

# **Frequently Asked Questions (F.A.Q's)**

## **For Logo Competition**

### **1. What is Safe City Scheme?**

An initiative of Govt. of India under the Nirbhaya funds scheme, for ensuring safety of women and children. The Safe City project aims to create a safe, secure and empowering environment for women in public places, to enable them to pursue all opportunities without the threat of gender-based violence and/or harassment.

This scheme aims to prevent and curb all forms of crimes against women and girl children in public places by providing safer urban infrastructure and efficient access to law enforcement agencies.

### **2. How many cities are called as safe cities in India?**

The Empowered Committee under Nirbhaya fund has approved Safe City projects in 8 selected cities (Delhi, Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad, Ahmedabad and Lucknow).

### **3. What is the initiative taken by Govt. of Uttar Pradesh to make its cities safe?**

The government of Uttar Pradesh is focussing on making 18 cities of the state as safe cities in the phase I.

### **4. Which cities which will be called as safe cities of Uttar Pradesh under this initiative?**

All Nagar Nigams of the State viz., Agra, Ayodhya, Aligarh, Bareilly, Firozabad, Ghaziabad, Gorakhpur, Jhansi, Kanpur, **Lucknow** (already selected), Moradabad, Meerut, Mathura, Prayagraj, Saharanpur, Shahjahanpur, Varanasi and Gautam Buddh Nagar.

### **5. What is the Logo of Safe City?**

Please find the safe city logo below:



### **6. What must be the theme of Uttar Pradesh Safe City Logo?**

UP Safe City Logo must be U.P. centric theme and on the pattern of existing safe city logo mentioned in point no. 5.

### **7. What is expected from you in the competition?**

You are required to come up with a creative approach towards combining UP State based Theme and conceive a logo to be put in the shape of the existing Safe City Logo as mentioned, to be submitted on [smartcitysafe@gmail.com](mailto:smartcitysafe@gmail.com) accompanying with a short note on the concept the logo signifies. The concept note shall comprise of your Contact details with a passport size photo and Aadhaar Number for verification purpose. The contact details shall not be revealed to any external party until selection process is completed.

### **8. What is the Last Date of Submission**

The last date of submission is 31<sup>st</sup> July 2023, latest by 6:00 PM. Any request for extension of timeline shall not be entertained whatsoever.

#### **9. Process of Shortlisting**

Your Logo entry must be submitted in a “ **LOGO-Your Name.PNG**” file name Format with minimum **300 DPI and max size of 20cm height**, no restriction in remaining dimension. Any deviation from the said specification shall be liable to disqualify.

Your logo shall consist of your proper name written in the canvas space, outside the boundaries of the logo, for identification purpose and later to be cropped out, after selection, for final usage. All usage rights shall be under the Department of Urban Development, and the selected entry will not be liable for any claims whatsoever.

All the entries shall be scrutinised and short listed based on best concept note, correct format and creative imagination used, by a selection committee.

#### **10. What will be the next step?**

The lucky person, whose entry shall be selected, will be informed via contact details shared in the concept note, in due course of time, with disbursement of the Award money with a certificate of participation.

**For further queries, please contact us at [smartcitysafe@gmail.com](mailto:smartcitysafe@gmail.com). Responses to the queries will be shared in due course.**

## For Best Slogan Competition

### 1. What is Safe City Scheme?

An initiative of Govt. of India under the Nirbhaya funds scheme, for ensuring safety of women and children. The Safe City project aims to create a safe, secure and empowering environment for women in public places, to enable them to pursue all opportunities without the threat of gender-based violence and/or harassment.

This scheme aims to prevent and curb all forms of crimes against women and girl children in public places by providing safer urban infrastructure and efficient access to law enforcement agencies.

### 2. How many cities are called as safe cities in India?

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### 3. What is the initiative taken by Govt. of Uttar Pradesh to make its cities safe?

The government of Uttar Pradesh is focussing on making 18 cities of the state as safe cities in the phase I.

### 4. Which cities which will be called as safe cities of Uttar Pradesh under this initiative?

All Nagar Nigams of the State viz., Agra, Ayodhya, Aligarh, Bareilly, Firozabad, Ghaziabad, Gorakhpur, Jhansi, Kanpur, **Lucknow** (already selected), Moradabad, Meerut, Mathura, Prayagraj, Saharanpur, Shahjahanpur, Varanasi and Gautam Buddh Nagar.

### 5. What must be the theme of Uttar Pradesh Safe City Slogan?

UP Safe City Slogan must be U.P. centric theme and shall represent the essence of safety and security related aim of the scheme.

### 6. What is expected from you in the competition?

You are required to come up with a theme based on the aim of the scheme and conceive a creative and attention grabbing slogan to be used with the Selected logo as mentioned,

Your entry is required to be submitted on [smartcitysafe@gmail.com](mailto:smartcitysafe@gmail.com). The document shall comprise the Slogan in **“bold letters”** with your Contact details, a passport size photo and Aadhaar Number for verification purpose. The contact details shall not be revealed to any external party until selection process is completed.

### 7. What is the Last Date of Submission

The last date of submission is 31<sup>st</sup> July 2023, latest by 6:00 PM. Any request for extension of timeline shall not be entertained whatsoever.

### 8. Process of Shortlisting

Your Slogan entry must be submitted in a **“SLOGAN-Your Name.docx/.doc”** Format with your contact details. Any deviation from the said specification shall be liable to disqualify. All usage rights for the slogan shall be under the Department of Urban Development, and the selected entry will not be liable for any claims whatsoever.

All the entries shall be scrutinised and short listed based on best concept, correct format and creative imagination used, by a selection committee.

**9. What will be the next step?**

The lucky person, whose entry shall be selected, will be informed via contact details shared in the document, in due course of time, with disbursement of the Award money with a certificate of participation.

**For further queries, please contact us at [smartcitysafe@gmail.com](mailto:smartcitysafe@gmail.com). Responses to the queries will be shared in due course.**