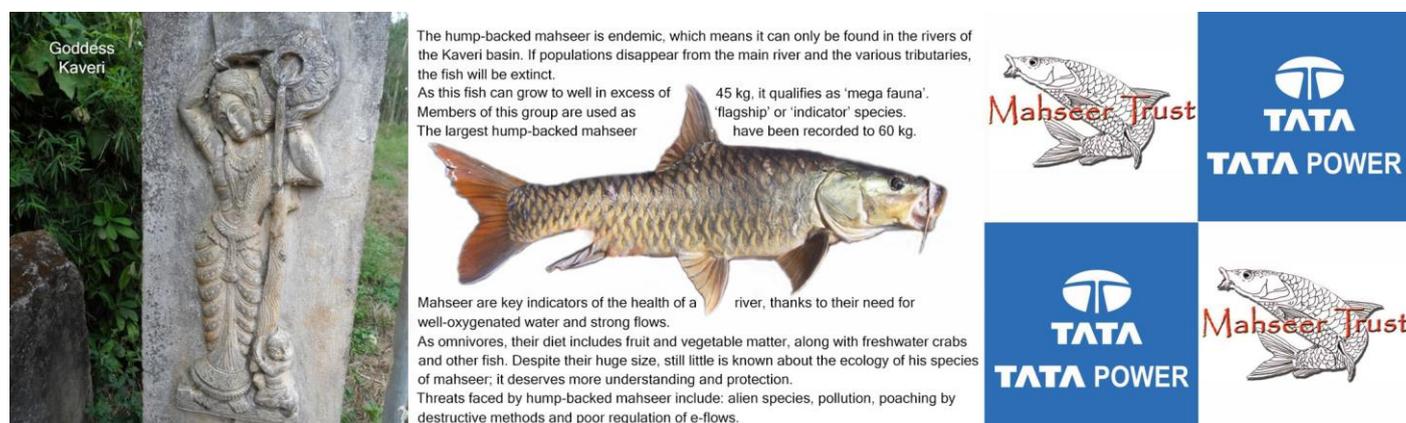


## Kaveri Mission - Design the Logo - win ₹ 8,000\*

Mahseer Trust and the Kaveri Mission coalition partners are looking for talented young artists to design a logo. We need a banner which neatly encapsulates the various strands of this ambitious project, while recognising the importance of the health of the river to local communities.

Using the slogan 'respect the goddess', send us a low-resolution artwork, in jpeg, pdf, ai or other, similar, common artwork file format, for judging by members of the Kaveri Mission coalition. Send your entry to: [kaverimission@mahseertrust.org](mailto:kaverimission@mahseertrust.org) Please ensure your original artwork is also available in a high-resolution format, preferably a cdr, jpeg, tiff, psd or pdf saved at 300dpi. The artwork can be an original sketch, painting, cartoon or digital construction. The winning entrant will be invited to display the work, including any preparatory designs, on the Mahseer Trust website, and at any public events as organised within 12 months of the closing date.



### Background to Kaveri Mission

Mahseer Trust and Tata Power invited a number of distinguished bodies to join Kaveri Mission in January 2017. The invited bodies represent the three states of the Kaveri river basin: Karnataka, Kerala and Tamil Nadu, plus World Wide Fund for Nature - India (WWF-I), Bombay Natural History Society (BNHS) and International Union for Conservation and Nature (IUCN).

Using the legendary goddess Kaveri and her threatened offspring, the hump-backed mahseer fish, the coalition want to raise awareness about the perils faced by all those who live within the ecosystem of the river basin, whether plant, animal or human. By linking local communities with legislators, small-scale NGOs with government departments, it is hoped that better use of the river will allow rehabilitation of the environment for the good of all. The chosen logo will be central to the publicity campaign to follow.

### Terms and conditions

1. \* Cash prize is the Indian rupee equivalent of £100 at the time of conversion, less any currency transaction fees, paid by BACS.
2. Artists should reside within one of the three states of the Kaveri river basin.
3. All entrants agree to the use of their design in publicity at the close of the commissioning period. This will include all media and territories, without reservation.
4. Entrants are expected to furnish proof, if any is needed, that the work is of their own, sole design, that no plagiarism was intended, and that the entrant is the sole copyright holder of the work.
5. The commissioners, being Kaveri Mission coalition, will not be held responsible for any breach of copyright arising from the use of an entry.
6. The winning entrant agrees that Kaveri Mission coalition can use the design without restriction through media, publicity or other widespread use, in all territories.
7. Notwithstanding, the entrant remains the copyright holder of the work and in all other respects, including requests from third-parties for use of the design, permissions will be sought for use of the design.
8. The winning entrant must have a registered Indian bank account for the payment of the cash prize.
9. The winner will be available for publicity upon receipt of the cash prize, including giving interviews to a range of media outlets.
10. The commissioners reserve the right to discount, or otherwise deny entry to any person not adhering to the above points. There may also be discretionary disqualification if any person brings Kaveri Mission into disrepute in any way, through any media or public fora.
11. Closing date for entries is 1<sup>st</sup> October 2017.



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