



CUMTA invites you to

Shape the Future of Transport in Chennai

Introduction:

Chennai Unified Metropolitan Transport Authority (CUMTA), chaired by Hon'ble Chief Minister of Tamil Nadu, Thiru M.K.Stalin, urges people from across the country to design a logo that best represents its vision and functions—to integrate the conceptualisation, design, implementation and maintenance of road, rail, metro, bus, walking and cycling initiatives.

In Chennai, there are multiple agencies engaged in different aspects of urban transport like Housing & Urban Development Department, Transport Department, Finance Department, Chennai Metropolitan Development Authority (CMDA), Metropolitan Transport Corporation of Chennai (MTC), Greater Chennai Corporation (GCC), Highways Department, Chennai Metro Rail Ltd .(CMRL), Southern Railway, Municipal Administration & Water Supply (MAWS) and Chennai Traffic Police (CTP). Responsibility and ownership of urban transport infrastructure is scattered among multiple agencies which leads to limited coordination, overlaps and conflicts. For successful planning and implementation of urban transport projects it is pivotal to ensure coordinated and integrated planning, design, implementation and operation of projects. In this context, Chennai Unified Metropolitan Transport Authority (CUMTA) had been set up to manage the transport initiatives with jurisdiction over Chennai Metropolitan Area (CMA).

About Our Organisation - CUMTA

Chennai Unified Metropolitan Transport Authority (CUMTA) is a transport authority established by Government of Tamil Nadu (GoTN) to bring together all the urban transport authorities in Chennai city under one umbrella for seamless delivery of urban mobility services across providers of bus, metro, rail, road, and pedestrian services and infrastructure. The main functions of CUMTA are to oversee, coordinate, promote, and monitor implementation of various traffic and transportation measures including promoting public mass passenger transport systems and regulating their operations besides implementation of certain traffic and transportation infrastructure, of special nature, in the CMA.

CUMTA is chaired by the Hon'ble Chief Minister of Tamil Nadu, Thiru M.K.Stalin and Minister of Housing and Urban Development Department, Thiru S.Muthusamy, acts as the Vice Chairman.



Vision of CUMTA

CUMTA's vision is to move people, not vehicles. Through a commuter-centred approach, we aim to develop sustainable transport solutions that will be safe, inclusive, clean, healthy and non-polluting. To achieve the said vision, CUMTA will serve as a single nodal agency that will direct planning, operations, and monitoring of various modes (walk, cycle, non-motorised transport, public transport etc.) in the metropolitan area of Chennai.

CUMTA's role will also include integrating land-use and transportation with master plans, identifying innovative sources of funding and ensuring improved commuter experience on public transport through multi modal integration, single ticketing system etc.

Key themes of CUMTA

- *Holistic Transport Planning*
- *Integrating different modes of transport—walk, cycle, bus, rail and metro services across the city*
- *Creating digital platform to unify all urban transport data*
- *Promoting road safety*
- *Making Chennai Resilient to climate change and disasters*

Eligibility

- The contest is open to all citizens of India.
- One entrant shall submit only one entry. Multiple entries from the same entrant will not be considered and will be rejected.
- No entry Fee required

Technical Parameters

- The participant should submit a high-resolution (600 dpi) image of the logo in JPEG, PNG, BMP, TIFF formats only. Further, no watermark or logo should be present on the image.
- Please do not imprint or watermark your logo design
- Each participant must submit a tagline and brief description (maximum 100 words) of the logo encapsulating its essence along with the image (i.e., explanation of the logo, symbol, colour etc.)
- The logo can be of multi-colour but should also be reproducible in monochrome.
- Computer-generated or computer-altered/morphed images (other than basic system work) will be disqualified. Artwork and illustrations will be accepted as long as they can be scanned to the prescribed resolution without loss of detail.



- Please note that the logo design must be original and should not violate any provision of the Indian Copyright Act, 1957 and must not infringe on the intellectual rights of any third party. CUMTA does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- The winner of the competition shall be required to submit the design in an editable and open file format
- The logo should be distinctive and scalable. The logo should be usable on the website/mobile app/social media such as Twitter/Facebook/Instagram and on magazines, commercial hoardings/standees, brochures, leaflets, pamphlets, souvenirs, and other publicity and marketing materials.

Evaluation Criteria

- The logo design should represent CUMTA's vision and functions
- The Competition is open to all Indian Citizens residing within and outside India.
- Entries will be judged on creativity, originality, composition, technical excellence, simplicity, artistic merit, visual impact and how well they communicate the vision of CUMTA
- The participant must be the same person who has designed the logo and plagiarism would not be allowed.
- All the entries received by CUMTA would be assessed by a High-Level Committee for selecting the entries/logos. The decision of the Committee shall be final and binding
- The disqualified entries shall not be used by the Department for any purpose and the Department shall have no intellectual rights over the same

Terms and Conditions

- The logo designed by the winner will be the intellectual property of the Government of TamilNadu and CUMTA, and the designer cannot exercise any right over it. The prize winning logo is meant to be used by the Government of Tamil Nadu for promotional and display purposes, IEC (Information, Education, and Communication) materials and also for any other use as may be deemed appropriate for CUMTA. CUMTA will have the unfettered right to modify the prize-winning entries/logos or add/delete any info/design feature in any form to it.
- **Participants can send their entries to CUMTA via email to the email id: logo.cumta@gmail.com**
- **Participant is to make sure to include details such as name, e-mail id, photo and mobile number in the mail entry. Entries with incomplete details would not be considered.**
- **Participant has to describe the rationale behind the design (word limit:150 limits)**
- The entry should not have been previously published in any print and digital media.



- The entry must not contain any provocative, objectionable or inappropriate content.
- The winners have to share their consent to the use of their names in any publicity carried out by CUMTA, without further compensation.
- The winners will be declared through email and by way of announcing their names on the www.cmdachennai.gov.in website and social media platforms of CUMTA.
- There will be no notification to participants of entries not selected as winners.
- CUMTA reserves the right to reject any entry, which it does not feel is suitable or appropriate or which does not conform to any of the conditions listed above.
- All disputes/ legal complaints are subject to jurisdiction of Chennai only. Expenses incurred for this purpose will be borne by the parties themselves.
- CUMTA reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria.
- However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the website and social media.
- Entries must be made by the closing date and in the manner set out in the contest terms and conditions. Failure to do so will result in disqualification.
- CUMTA accepts no responsibility for any damage, loss or injury of any kind suffered by any participants in entering the contest, including as a result of any participant winning or not winning any prize.
- Plagiarism of any nature would not be allowed.
- Employees of CUMTA and all transport relevant authorities (Permanent or Non-Permanent) are not entitled for prize money.

Key dates

- The contest opens on **25th July 2022**
- Deadline for submission is **11th August 2022**
- Participants can send their entries to the e-mail id: **logo.cumta@gmail.com**

Prize details

- The Winning entry will be awarded cash/cheque prizes of Rs. 50,000/- (Rupees Fifty Thousand Only) and a certificate issued by the Government of Tamil Nadu.
- Top 3 entries will be invited for the logo launch function and a certificate will be issued.