



Emblem Design Competition for 39th National Games Meghalaya 2027

Background:

The 39th National Games, scheduled to be held in 2027, marks as a historic occasion as the prestigious multi-sport event comes to the vibrant and culturally rich state of Meghalaya for the very first time. The Games shall bring together thousands of sportspersons from across India to compete in a diverse range of sporting disciplines. The event is set to showcase not only the sporting excellence of the nation but also the natural beauty, indigenous heritage, and warm hospitality of Meghalaya.

As one of the most significant sporting events in India, the National Games serve as a platform for athletes to display their talent at a national level and often acts as a springboard for selection to international competitions. The 39th edition will feature state-of-the-art infrastructure, eco-conscious planning, and community engagement, reflecting Meghalaya's commitment to sustainability and inclusivity.

About the Competition:

The Government of Meghalaya is proud to invite the people of Meghalaya to participate in a statewide **Emblem Design Competition** for the 39th National Games Meghalaya 2027.

The competition aims to crowdsource a distinctive and impactful visual identity for the 39th edition of the National Games. The winning emblem will be used in all official branding, communication, merchandise, uniforms, signage, digital platforms, and promotional materials associated with the event.

This is an opportunity to contribute creatively to a landmark moment in India's sporting history — by crafting a visual identity that will represent not just the Games, but also the soul, culture, and spirit of Meghalaya on a national stage.

This is more than just an Emblem – it is a symbol of Meghalaya's pride and India's sporting excellence.

Theme and Creative Direction:

The emblem should reflect the essence and culture of Meghalaya along with the significance and unifying spirit of sport. Participants are encouraged to incorporate the following themes and elements into their design:

- i. **Meghalaya's Identity:** Integrate motifs or inspiration drawn from Meghalaya's natural beauty, indigenous traditions, culture of local tribes, artifacts, textiles, music, dance, or folklore, state bird, state animal etc.
- ii. **Sporting Excellence:** Represent the values of the National Games – unity, discipline, perseverance, and teamwork.



- iii. **Inclusivity & Energy:** Reflect the diverse, youthful, and vibrant nature of sports and the unity it brings to India's diverse population.
- iv. **The emblem should have the following text along with the other design elements: 39th National Games Meghalaya 2027**

Eligibility Criteria:

- i. Open exclusively to residents of Meghalaya, irrespective of age, profession, or artistic background.
- ii. Only individual entries are allowed.
- iii. Each participant may submit maximum of 01 (one) entry.

Submission Guidelines:

- i. Logo should be submitted in JPEG, PNG, or PDF format only.
- ii. If file contains spot colours or RGB colours, they will be converted to CMYK
- iii. File should be high resolution - at least 600 pixels per inch at 100% size
- iv. File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%
- v. Entries can be in digital illustrations or colour pencils/oil pastels.
- vi. Entries should not be submitted in compressed or self-extracting formats.
- vii. A brief explanation (**max 200 words**) of the design concept, symbolism, and how it best encapsulates its essence; **must be included**.
- viii. **The logo must be original, unpublished, and not infringe on any copyright or third-party rights.**
- ix. All winners will be required to grant copyright of the design to the Government of Meghalaya.

Entry to be submitted along with the following:

- Full Name
- Mobile Number
- Proof of citizenship of Meghalaya (Aadhar Card/ Voters ID Card or any other government ID proof)

Key Details:

- i. **Email ID for submission of entries:** 39ngmeghalaya@gmail.com
- ii. **Deadline for Submission:** 31st May 2025



- iii. **Late submissions will not be accepted under any circumstances.**

Evaluation Criteria

All entries will be reviewed by Department of Sports and Youth Affairs. The evaluation will be based on:

- i. Creativity and originality
- ii. Relevance to theme and Meghalaya's identity
- iii. Visual impact and scalability
- iv. Technical excellence and reproducibility
- v. Clarity of concept in the design description

Awards & Recognition

The winner of the competition shall receive the following:

- i. **Cash Prize of Rs 1,00,000 (Rupees One Lakh Only)**
- ii. Certificate of Recognition
- iii. Invitation to the official unveiling ceremony
- iv. **The winning logo shall become the face of the 39th National Games Meghalaya 2027, creating a legacy for the designer and the state.**
- v. Official use of the logo in all promotional and branding materials.
- vi. Prize money shall be transferred to the winner only through electronic transfer as per bank details submitted by the winner via email.

We encourage all participants to channel their creativity and love for the state into a design that will become a part of sporting history.

Be a part of this legacy. Let your design inspire athletes, spectators, and the nation.

For queries and detailed guidelines, please contact:

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