

Guidelines for Promoting Brand ‘RVSKVV’

Branding Efforts

The brand of RVSKVV, Gwalior could be made visible and prominent at four different levels. These four levels and possible ways of promoting brand RVSKVV are shown below:

- **Individual** – ID Cards, Visiting Cards, Letter Heads, Personal Items (caps, necktie, T- shirt, tie-pins, lapel pins, etc.), e-mail signature, etc.
- **V. V. units (Colleges, KVKs, ZARS, RARS etc.)** – Website, Building Facade, Boundary Walls, Displays, Hoardings, Media Activities, Goodies, Products Developed and Sold, Carry Bags, Packaging Materials, Stickers, etc.
- **Organization (RVSKVV)** – Print and social media presence, advertisements, participation in national level programmes
- **Third party** – Technology licensees, Incubates, startups, funding beneficiaries, ICAR, SAUs and other educational institutes and line departments

Individual Level

- All RVSKVV employees should compulsorily carry Identity card with them during office time and during all official engagements (meetings, workshops, seminars, lectures, etc.)
- All RVSKVV employees should use RVSKVV email account for all official communications and use RVSKVV logo and institute logo (optional) in their respective E-mail signature.
- Use of RVSKVV tie, cap, scarf and/ or lapel pins are encouraged while representing RVSKVV/Colleges/ K V Ks / Z A R S / R A R S / S A R S .
- The identity card provided by the institute should have uniform basic design for all employees of RVSKVV. Features of the identity card must be as per the guidelines given in Annexure – I.
- All officials who are required to carry visiting cards must get their cards printed as per the specifications given in Annexure – II. The RVSKVV server based e-mail address must be provided on the visiting cards.
- The letter heads used by scientists and officers of the RVSKVV head offices and its constituent colleges, ZARS, RARS, SARS and KVKs should be as per the specifications given in Annexure III (using same colour pattern as well). The RVSKVV server based e-mail address must be provided on the letterheads.

University and constituent units Level

- Make adequate provision of funds in the ‘Branding’ budget during preparation of annual budget documents.

- ATIC should have adequate digital display facility for branding of RVSKVV.
- Information and printing centre must ensure mass scale publicity of RVSKVV through its valued and user friendly publications to all stakeholders
- All publications Viz. annual reports, technical / extension bulletins and other extension publications shall be as per guidelines mentioned in annexure VIII.

Media and Public Interaction

- Essence of the Framework & Guidelines for Use of Social Media for Government Organizations issued by the Department of Electronics and Information Technology, Govt. of India be referred to while practicing social media interactions.
- All college/ ZARS / RARS / SARS and KVKs must declare their verified official social media accounts on their website and all official letterheads. All centre's should also nominate one employee as Nodal Officer for handling social / conventional media. This information may be made available to RVSKVV, Information and printing center for posting on RVSKVV website and other appropriate platforms.
- Eligibility and flair to interact with media should be specified while giving responsibility of Nodal Officer to any official is to be decided. He should not be made spokesperson of the Institute.
- Important tweets may be tagged to RVSKVV only and not to any other government agency unless directed by competent authority of national programmes.
- Engage local and national media (both print and electronic) in all events
- Invite print and electronic media for the events of institutional importance.
- Release a press note during all such events both in English and Hindi as appropriate.
- Call for press conference upon new technology development / scientific knowledge generation.
- Feed articles/stories on impacts to appropriate media; If needed, qualified press and media communication specialists could be hired for which the indicative terms of reference to be practiced for Council/Institutes is given in Annexure V.
- The concerned Deans should approve any content, going to media at colleges and vice chancellor at V. V. headquarters.
- In case of programmes on electronic media (interviews, talks, featured coverage, etc.), the topic should be informed to the competent authority preferably before recording or at the earliest after recording. RVSKVV employees while interacting with electronic media (especially planned programmes) should be encouraged to wear RVSKVV neck tie and/ or lapel pin or any such wearable item (as per availability) during the programme.
- Media interaction should be done preferably at such a place where RVSKVV logo is clearly visible

in the background.

- The permitted people should understand and practices integrity and sensitivity of the issue in mind during media interaction
- Information management system of the institute should be updated regularly.
- All name plates on room doors should have similar format i.e. colour scheme, size, font, etc. and there should be RVSKVV logo on them, college logo could be optional. Similarly, boards at the entrance of buildings/ laboratories/ other facilities, if provided should also have RVSKVV logo on them.
- Keep linkages with industry related to RVSKVV mandates. This could be done by means of RVSKVV -Industry meets/ business meets conducted regularly.
- Try to get as many as projects/consultancies/joint projects with industry and other national and international funding agencies and work according to demand and expectations of the industry for creating better job opportunities for the pass out students.
- Provide trainings and workshops for all stakeholders engaged in the value chain of the RVSKVV mandate area on regular basis
- Observe open day for all citizens to showcase College/ Research Station/KVK efforts (This is besides Krishi Melas). Let the citizen experience the labs and other advanced science. They may not understand the science, but would definitely appreciate our efforts.
- One day in a month may be kept for conduct of tours of school/ college students to promote brand RVSKVV among them.
- In case there is any public interest from tourism point of view, tours of the institute can be arranged (preferably on holidays), whenever possible. Such activity can be used to generate some revenue as well. However, over- engagement of staff & time, and exposure to sensitive and/or dangerous areas/ environment must be avoided.
- University should biennially organize alumni meeting and promote use of RVSKVV branded items.
- Fix one date in a fortnight for regular publication of useful technologies in the name of RVSKVV for various stakeholders in local dailies and agricultural periodicals through permanent columns.

Website of the Institute:

- Website of an institute should be GIGW (Guidelines for Indian Government Website) compliant and should have appropriate security certification. Detailed GIGW guidelines given at <https://web.guidelines.gov.in> may be adhered to.

- It is recommended that the RVSKVV data centre should act as host of the V. V. website.
- Update of website on new achievements, events, and other important news as soon as they accomplished, also send the same to Information and printing center for update in RVSKVV web portal simultaneously.
- At Institute level, the content of website should be audited and approved by competent authority designated by the Director /Dean /ADR / heads of the KVK.
- All pictures/photographs used in the website should have appropriate aspect ratio so that they don't look distorted.

- The pictures/photographs used in website should be original digital pictures (jpeg, tiff, raw format) appropriately edited for better visibility and clarity. **Pictures imported from documents or presentations should be avoided** since there is considerable loss of resolution in such images, and some may have proprietary copyright issues.
- The pictures should look to have been shot in their appropriate environment and surroundings and should have good contrast between object of interest and its background.
- The Tab (meta) title in all websites should have institute name in the format “RVSKVV-College / ZARS / KVK”.
- The FAVICON for all websites should be RVSKVV logo only.

Pointers for utilizing potential spaces in the institutional area for brand visibility and advertisements

The following potential spaces have been identified for promotion of brand RVSKVV:

- Building facades
- Fences and Boundary wall
- Farms/fields facing roads, cross roads, public thoroughfare
- Entrance gates
- Official vehicles

A model agreement paper for signing a deal in this regard is given in

Annexure V. Walls, Banners, Display Areas:

- Display of RVSKVV logo at all prominent offices and places of RVSKVV institutes. Institute logo, if any, may also be displayed without compromising prominence of RVSKVV logo.

Buildings facades – possible usage

- For projecting RVSKVV & Institute’s logo, vision, mission to make people understand the importance of the institute and RVSKVV.
- These walls, if big and plain can also have RVSKVV’s vision and tagline. Possible ways:
 - Paintings, murals
 - 3-D projections

- Models
- Dimensions of the material should be such that smallest object of the message is clearly visible from road
- Provision for appropriate illumination
- Every V. V. unit should have an appropriately designed place for group photographs. The backdrop should be designed to suit theme with RVSKVV logo prominently displayed.

Fences – Types and possible usage

- Bricks and mortar walls
- Paintings, murals on the finished side (public facing)
- Barbed wire fence
- Provision of Frames/ hooks for flex banner (public facing)
- Bio-fence
- Hoardings inside (public facing)
- Natural walls/hill fronts
- Paintings, murals

Area near the main gate(s)

- Name of the institute in Hindi, and English must be displayed prominently and this should have appropriate illumination so that it is visible in night as well.
- There should be an earmarked area near gate for display of flexi banners. Decent looking frames/ hooks for flexi banners should be provided and size of flexis should be uniform.
- Walls emerging from the entrance should be used to projects institute's most salient achievements in terms of technology development, farmers' engagement, success stories, government initiatives related to institutions, national and international recognitions. The information should be depicted mostly in pictorial format (Institutions may take help from nearby fine arts colleges for these). Provision for illumination must be ensured.

Boundary Walls – possibilities

- RVSKVV/ Constituent units/ Government Departments
 - Engaging local fine-art schools, regional artists
- Commercial advertisements, if sufficient space is available* (for revenue generation)
 - Preference to licensees, Incubators, supported start-ups
 - Related entrepreneurs, local industry – commensurate to institute mandate
 - Engaging advertising agencies
- Conditions to be imposed for any such advertisement
 - Information shown is proper and authentic
 - Disclaimer on business proposals such as pricing, concessions etc.
 - The approval of the ad contents before painting
 - Ad Paintings should match with the institutes base paint/ colour scheme
 - Finally, they should repaint with base colour, once the contract period is over.
 - Contract period could be 1-2 years for Boundary – Barbed wire fencing
- Provision of frames/ hooks for flexi banners
- Size of flexes should be uniform
- Institute may consider sober colour scheme/ format to maintain aesthetics
- Area near gate should be reserved for RVSKVV/ Constituent
- Provision for illumination, if possible/ required Natural walls/ hill fronts
- Showcasing institutional technology/ achievements for different stakeholders
- Illumination – if possible without danger to traffic, passer-by, nature etc. Hoardings on road side (inside boundary)
- LED/ LCD panels of brightness visible in daylight also
- Boards for painting or flexi banners; Illumination – preferred
- Showcasing institutional technology/ achievements for different stakeholders – near gate and prominent areas
- Provision of agricultural museum in V.V. multifaceted premise

Other areas

- Roof tops
 - LED/LCD/Glow signage/illuminated Painted Hoardings in accordance with local law
 - Non-commercial use only
- Road signage
 - Near Airport, Railway station, within vicinity (1 km) of the institute/KVK Official

vehicles

- All vehicles belonging to RVSKVV should have RVSKVV logo conspicuously displayed

Dos

- Selection of vantage points – through a committee of appropriate officials
- At least 50 m on either side of gates should be used to display RVSKVV technologies/ Govt. Schemes
- Permissions from/information to local government bodies – following local aesthetic guidelines, if any
- Provision for hiding faces/names of political leaders and party logos during election code of conduct
- Do workshop of artists/students from colleges nearby and ask them to make artifacts/artwork etc.

Don'ts

- Encourage individual decision in terms of aesthetics
- Encourage non agri-advertisement
- Favour one firm continuously for any work
- Approve advertisement that may be objectionable
- Price the space very high or very low (It should be competitive under local situations)
- Encourage the re-advertisement by the same company and same product.
- Talk negative about institutional activities in public

- Making all scientists as spokespersons especially while interacting with media
- Hamper regular work of the institutions while engaged in branding

Content Management:

- The content of banners/hoardings etc. should be according to Official Language Rules of Government of India (<https://rajbhasha.nic.in/en/official-language-rules-1976>). Any such material should never be exclusively in English, but must be in Hindi (Devnagari fonts). If it is not possible to accommodate the content in one banner then two or three banners (as the case may be) in Hindi and English may be displayed.
- The guidelines related to use of RVSKVV logo as given in Annexure – V I should also be adhered to.

Suggested Font size for banners, hoardings, etc.

Letter Height, cm	Font Size Equivalent	Best Legibility Distance, m	Recommended Maximum Distance, m
2.5	72 pt.	3	15
3.8	105 pt.	5	19
5	144 pt.	6	23
7.5	216 pt.	9	30
10	288 pt.	12	46
12.5	360 pt.	15	53
15	432 pt.	18	61
20	576 pt.	24	107
22.5	648 pt.	27	122
25	720 pt.	30	137
30	864 pt.	37	160
37.5	1080 pt.	46	192
45	1296 pt.	55	229
60	1728 pt.	73	305
75	2160 pt.	91	381
90	2592 pt.	110	457
120	3456 pt.	146	610
150	4320 pt.	183	762

Based on: <https://www.48hourprint.com/banner-font-size.html>

Goodies & Products

- 7 All edible products should have appropriate label about content, weight, date of manufacture/ packaging, ‘best before’, nutritional value (if applicable), and warnings (if required). Labelling guidelines of FSSAI should also be followed for such products.
- 7 Non-edible products should also have an RVSKVV logo embossed/ engraved/ weaved / printed or by any other means. Statutory guidelines for labelling of any such product, if any, must be adhered to. If the concerned institutes have their own logo, the same may also be used along with RVSKVV logo following the guidelines given in Annexure VI.
- 7 All product labels should also prominently indicate the statement that “This is a research product distribute/ sold for limited promotion and consumer response. Any resale/ redistribution is prohibited”.
- 7 RVSKVV constituent units may also bring out goodies of personal use such as caps, T-shirts, neck ties, scarfs, cups/ mugs, souvenirs, pens, key chains, etc. All such items must have RVSKVV logo conspicuously displayed. As far as possible such items should be made up of natural or biodegradable materials.

- ⌈ Any gift/ souvenir/ goodie given to honour/ acknowledge a dignitary/ guest or to promote certain event should mandatorily have RVSKVV logo displayed conspicuously on the item. As far as possible, such souvenir should not be made of plastic.
- ⌈ RVSKVV constituent units individually or jointly should take part in the republic day parade held at state capitals districts headquarters through display of a tableau.
- ⌈ RVSKVV may also have a ‘registered trademark’ "*Raj Vijay*" which should be used for all the products developed, commercialized and marketed by all the RVSKVV Institutes.
- ⌈ RVSKVV units should rope in professional agencies (government or private) for aesthetic design of souvenirs, goodies and other products.

Organization level:

- ⌈ Information about certified official media account should be displayed on RVSKVV website and relevant organizational documents. Also, there should be a Media Nodal Officer and spokesperson(s).
- ⌈ Regular advertisements in magazines (Air India/ Indian Rail/ Other airlines/ ICAR etc.), national newspapers/ Doordarshan/ AIR/ other electronic media/ other print media. All RVSKVV units should regularly feed contents and give advertisements to local farm magazines, preferably in local language for wider circulation among appropriate clientele.
- ⌈ Printing of diary, pocket diary, telephone, mobile and e mail directory, slip pads, file covers, calendar, etc. and personal items like caps, neck-tie, lapel pins, pen, brooches, scarf, etc. for distribution among important stakeholders. The items can be taken- up based on extant guidelines of government of India.
- ⌈ RVSKVV souvenir outlets in all institute campuses—for sale of non- perishable items and goodies (coffee mugs, key chains, caps, T-shirts, neckties, lapel pins, cufflinks, scarf, brooches, etc., as far as possible such items should be made up of natural or bio degradable materials.
- ⌈ Promote agri-tourism, wherever feasible – a calendar of events and activities (like harvesting, planting, plucking, fish harvesting, animal rides, farm trailing, etc.) could be made available on the website. This would have good potential in some of the place of tourist interests ravines etc.
- ⌈ On important occasions, RVSKVV should publish an advertisement in all important national and regional newspaper and magazines.
- ⌈ A professionally designed coffee table book; depicting prominent technologies, strengths, infrastructure and success stories; should be made available to all Indian embassies to get international attention. Such publication should be revised/ updated periodically.

- 7 RVSQVV should make efforts to get laboratories accredited by NABL/ BIS/ FSSAI/ MOFPI/ DOAC or some other appropriate national/ international agency. Such information should be given wide circulation through website and advertisements.
- 7 RVSQVV should make sure to have ISO certification and the same is renewed at appropriate time.
- 7 RVSQVV Media bytes should be prepared for regular flashing in prominent TV channels.
- 7 DD-Kisan platform should be explored to fullest extent to promote RVSQVV technologies and achievements for mass outreach. Other TV channels viz. ETV MP/CG can also be used subject to expenditure as per GFR (General Finance Rules) of Govt. of Madhya Pradesh.
- 7 Information and printing center shall be designated as the Link Office for all media activities at RVSQVV level.
- 7 The museum/ ATIC at RVSQVV headquarters and museum/display center at its constituents colleges, research and extension centers should always be in presentable condition with RVSQVV logo displayed at places of importance and a media address point with suitable decent backdrop.
- 7 RVSQVV song (latest audio available at RVSQVV website) should be played before any important meeting. Subscripts of English and Hindi languages be considered for the RVSQVV Song.
- 7 Efforts to be made to promote RVSQVV internationally.
 - o Participation in international exhibitions (Guidelines given in Annexure VII) – DFA to be nodal point for this type of activities.
 - o RVSQVV employees going on official assignments and winter/summer schools should make a presentation about RVSQVV activities at their place of deputation / training.
 - o During international conference, seminars, workshops RVSQVV employees should wear RVSQVV necktie, lapel pins, scarf etc.
- 7 Keep some philanthropic brand ambassadors (Pracharak), mentors from different organizations. Additionally some farmers/ agri-innovators/ entrepreneurs/ students/ alumni could also be selected as RVSQVV brand ambassadors for a period of about two years.
- 7 Drivers of all staff cars/ vehicle (throughout RVSQVV), while on duty, should be in uniform bearing RVSQVV logo on front pocket of shirt.
- 7 For paid advertisements on print and electronic media, information and printing center should centrally empanel appropriate agency (ies) to provide services to all the RVSQVV establishments. Latest list of such agencies should be available on RVSQVV website for ready reference.

Features and Specifications for Personal Identity Cards

- ⌋ Material of card: Standard plastic (preferably bio degradable)
- ⌋ Size: Standard 8.6 X 5.4 cm
- ⌋ Specifications of electronic chip: (to be decided)
- ⌋ Size and colour of neck belt: Sewage Green embossed with RVSKVV, Gwalior (M.P.)
- ⌋ Name of Institute should be on designated coloured font on SMD color strip. SMD colors may be as below:

Division Name	The strip	Colour value
RVSKVV HQ Dark Green	राजमाता विजयाराजे सिंधिया कृषि विश्वविद्यालय ग्वालियर RAJMATA VIJAYARAJE SCINDIA KRISHI VISHWA VIDYALAYA Gwalior	R-0, G-102, B-0
College of Agriculture Light green	राजमाता विजयाराजे सिंधिया कृषि विश्वविद्यालय - कृषि महाविद्यालय ग्वालियर Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya Gwalior- College of	R-200, G-0, B-0
College of Horti. Dark brown	राजमाता विजयाराजे सिंधिया कृषि विश्वविद्यालय - उद्यानिकी महाविद्यालय मंदसौर Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya Gwalior- College of Horticulture	R-102, G-51, B-0
ZARS Yellow	राजमाता विजयाराजे सिंधिया कृषि विश्वविद्यालय- आंचलिक कृषि अनुसन्धान केंद्र Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya – Zonal Agricultural Research Station	R-255, G-51, B-0
Extension/KVK: Dark Yellow	राजमाता विजयाराजे सिंधिया कृषि विश्वविद्यालय कृषि विज्ञान केंद्र Rajmata vijayaraje Scindia Krishi Vishwa Vidyalaya – Krishi Vigyan Kendra	R-204, G-153, B-0
RARS Orange	राजमाता विजयाराजे सिंधिया कृषि विश्वविद्यालय- क्षेत्रीय कृषि अनुसन्धान केंद्र Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya – Regional Agricultural Research Station	R-255, G-51, B-0

□ Design and content:

· For RVSKVV:

Front: Photo

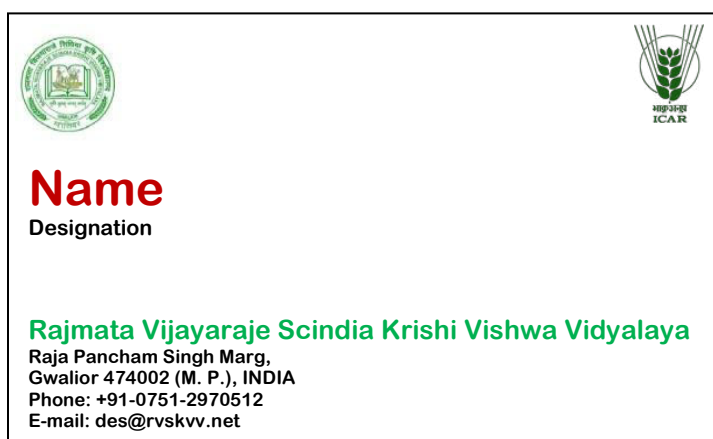
Back: Bar code/ QR code

	
jktekrk fot;kjkts flaf/k;k Ñf"k fo'ofolkv;	
<div style="border: 1px solid black; width: 100px; height: 100px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">PHOTO</div>	
NAME Designation	
Signature of Card holder	Signature of Issuing Authority
Valid Up to : AAA/0000	

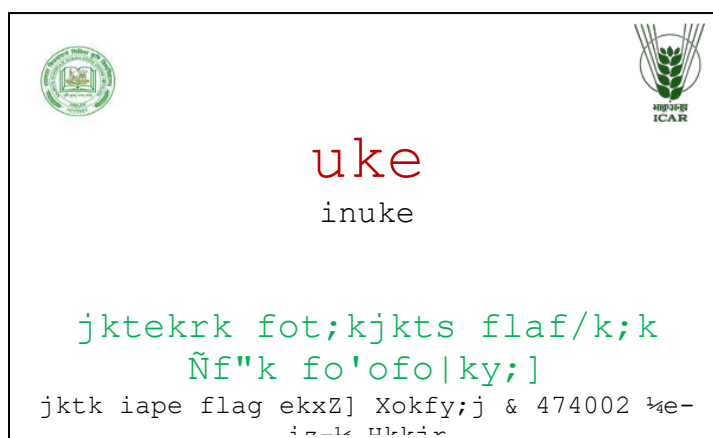
राजमाता विजयाराजे सिंधिया कृषि विश्वविद्यालय Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya	
Address:	Raja Pancham Singh Marg, Near Akashwani, Gwalior – 474002
Tel. No.:	+91-0751-2970512
Mobile No.:	+91-XXXXXXXXXX
Blood Group:	
Emergency Contact No. +91-XXXXXXXXXX	
	
	

Features and Specifications for Personal Visiting Cards

- ⌈ Material of card: Card sheet 200 gsm or better, any sheet of bio degradable material with sufficient stiffness and printability. Plastic sheets should be avoided.
- ⌈ Size: 9.2 X 5.5 cm
- ⌈ Design and content:
 - For RVSKVV Constituent units
 - Front:



- Back:



Features and Specifications for Official Letter Heads

- (a) For RVSKVV Headquarters, RVSKVV- Colleges / Research Centres and KVKs that do not have independent logo



**jktekrk fot;kjks flaf/k;k —f"k fo'ofokjy;
jktk iape flag ekxZ] Xokfy;j & 474 002 ¼e- iz-½] Hkkjr**

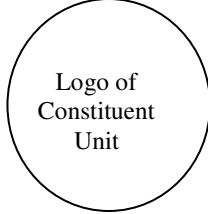
**Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya,
Raja Pancham Singh Marg, Gwalior - 474002 (M. P.), INDIA**

MkW- , l- , u- mik/;k;@ **Dr. S. N. Upadhyay**

funs'kd foLrkj lsok;sa

Director Extension Services

(b) For units that have logo



**jktekrk fot;kjkts flaf/k;k —f"k
fo'ofokjy;**

jktk iape flag ekxZ] Xokfy;j&474 002¼e- iz-½] Hkkjr



**Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya,
Raja Pancham Singh Marg, Gwalior - 474002 (M. P.), INDIA**

MkW- , l- , u- mik/;k;@ **Dr. S. N. Upadhyay**
funs'kd foLrkj lsok;sa
Director Extension Services

Standard Template for Power Point Presentation

Slide Content

**Standard template
For power point Presentation**

Rajmata Vijayaraje krishi Vishwa Vidhyalaya Gwalior, (MP)



Model Terms of Reference (TOR): Empanelment of press and media communication specialist(s)

1. Introduction

It was felt that there is a need for empanelment of press and media communication specialists. The issue of publicity and dissemination of information for the benefit of public at large was discussed in the meeting and it was felt that the RVSKVV being a scientific organization, there is an inherent deficiency of Content Writer who can communicate RVSKVV achievements in non- scientific and easy to understand language.

The objectives is to enhance the agricultural communication and awareness in the country at grass-root level by empanelling press and media communication specialists for dissemination of RVSKVV achievements in non- scientific and easy to understand language.

2. Objectives

The press and media communication specialists are to collate the agricultural research information generated from the entire NARS, get the same edit and design the news items in non-scientific and easy to understand language for print and e-mode including social media platforms i.e. Facebook, Twitter, You tube Channel etc.

The broad objectives of communication specialists are:

- Strengthening of agricultural communication in the state of Madhya Pradesh and country as well.
- Collation of information received from all RVSKVV Institutes, SAUs, KVKs and other resources viz; News, events, success stories, conferences, technologies developed, awareness, publicity etc.
- Editing and designing of the content (including images) as per requirement of print media, electronic media and social media platforms i.e. Facebook, twitter, Youtube Channel etc.
- Publishing of agricultural research technologies in print media, electronic media and on Social Media platforms.

3. Main Tasks, Responsibilities & Scope of Work:

- a) Writing features on new technologies, new varieties and success stories.
- b) Editing and designing of the content (including images) for print and e- mode including social media platforms i.e. Face book, Twitter, You tube Channel etc.

4. Time Frame

The empanelment of press and media communication specialists will be for one year.

5. Deliverables

- a) To publish agricultural based Success Stories of entire NARS through print media, electronic media and social media platforms.

b) To develop Feature/ News Reports for publication in Newspapers

6. Outcome:

- a) Enhanced visibility of the agricultural technologies developed by RVSKVV in local and national media.
- b) Regular coverage of agricultural issues in local print media
- c) Creation of sustainable information flow system
- d) Dissemination of RVSKVV technologies for the benefit of farmers and masses
- e) Motivation to farmers to adopt RVSKVV technologies
- f) Increased awareness among farmers to adopt innovative technologies

7. Monitoring the performance of the press and media communication specialists:

A Committee headed by DES will monitor the performance of press and media communication specialists on quarterly basis.

8. Qualification, Skills, knowledge and Competencies requirement press and media communication specialists:

Qualification and Experience requirement for the empanelment of Press and media communication specialists
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Essential Qualifications:

Master's degree in Mass Communication/PG Diploma

Experience: A communication professional having proven record of professional contribution of working in reputed press/media organization having at least 5 years' experience in content writing/development for social/digital media.

Desirable Qualification & Experience:

Excellent writing, editing, presentation and communication skills in English and Hindi languages.

Experience in content writing/development for social/digital media in agricultural and allied sector will be preferable

9. Procedure for empanelment of press and media communication specialists:

Through open advertisement in all format as per GFR (Govt. of Madhya Pradesh) provisions

10. Selection Criteria: The selection will be based on the basis of weightage of marks in Qualification, Experience in the relevant field and performance in the interview

Criteria for awarding marks:

S.N.	Parameters	Max. Marks assigned
2.	Master Degree	20*
3.	NET/Ph.D	10
4.	Experience	30
5.	Interview/Presentation	40
	TOTAL	100

**Basis of Calculating marks*

- a) **For calculating marks:** in respect of net marks obtained by candidate in their academic qualification = $\frac{\text{Maximum marks assigned} \times \% \text{ score}}{100}$

For example: if a candidate has secured 70% marks in Master Degree in his/her net marks for the purpose of calculation of merit will be =

$$\frac{20 \times 70}{100} = 14$$

- b) **For calculating Experience:** 5 marks for each year and 2.5 marks for half year of experience shall be assigned to candidate. However, in case of experience of more than 6 years maximum marks of 30 will be assigned to the candidate.

11. Remuneration

A remuneration of Rs. 2,000/- (inclusive all) per article of about 3-6 pages (typed on A4 size paper on 1.5 spacing and font size of 12) could be paid with a ceiling of Rs.20,000/- per month for all content writers, i.e. six articles per month. Tax will be deducted as per Govt. of India norms.

12. TA/DA : No TA/DA will be given.

Guidelines for use of RVSKVV Logo

- The RVSKVV logo symbolizes agricultural education in book form
- Logo is embossed with VV ethical depiction " Krishi Moolam Jagat Sarvam" in the inner circle
- The logo was conceptualized and designed in 2008 .

LOGO is a critical aspect of brand strategy of an organization. Logo is considered as “FACE” of an organization, which is displayed graphically having unique identity, and through colors, fonts and images. Logo is also a short way of referring to organization in advertising and marketing materials. Logo is the prime visual component of an organizations overall brand identity. The logo applies to all visual communication, such as books, magazines, reports, stationery, websites, visiting cards and all advertising and marketing materials. The RVSKVV logo as indicated below would be used by all RVSKVV constituent units in all official documents, posters, banners, extension materials, publications, website, social media content, identity cards, library cards, visiting cards, etc. brought out by RVSKVV or its subsidiary organisations and vehicles, buildings and other assets in the possession of RVSKVV or its constituent organisations through ownership, lease, rent agreement or gratis.



COLOUR OF RVSKVV LOGO

The official colour of logo is green. Logo must be printed in green colour or in grey tone (in case of black and white publication) frequently on publications, websites, etc.

Correct green colour should be used as different vendors working on various media using different means for reproducing colors for example on Paper, cloth banner, flex, or glass. The ultimate reference point for the RVSKVV colors in the Pantone color specification system, developed for offset printing. CMYK (Cyan=100, Magenta=0, Yellow=100 and Black=0); RGB (Red=0, Green=146 and Blue=63).

The logo must appear in a prominent location on all print and electronic communications of the Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior (M.P.)

A. For print publication

- i. Books and Reports: The logo should be placed on the front cover and title page appropriately
- ii. Magazine, Journal, Flyers, Folders, Brochures, stationery items: The logo should be placed on the front cover page appropriately

B. For advertising and display materials

- i. Advertisement in Newspapers, magazine etc.: The logo must be placed appropriately and prominently.
 - ii. Displayboard: The logo should be placed appropriately and prominently on flex, banner or glass
- C. For display through electronically
- i. On a website: The logo must be placed appropriately and prominently on homepage.
 - ii. CD: The logo must be printed appropriately and prominently on compact disc and its cover.

DON'T

- i. Do not attempt to construct the logo themselves
- ii. Always obtain authorized electronic files of the logo from RVSKVV
- iii. Do not reproduce the logo by scanning a previously printed version. Such “second- generation” art will degrade the quality of the image and could alter the scale of the various elements
- iv. Printing of logo in reverse should be avoided in case;
 - a. Printing on low weight unglazed newsprint paper
 - b. Printing on smaller width size of book spine
 - c. Placing of text and other material with logo should be avoided **INCORRECT USE OF LOGO**
- v. Never manipulate or distort the logo by stretching or compressing it**
- vi. Never replace an element of the logo
- vii. Never add any element to the logo, such as line or any other mark **SPACE AROUND LOGO**
 - o Minimum 3 mm clear area should be left around the logo for clear visibility **SIZE OF RVSKVV LOGO**
 - o The logo size is categorized according to the size of Books and Reports, Magazine, Journal Flyers, Folders, Brochures, Stationery, Advertisement in Newspapers, magazines, frequently printed:

Category of Publication	Publication Size	Preferred size of logo
Reports, Annual Report Magazine, Journal, Flyers, Folders, Brochures, Stationery	Demy Quarto (8.75x11 inches) And A-4 size (8.25x11.75 inches)	1.25 inches in diameter (3.17 cm) The logo should be reduced and enlarged diagonally

Reports, Annual Report Magazine, Journal, Flyers, Folders, Brochures, Stationery	Crown Quarto (7.25x9.50 inches) And Royal Octavo Size (6.25x9.50 inches)	1 inches in diameter (2.54 cm) The logo should be reduced and enlarge diagonally
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ENLARGEMENT AND REDUCTION OF LOGO

- The logo should be enlarge and reduced diagonally
- Do not stretch or condensed

WHO CAN USE THE LOGO:

- RVSKVV headquarters, All RVSKVV constituent colleges, research centre's and KVKs.
- KVKs and various projects with direct ICAR / agencies funding should place their logos on the RHS of banner, Reports, Annual Report Magazine, Journal, Flyers, Folders, Brochures, Stationery and LHS corner shall be for RVKVV logo.
- Third party who have procured licenses for production and/or sale of products based on RVSKVV technologies – limited to the scope of licensed product and terms of license.
- Third party who have test certificates for their product(s) issued by RVSKVV Constituent colleges or research centers or KVKs – limited to the tested item/product and terms of testing.
- The principal colour of logo would be ‘Green’ on ‘White’ background. However, other colour imitations could also be sparingly used only under certain conditions viz. background colour cannot be altered, artistic representations, metallic replicas or souvenirs, animations etc.
- Every building and official vehicle of RVSKVV must have a logo of RVSKVV prominently placed at the entrance, all meeting halls, seminar halls, auditoriums and public meeting places (open or covered) should have a logo of RVSKVV conspicuously placed in such a way that it is visible to majority of spectators during the function. RVSKVV logo can also be place on the building façade adjacent to public roads. Such façades could have illumination for night-time visibility.
- No person shall use the emblem or any colour imitation thereof in any manner which tends to create an impression that it relates to the RVSKVV or that it is an official document of the RVSKVV, without the previous permission of the RVSKVV or of such officer of that RVSKVV as may be authorized by it in this behalf.
- No person shall use the logo for the purpose of any trade, business, calling or profession or in the title of any patent, or in any trade mark or design, except in such cases and under such conditions as may be prescribed.
- The logo should not be used by any person on personal vehicles or personal stationery. Special cases of relief could be when RVSKVV issues special stickers or passes to certain vehicles/ officials for the purpose of security or otherwise.
- In case RVSKVV logo is being used along with logo of RVSKVV- colleges/centers, the RVSKVV logo should be above the colleges/center's logo in usages as specified in the beginning of this document. In case both the logos are being used in same horizontal plane, RVSKVV logo should be on the left on the view page. Height of the RVSKVV logo should always be equal to the height of college / research centre's logo. This condition does not apply for use of RVSKVV logo with logo/ emblem of Govt. of India / Madhya Pradesh state and /or other organizations.

- For all purposes, the softcopy of logo available on the RVSKVV website should be used in such a way that the logo doesn't get distorted, misprinted or remains unclear. The aspect ratio of the logo (height to width ratio) should not be altered, although size could be changed as per requirement.



Guidelines for Participation of RVSKVV in national/international Exhibitions and Kisan Melas etc.

Subject: Constitution of Committee to Consider Participation of RVSKVV in Exhibitions / Kisan Melas etc.

The Vishwa Vidyalaya regularly participate in various exhibitions, which are organized by the Govt. departments, prestigious associations, etc. at various places. The participation in exhibitions are meant to showcase the capacity, competence and strength of the university for image- building, improving the visibility, help in promoting commercialization of technologies developed by RVSKVV and its constituent colleges / research centers/KVKs.

It has been decided by the Competent Authority that the following Committee shall be constituted comprising of the following officials to consider and monitor the participation of RVSKVV in exhibitions and Kisan Melas, etc.:

i) **Committee for Regional level exhibitions :**

Chairman: Director Extension Services, **Member:** Associate Director Research (HQ) **Member** Joint Director Extension, **Member:** PRO, RVSKVV **Member Secretary:** Sr. Scientist and Head (I & PC)

ii) **Committee for National/International and Special Events:**

Chairman: Dean Faculty Agriculture, **Member:** Director Research Services, **Member:** Director Extension Services, **Member:** Director Instructions, **Member:** Joint Director Extension, **Member:** Comptroller, **Member Secretary:** Registrar.

iii) **College/ZARS and KVK level Committee:**

Chairman: Dean for RVSKVV -College/ ZARS / Director Extension Services in case of KVKs

Member: Nominated Scientists (1 or 2) of the college / ZARS or KVKs, **Member:** Nominees from Administrative/Finance side, **Member Secretary:** To be appointed by the concerned Dean or DES for KVKs.

The Committees will work on the basis of guidelines and checklist developed for this purpose by the committee constituted by competent authority.

The format of Check List(Annexure VIII) has been designed and is attached herewith separately. The details are to be filled up in the check list by the exhibitors/ organizers of the event for evaluation by the Committee.

1. The theme of the exhibition should be in tune with the mandate of RVSKVV
i.e. related to spread of agricultural technologies (including animal sciences, fisheries, agricultural engineering and other allied sectors), good practices, farm inputs, farm tools and machinery, contingency plans, marketing of farm produce, farmers welfare etc.
2. Priority is to be given to exhibitions organized by different ministries and govt. departments or reputed societies being supported by the government.
3. If the event is organized by NGO or private sector, the organizer should have a good background in this area as depicted by the record of events organized and activities carried out in the past.
4. Profiles of other exhibitors likely to participate in the exhibition may also be considered or have participated on previous events organized by the exhibitors.
5. Expected total footfall and profile of visitors/audience may be considered.
6. The date and venue of the exhibition should be considered in view of access, feasibility for the University and clash with other activities/events of the University.
7. The infrastructure and facilities being provided by the exhibitor have to be defined and considered by the committee.
8. Rates quoted for rental charges of space should be reasonable and as per prevailing norms.
9. Sufficiency of funds for the particular exhibition.
10. Contract for designing the pavilion, developing the posters, display materials, exhibits, and other related expenditure will be incurred after following the provisions of GFR and orders/guidelines issued by Govt. of M.P. and adopted by RVSKVV from time to time.
11. Expected outcome of participation must be considered in terms of value addition to our efforts related to showcasing and improvement in the visibility and image building of RVSKVV, Gwalior.

CHECK LIST (PARTICIPATION OF RVSKVV IN EXHIBITIONS)

Title of the Exhibition	
Regional/ National/ International	
Date and venue	
Address of Organizer with contact number and email id	
Supported by	
Referred by any Ministry/Govt. agency etc.	

Other Details (To be filled in by the organizer)

S. No.	Details	Remarks
1	Does the theme have a distinct relevance to the RVSKVV mandate?	
2	Who will inaugurate the exhibition?	
3	Are date and venue suitable and convenient, any other event being held during the same period?	
4	What is the professional standing and track record of the proposing body/organizer?	
5	Last 3 years' annual turnover (please attach supporting document)	
6	Has the proposing body organized any such event in the past? If yes, then no. of events organized	
7	List of participating agencies in each event	
8	What type of infrastructure for display will be Provided by organizer?	
9	Undertaking that the organizing agency/NGO is not blacklisted by Central/State Govt. agencies is submitted or not?	
For Office use only		
10	Total estimated area for display/ no. of stalls to be booked and likely expenditure?	

11	Is rate quoted by body justified in relation to the brand value, venue, infrastructure and facilities offered?	
12	If there is any special discount for RVSKVV or Government agencies?	
13	Suggested area for display space	
14	If sufficient fund is available?	
15	Expected outcome through participation of Council in the exhibition and does it aim at tackling national, regional or global issues?	
	Approval/Decision of the committee* (To be signed by members and Chairman of the committee)	

- Column 10 -15 are for office use and not to be filled up by the organizer
- All the applications which are complete will be processed on file by the PR Unit of RVSKVV.
- Event/ exhibition which do not satisfy the conditions or are incomplete will not be considered.
- A list of such applications will however, be put up to the Committee for information.
- The Vice Chancellor, RVSKVV, Gwalior will have the power to relax any of the conditions mentioned above, for reasons to be recorded in writing.

Features and Specifications for Display Boards

A. Research Unit

- Size : 8'X 4' (Sq. Feet)
- Background Colour : As assigned for respective Colleges/ ZARS/ RARS/ KVKs (Annexure – I)
- Font Colour : As assigned for respective Colleges/ ZARS/ RARS/ KVKs (Annexure-I)
- Logo position : RVSKVV projects: RVSKVV logo on upper centre of the board Project funded by ICAR or other agencies/ deptt./ boards etc.: RVSKVV logo on upper side left corner and sponsoring agencies logo on upper side right corner



R. V. S. K. V. V. Projects



Project funded by ICAR/ Other Agencies as the case may be

B. Research Expt. Plot

- Size : 3'X 2' feet
- Background Colour : As assigned in V. V. Branding Guidelines (Annexure – I)
- Font Colour : As assigned in V. V. Branding Guidelines (Annexure-I)
- Logo position : RVSKVV projects: RVSKVV logo on upper centre of the board
Project funded by ICAR or other agencies/ deptt./ boards etc.: RVSKVV logo on upper side left corner and sponsoring agencies logo on upper side right corner

	
Experiment Title	
Date of Sowing :	:
No. of Treatments :	:
No. of Replications :	:
Plot size :	:
RajmataVijayarajeScindiaKrishiVishwaVidyalaya Name of College	

C. Demonstration/ OFT Field of KVKs:

- Size : 3'X 2' feet
- Background Colour : As assigned in V. V. Branding Guidelines (Annexure – I)
- Font Colour : As assigned in V. V. Branding Guidelines (Annexure-I)
- Logo position : RVSKVV logo on upper side left corner and ICAR logo on upper side right corner

	
OFT/FLD Title	
Season :	
Farmers Name:	
Village :	
RajmataVijayarajeScindiaKrishiVishwaVidyalaya Name of KVK	

D. Treatment Plates:

- Size : 12"X 8" (Sq. Inches)
- Background Colour: As assigned in V. V. Branding Guidelines (Annexure – I)
- Font Colour : As assigned in V. V. Branding Guidelines (Annexure-I)

Treatment

Guidelines for Promoting Brand

‘RVSKVV’



**Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya,
Raja Pancham Singh Marg, Gwalior - 474002 (M. P.), INDIA**