

# राजस्थान ग्रामीण आजीविका विकास परिषद्

(तृतीय तल, बी-ब्लॉक, योजना भवन, तिलक मार्ग, सी-स्कीम, जयपुर)

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## विज्ञप्ति

ग्रामीण विकास विभाग, राजस्थान के प्रशासनिक नियंत्रण में राजस्थान ग्रामीण आजीविका विकास परिषद् का गठन किया गया है। परिषद् राज्य सरकार, केन्द्र सरकार प्रवर्तित, बाह्य सहायता प्राप्त या अन्य किसी भी सहयोग से राज्य में ग्रामीण क्षेत्र में गरीबी उन्मूलन एवं इससे सम्बन्धित कार्यक्रम बनाने एवं क्रियान्वयन हेतु कार्य करेगी। परिषद् सम्पूर्ण राजस्थान राज्य में गरीबी उन्मूलन के सघन कार्यक्रम संचालित करेगी।

परिषद् का "शब्द चिन्ह" (लोगोग्राम) तैयार करवाने हेतु इच्छुक डिजायनर्स/ आर्टिस्ट्स इत्यादि से प्रस्ताव आमंत्रित किये जाते हैं। उपयुक्त पाये जाने पर प्राप्त प्रस्तावों में से प्रथम तीन विजेता प्रतियोगियों को पुरस्कार राशि क्रमशः 7100/-, 5100/-, 3100/- मय प्रशंसा-पत्र प्रदान किये जायेंगे।

परिषद् के द्वारा वर्तमान में संचालित कार्यक्रमों, शब्दचिन्ह के संदर्भ में बेकग्राउण्ड नोट इत्यादि का विवरण वेबसाईट [www.dpipraj.gov.in](http://www.dpipraj.gov.in) पर देखा जा सकता है।

प्रतियोगी अपना प्रस्ताव परिषद् कार्यालय में सॉफ्ट एवं हार्ड कॉपी में दिनांक 11.11.2011 को सांय 6 बजे तक प्रस्तुत कर सकेंगे।

स्टेट मिशन डायरेक्टर,  
आजीविका परियोजनायें एवं  
स्वयं सहायता समूह

## **Rajasthan Grameen Aajeevika Vikash Parishad**

### **A Background Note for Logo Contest**

The Government of Rajasthan has established an independent society, **Rajasthan Grameen Aajeevika Vikash Parishad** (RGAVP) under the administrative control of Department of Rural development. The society is registered under Society Registration Act, 1956 and mandated to act as nodal agency for implementation of all rural livelihoods programs in Rajasthan, designing of new and innovative rural poverty alleviation program in an intensive manner. Over a period of 5-7 years the society is mandated to reach out, and mobilize –over 2 million poor households, across all blocks of 33 districts of Rajasthan and build financially sustainable institutions of poor in the form of Self Help Groups (SHGs), Community Development Organizations (Utahan Sansthan) at village level, Cluster/block level federations, producers groups and association etc.

The Society aims to make a multidimensional impact on the lives of rural poor in Rajasthan by mobilizing them, particularly the women, into robust grassroots institutions of their own where, with the strength of the group behind them, they will be able to exert voice and accountability over providers of educational, health, nutritional and financial services. Rural poor women will be in the centre of anything and everything that the society plans to do. The grass-root institutions of poor would work with financial institutions, companies and market institutions, Non Government Organizations (NGOs), PRIs and other government agencies to provide associated services to their members. The women empowerment, liberating rural poor households from debt traps of money lenders, providing skills and jobs to at least one member of rural HHs, ensuring food and fodder security, promoting entrepreneurs among women, building partnerships, ensuring downward accountability of public institutions and making the grass-roots democracy more dynamic and vibrant are the central themes around which the activities of the RGAVP would revolve around. The society would support the Government of Rajasthan in making of more effective policies and guidelines in the areas of rural development, poverty alleviations, women empowerment etc.

In the given context, the RGAVP intends to sponsor a design contest to create a logo for Rajasthan Grameen Aajeevika Vikash Parishad (RGAVP). The three winners of the contest will be awarded the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prize of Rs. 7100, Rs. 5100 and Rs. Rs. 3100, respectively along with a certificate. The deadline for submission of your entries is -----2011.

Designers/Artists are free to choose any fonts, color combinations, and symbol options that fit to your design based on the descriptions provided in the beginning of the note. The logo must include a symbolic component that is recognizable by itself with/without the name RGAVP, next to it. The selected logo will become the property of the society and would use it for its own branding and communicating with the external and internal world. The selection of the logo will be done by an eminent panel consisting of members of the empowered committee of the society based on following criteria:

1. Overall relevance to the concept and objective of the society.
2. Aesthetic values of the design and its significance to the project
3. Suitability to the context of Rajasthan

If you have further questions, please email [smdnr@mrajasthan@gmail.com](mailto:smdnr@mrajasthan@gmail.com). Please submit all your entries to the email mentioned earlier or the hard copies to the postal address of the society—State Mission Director, State Project Management Unit-NRLM/RRLP, 3<sup>rd</sup> Floor, Yojna Bhawan, Tilak Marg, C-Scheme, Jaipur, Rajasthan.