



No. SASU/CHB/331/2025/ 4121

Date : 16/02/2026

ADVERTISEMENT FOR LOGO DESIGNING COMPETITION

Sri Sri Aniruddhadeva Sports University, Chabua, Dibrugarh, Assam, invites entries from interested and eligible participants for a Logo Designing Competition.

The University seeks a creative, unique, and meaningful logo that reflects the vision, mission, and spirit of sports excellence and academic integrity of the institution.

Important Dates:

- Opening Date: 17th February 2026
- Closing Date: 16th March 2026

Interested participants are requested to submit their entries within the stipulated time frame. The detailed Terms and Conditions, eligibility criteria, submission guidelines, and evaluation process are available in **Annexure A** attached below.

Participants are encouraged to carefully read **Annexure A** before submitting their designs

P. Borthakur
(Pankaj Borthakur)

Registrar

Sri Sri Aniruddhadeva Sports University
Chabua, Dibrugarh, Assam.

Memo No. SASU/CHB/330/TA/2026/ 4121 - A

Date: 16/02/2026

Copy to:

1. The Hon'ble Vice Chancellor, Sri Sri Aniruddhadeva Sports University for favour of kind information.
2. Prof. Jogiswar Goswami, Dean, School of Human Kinetics & Health, SASU for kind information.
3. Shri Arinjit Hazarika, COE, SASU for kind information.
4. All faculty members, SASU for information.
5. All staff, SASU for information.
6. All Students, SASU for information and necessary action.
7. Mr Priyangshu Baruah, SASU for uploading in the University website and also circulate among the students for participation.
8. Office file for record.

P. Borthakur
(Pankaj Borthakur)

Registrar

Sri Sri Aniruddhadeva Sports University
Chabua, Dibrugarh, Assam

**GUIDELINES FOR LOGO DESIGNING COMPETITION
OF
SRI SRI ANIRUDDHADEVA SPORTS UNIVERSITY**

1. Preamble:

Sri Sri Aniruddhadeva Sports University (SASU) is named after the great Vaishnava saint who was a social reformer in Assam during the medieval period. This is the first Sports University in the North East region of India established by the Government of Assam in Chabua, Dibrugarh. The University is focused on quality education in the area of Sports Sciences, Physical Education and its allied areas. It was established by the Act of Assam Legislative Assembly (No. LGL. 164/2018/7) which received the assent of the Hon'ble Governor of Assam on 10th December 2018.

The University is contemplating to design a new logo which should reflect the Vision, Mission and Objectives of the University as well as the essence of the philosophy of Sri Sri Aniruddhadeva. In view of this, the University invites students, professionals or any persons with a creative mind-set to participate in the Logo Design Competition.

2. Vision of the University:

Sri Sri Aniruddhadeva Sports University aims to be a leading University in Sports and Physical Education in India, using our innovative educational system and research to realize a knowledge-based society. We envisage shortly this University to become a first choice for the students who wish to have an option from a vast range of Courses. We encourage students to excel in all their endeavours. We foster the students who are skillful, dextrous and mentally strong, to engage in professional sports at the global level.

3. Mission of the University:

Our University prepares future leaders of Sports and Physical Education for promoting healthier and physically active society. Our students are groomed with flexible educational and research opportunities using the new educational policy of India. This policy aims for education to build character, enable learners to be ethical,

rational, compassionate, and caring, while at the same time prepare them for gainful, fulfilling employment. The pursuit of knowledge (Jnan), wisdom (Pragyaa), and truth (Satya) will be held central to our philosophy of teaching. We intend to provide all students, irrespective of their place of residence, a quality education system, with particular focus on historically marginalized, disadvantaged, and underrepresented groups.

4. Objectives of the University:

- (i) To evolve as an institute of advanced studies in the field of Physical Education and Sports Sciences.
- (ii) To provide for research and development and dissemination of knowledge in Physical Education and Sports Sciences by providing specially designed academic and training programmes in various areas of Physical Education and Sports Sciences and training in advanced technologies of sports.
- (iii) To strengthen physical education and sports training programmes to promote sports including traditional sports and games.
- (iv) To prepare highly qualified professionals in the fields of Physical Education and Sports Sciences, Sports Technology and high performance training for all sports and games.
- (v) To serve as a Centre of Excellence for the elite and other talented sportspersons of all sports and games and innovation in Physical Education and Sports Sciences and to carry out, encourage and propagate research.
- (vi) To train talented athletes so as to help them to evolve into elite athletes of international level.
- (vii) To make Assam become a sporting power.

5. Theme of the Logo:

- (i) The new logo should reflect the Mission, Vision and Objectives of the University encompassing academic rigour with sports dynamism symbolising unity and excellence.
- (ii) The philosophy and teachings of Sri Sri Aniruddhadeva and the essence of the Satras established by him should get reflected through the Logo.

6. Terms and Conditions:

- (i) The Logo Designing Competition is **open to all-students, professionals or any creative individual.**
- (ii) Only one entry per participant shall be considered. Multiple submissions by the same participant shall not be considered.
- (iii) The Logo should be sent both in SVG and PNG format only.
- (iv) Maximum three colours may be used for designing the Logo (Grayscale or Black and white shall not be considered).
- (v) The Logo design should be in high resolution with minimum 300 DPI. The size of the Logo may vary from 5 cm×5 cm to 30 cm ×30 cm.
- (vi) The Logo should be round in shape and the name of the University (Sri Sri Aniruddhadeva Sports University), Year of establishment (2018) and the name of the State (Assam) must be incorporated inside the Logo.
- (vii) There should be minimum free space in the Logo and the surrounding boundary of the Logo should be
- (viii) The Logo design must be adaptable onto any form or surface such as Websites, Social Media, Signage, Letterheads, Flyers, Posters, Brochures, Banners, etc.
- (ix) The participants should not imprint or watermark the Logo design.
- (x) **A write up/brief explanation in maximum 200 words must be submitted as an attachment in MS Word format along with the Logo design, which should elaborate the concept behind designing the Logo.**
- (xi) The Logo design must be an original work of the participant and it should be free from plagiarism or copyright violation. The University in no way shall be responsible for any copyright violation in making the Logo design.
- (xii) The selected Logo shall be the sole property of Sri Sri Aniruddhadeva Sports University, Chabua, Dibrugarh, Assam. The creator of the Logo shall not retain any copyright or future claim.
- (xiii) The University reserves the right to modify the selected Logo in any form.

- (xiv) The University reserves the right to reject all the entries, if not found suitable.
- (xv) Any legal proceedings arising out of this competitions/its entries/winners shall be subject to the local jurisdiction of Dibrugarh, Assam.

7. Selection Process and Award:

- (i) All the entries received by Sri Sri Aniruddhadeva Sports University shall be assessed by an Expert Committee.
- (ii) The entries shall be judged on the basis of various parameters such as technical excellence, originality, visual appeal, aesthetics, composition, etc.
- (iii) The decision of the Expert Committee shall be final and binding on all the participants and no clarifications shall be issued.
- (iv) The winner shall receive an award and a commendation certificate from the Vice Chancellor of Sri Sri Aniruddhadeva Sports University.
- (v) The name of the winner shall be declared on the website of the University with his/her Logo design.

8. Submission Guidelines:

- (i) The Logo design and the brief write up must be submitted to **registrar.ssasu@gmail.com** with the subject line 'SASU Logo Designing Competition-(Full Name of the participant)' on or before 16th March 2026.
- (ii) Each participant should mention his/her name, Address, Mobile number and E-mail id.

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16/02/2026