

Report on Logo Making Competition, March 17th 2021

Final round of logo making competition was organized by LUCC *PARAMARSH* on March 17th, 2021 at 12:45 pm in Room no. 112, Department of Business Administration, University of Lucknow.

Mrs. Sangeeta Rai, wife of Prof. Alok Kumar Rai, Vice Chancellor, University of Lucknow Prof. Poonam Tandon, Dean, Student Welfare and Prof. Rakesh Chandra, Dean, Academics were the judges of the competition.

DrRituNarang, Director, LUCC *PARAMARSH* welcomed everyone and briefed them about the tenets of *PARAMARSH*. DrNarang also spoke about the relevance of logo. Dr Narang told that logo is a big part of brand identity and is likely to be one of the first interactions people have with an organization's services. Therefore, it is imperative for LUCC *PARAMARSH* to have its own logo so that it is able to make a strong first impression and build a meaningful brand identity and image.

A large number of students from different Departments of University of Lucknow like Business Administration, Commerce, Electronics and Communication Engineering, Zoology, Animation, Philosophy, Economics, Social Work, and English had got themselves registered online for logo making competition and sent their entries between 8th- 10th March, 2021.

Twenty three students participated in the final round of Logo making competition. These students gave presentation on the significance of their logo designs. The logos were judged on different grounds such as relevance, description, appeal, uniqueness and effectiveness. Students came up with many different and unique ideas. Some depicted *PARAMARSH* with greenery, some used different symbols like sun, lotus buds, heart in hand, etc. Two students Kartikey Pandey from Faculty of Engineering and Aditya Singh from Department of English were judged as winners of the competition. All the participants were given e-certificates and winners received a prize.

Prof. Rakesh Chandra, Dean, Academics praised everyone's efforts. He also discussed the selected logos in details and adjudged two winners as it was difficult to choose one. The event came to a close with the vote of thanks by Dr Narang.









PRIZE WINNING LOGOS

