

NASHIK-TRIMBAKESHWAR SIMHASTHA KUMBH MELA 2027

सिंहस्थ कुंभमेळा २०२७

LOGO DESIGN COMPETITION



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मेरी सरकार



NASHIK TRIMBAKESHWAR
KUMBH MELA AUTHORITY

ADI

Association of
Designers of India



ABOUT THE EVENT

The Nashik-Trimbakeshwar Simhastha Kumbh Mela is one of the world's largest spiritual gatherings, held once every twelve years on the sacred banks of the River Godavari in Maharashtra. Deeply rooted in the legend of Amrit Manthan, it symbolizes faith, purity, and the eternal cycle of renewal.

Home to one of the twelve Jyotirlingas, Trimbakeshwar adds immense religious significance to the region, while Nashik's rich culture, temples, and ghats reflect its spiritual and historical depth.

ABOUT THE COMPETITION

The logo design competition for Nashik-Trimbakeshwar Simhastha Kumbh Mela 2027 invites creative minds to design a logo that captures the spirit of faith, purity, and renewal associated with this sacred event. The logo should capture the essence of Kumbh Mela and Lord Shiva. The magnificence of Ramayana sites at Nashik, the ghats of Nashik. Trimbakeshwar and eternal flow of River Godavari weaving the both cities together.

As the Kumbh Mela continues to grow as a vibrant and globally recognized spiritual celebration, the initiative aims to envision a fresh and dynamic visual identity that remains rooted in tradition while reflecting the aspirations of the 21st century. The new logo and the visual identity will build upon the legacy of past editions, capturing the timeless spirit of devotion and unity in a form that is modern, contextual, and visually engaging for diverse audiences across India and the world. Participants may draw inspiration from the culture, heritage, architecture, rituals, and natural beauty of Nashik and Trimbakeshwar. The logo should be simple, memorable, and versatile, conveying faith, celebration, and timeless tradition across all platforms. The design should serve as a distinct visual identity for Kumbh Mela 2027, symbolizing Nashik-Trimbakeshwar's spiritual essence and India's rich cultural heritage.



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THE NEED FOR A LOGO AND VISUAL IDENTITY

TO UNIFY THE IDENTITY OF A VAST EVENT

Kumbh Mela is not a single organization but a confluence of multiple departments civic bodies, police, transport, health, tourism, spiritual organizations, and millions of pilgrims. A brand identity (with logo, colours, and visual language) helps unify all communications under one recognizable symbol, representing the event's spirit, authenticity, and management.

TO REFLECT NASHIK'S UNIQUE CHARACTER

While Kumbh is held in four cities, each city's version has its distinct cultural and geographical essence. A logo and brand system allow Nashik's identity its river Godavari, ghats, wine culture, and ancient temples to be expressed visually and emotionally, distinguishing it from Prayagraj, Haridwar, or Ujjain.

TO AID COMMUNICATION AND WAYFINDING

During the event, visual clarity is critical for millions of visitors. A consistent brand system ensures that signage, maps, facilities, and information materials are easily identifiable and legible improving wayfinding, safety, and crowd management.

TO PROMOTE TOURISM AND HERITAGE

The Kumbh brand acts as a destination campaign, attracting visitors before, during, and after the Mela. It helps communicate Nashik's spiritual, cultural, and natural heritage to national and international audiences through media, souvenirs, digital platforms, and travel promotions.



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TO CREATE CONTINUITY AND LEGACY

A strong brand leaves a visual and emotional imprint that lasts beyond the event. It contributes to civic pride, institutional memory, and documentation helping future Kumbh organizers build upon an established visual and cultural foundation.

TO FOSTER PARTNERSHIPS AND CREDIBILITY

When government agencies, sponsors, NGOs, and volunteers collaborate, a branded identity helps establish trust, coordination, and professionalism. It conveys that the event is organized, authentic, and globally significant.

The upcoming Nashik-Trimbakeshwar Simhastha Kumbh Mela 2027 aims to not only uphold centuries-old traditions but also to represent the evolving identity of a modern, sustainable, and globally connected spiritual destination. The event will showcase the rich cultural heritage, art, architecture, and community spirit that define the region. Kumbh mela has earned a global reputation and become a spectacle to experience.



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COMPETITION DATES

COMPETITION OPEN | 20 NOV 2025

PORTAL LIVE FOR REGISTRATION
AND SUBMISSION | 21 NOV 2025

LAST DATE OF SUBMISSION | 20 DEC 2025

ANNOUNCEMENT OF RESULTS | 5 JAN 2026

A buffer time of 7-10 days may be added to this schedule. Award function dates will be announced and shortlisted candidates will be informed.

REGISTRATION FEE

The competition entry is **FREE**

JURY PANEL

Judged by an eminent panel of design professionals from ADI members along with Members of NTKMA and stakeholders.

JUDGING AND EVALUATION CRITERIA

- Creativity & Innovation – 35%
- Brand Relevance and context- 35%
- Execution & Presentation – 15%
- Detailing and resolution – 15%

ELIGIBILITY

This competition is open to every citizen of India. Students across design, architecture and art schools can participate. The participation is open for professional designers, artists, brand designers and all those who can come up with innovative ideas. Only 1 entry per participant is allowed. And the participant should be minimum of 12 years of age. If entry is made by a group, one individual should be considered as the team lead and entrant.

DESIGN SUBMISSION FORMAT

- Every entry must consist of **2 files**.
- **File 1 - Named as "Submission"**
 - Max size 5MB (PDF).
 - A1 size poster of the logo design as per the layout provided in the competition information booklet.
 - Colour image of the logo Black and White image of the logo. A concept note of the logo design proposition in 150 words.
 - The logo and visual identity should be demonstrated with typical identity elements, like pallet of colours, visual motifs, typefaces, visual anchors and should be shown through its applications like signage, branding, street furniture, entry passes, stationary, flags, merchandise etc.
- **File 2 - Named as "Declaration"**
 - Max size 1MB (PDF) file of the scanned terms and conditions
 - Concept note, poster, images, including the file name, should NOT have any personal information like name, organisation name or any references to establish identity of the applicant. Entries defaulting on this criteria will be disqualified.

Participants should submit 2 separate files as mentioned above. In absence of duly signed Declaration file, the entry will be disqualified.

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DECLARATION FOR NTKMA LOGO DESIGN COMPETITION

TERMS & CONDITIONS

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ORGANISERS (NTKMA) AND KNOWLEDGE PARTNER (ADI)

- The competition is organised on behalf of the Nashik Tryambekashwar Mahakumbh Authority (NTKMA) with support from the appointed Knowledge Partner and Organising Team.
- Knowledge partners act in an advisory and facilitative capacity only and are not the owners or end users of the selected logo and shall not be held responsible for any subsequent use, registration, or enforcement of the final design.

ORIGINALITY OF SUBMISSIONS

- All submissions must be original works created solely by the participant.
- By entering the competition, participants affirm that their work does not infringe upon any third-party intellectual property rights, including but not limited to copyrights, trademarks, or moral rights.
- Participants must also ensure that the submitted work has not been previously published, used in other competitions, or made available for public or commercial use.
- The participants must sign a declaration before submitting the entries to confirm that their design is original, checked against any plagiarism with existing designs.
- If the shortlisted or winning entries are found to have been heavily inspired from existing designs will lead to their disqualification anytime after the declaration of results and the participants would need to return the award money.
- In case of any copyright infringement, the participant shall be solely responsible for all the legal proceedings and liabilities.
- All entries must comply with the Emblems and Names (prevention of improper use) Act, 1950 and related Laws.

PLAGIARISM AND SIMILARITY DISCLAIMER

- While the Organisers and Knowledge Partners will make reasonable efforts to verify the originality of entries — including manual and digital checks — it is acknowledged that no system can guarantee absolute detection of global similarities or prior usage.
- Therefore, NTKMA, the Organisers, and the Knowledge Partners cannot be held liable for any later claims of similarity, resemblance, or infringement raised by third parties. The responsibility for originality and freedom from infringement rests solely with the participant.

RIGHTS GRANTED TO NTKMA

- By submitting an entry, participants grant NTKMA a worldwide, irrevocable, royalty-free, and non-exclusive license to use, reproduce, display, modify, publish, and distribute their submitted design(s), in whole or in part, for the purposes of evaluation, promotion, and communication of the competition or related initiatives.
- This includes the right to use the submissions across print, digital, exhibition, merchandise, or public installations as part of the competition's outreach and documentation.

WINNING ENTRY AND TRANSFER OF INTELLECTUAL PROPERTY

- If a participant's entry is selected as a winner (including runners-up, if applicable), the participant agrees to transfer all intellectual property rights, including moral rights where applicable, to NTKMA upon acceptance of the prize.
- NTKMA may request original working files, editable formats, or supporting documentation as part of the formal handover process.
- Upon completion of this transfer, NTKMA shall hold full and exclusive ownership of the winning design for unrestricted use and registration.

USE OF NON-WINNING ENTRIES

- Non-winning entries remain the intellectual property of the participants. However, NTKMA may seek written consent from the participant if it wishes to use or adapt any non-winning design in the future.
- There will be no notification of the non-winning/rejected entries

CREDIT AND ATTRIBUTION

- While the intellectual property of winning entries will vest entirely with NTKMA, the Organisers may credit or acknowledge the designer in relevant contexts such as exhibitions, publications, or launch events. Such credit is appreciated but not mandatory.

TERMS & CONDITIONS

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DISQUALIFICATION

- Entries may be disqualified if they are found to
 - Be plagiarised, previously published, or infringe third-party rights;
 - Fail to comply with submission guidelines or deadlines; or
 - Contain any misleading, offensive, or inappropriate material.
- If disqualification occurs after the award of a prize, NTKMA reserves the right to revoke the award and recover any payments or benefits granted.

CONFIDENTIALITY

- Participants must keep their submissions and related materials confidential until the official announcement of results. NTKMA and the Organisers reserve the right to publicly display or publish shortlisted and winning entries after the competition concludes.

JURY PROCESS AND FINAL AUTHORITY

- The evaluation of entries will be carried out by an expert jury appointed by Knowledge Partner in consultation with NTKMA. The decision of the Jury and NTKMA shall be final and binding, and no correspondence or appeal will be entertained regarding the selection or results.
- NTKMA and Knowledge partners reserves the right to interpret, modify, or amend these Terms & Conditions at any stage of the competition based on mutual discussion.
- Any updates will be posted on the respective portals announcing the competition.
- Decision of the competition committee and jury panel will be final and binding on all participants.

INDEMNITY

- By participating, entrants agree to indemnify and hold harmless NTKMA, the Organisers, and the Knowledge Partners against any claims, demands, or losses arising out of breach of originality, copyright, or intellectual property rights related to their submission.

LIMITATION OF LIABILITY

- NTKMA, the Organisers, and the Knowledge Partners shall not be liable for any direct, indirect, incidental, or consequential damages resulting from participation in the competition, or from the use or registration of any submitted or selected design.

DATA PRIVACY

- Participants' personal information and submissions will be collected and used solely for the purpose of administering the competition and related communications. NTKMA and the Organisers will not disclose personal data to any third party without prior consent, except where required by law.

GOVERNING LAW AND JURISDICTION

- These Terms & Conditions shall be governed by and interpreted in accordance with the laws of India.
- Any disputes arising from or in connection with the competition shall be subject to the exclusive jurisdiction of courts in Nashik, Maharashtra.

AFTER READING AND ACCEPTING THE TERMS AND CONDITIONS. PRINT, SCAN AND SUBMIT THE FORM AFTER DULY SIGNING IT.

Participation in the competition constitutes acceptance of above Terms & Conditions in full.

(Signature of the participant)

PRIZES FOR THE WINNERS

1ST PRIZE

₹3,00,000 + CERTIFICATE

2ND PRIZE

₹2,00,000 + CERTIFICATE

3RD PRIZE

₹1,00,000 + CERTIFICATE

REGISTRATION OPENING DATE

20TH NOVEMBER 2025

SUBMISSION DEADLINE

20TH DECEMBER 2025

For details and queries,
visit www.mygov.in or write to:
ntkmalogocompetition@gmail.com

