MUZAFFARPUR INSTITUTE OF TECHNOLOGY, MUZAFFARPUR, BIHAR – 842003

(Department of Science & Technology, Govt. Of Bihar)

NOTICE

Ref. No. Start Up / 04   Dated: 03/01/2019

An "Online logo design and Tagline contest" for Startup Cell is being organized by Startup Cell, MIT Muzaffarpur in collaboration with Junoon Club, MIT Muzaffarpur. The contest will be hosted on the official Facebook page of Startup Cell(https://www.facebook.com/startupmitm/) from 3rd January 2019. There will be one winner each from the logo and the tagline categories. The rules and the prizes for the contest are listed on the Facebook page. The contest is scheduled to conclude with the publication of the result on 11th January 2019.

The various activities of the event are:

DAYS	ACTIVITIES
DAY 01-06	The event will be launched on our Facebook page, Participants will send their entries to our official e-mail id (startup@mitmuzaffarpur.org) before 8th January 00:00 IST.
DAY 07-08	All the entries received will be posted on the Facebook page of Startup Cell and Junoon club Facebook group (https://www.facebook.com/groups/1741047006196710) simultaneously on 9th January 2019. Reactions will be counted till 10th January 22:00 IST. • The various kind of reactions will carry differential weightage to the **reaction score**. • The **percentile reaction score** of each entry will be calculated. Within these two days internal polling will be conducted in the Startup Cell for the logo and tagline entries. • The **percentile poll score** of each entry will be calculated.
RESULT	The result calculation will be as per the following formula: Ranking in the logo and the tagline categories will be decided according the **weighted average of the "percentile reaction score" and the "percentile**

	poll score" of each entry. The weightage of percentile reaction score will be 25% and that of percentile poll score will be 75%.
DAY 09	The result of the contest will be published on the official Facebook page on 11th January 2019.

Co-ordinator
Start Up Cell
MIT, Muzaffarpur

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