



FIRE & SECURITY ASSOCIATION OF INDIA

DESIGN COMPETITION FOR FSAI MASCOT

RULES & REGULATIONS

- **General:**

- **Participants should be members of FSAI or their family members (Immediate Relative)**
- The entry should have the following information written on the submission:
 - Name of Person
 - Name of FSAI Member
 - Relation with FSAI Member (must submit ID proof)
 - Postal Address
 - Name of Organization / School / Institute
 - FSAI Membership No.
 - Chapter Name
 - Type of Membership
 - Membership Validity
 - Contact No.
 - Email Address
- Only one entry from one member shall be considered. It can be handmade, or computer generated
- FSAI will provide A4 or A3 size drawing sheet having FSAI logo, if required for physical competition at School or College or any other Institute, which are member of FSAI or having FSAI Student Chapter.
- Participants can use any media such as colored pencils, oil pastels, watercolor etc.
- Duration of physical competition can be decided jointly with School, College, Institute etc. with proper supervision.
- Participants can use their own stationery and put FSAI Logo.
- **The last date of submission is 10th June 2025.**
- Submission can be done in soft copy and must be sent to only on mascot@fsai.in. Submission of soft copy to any other email address shall not be considered. Participants shall have no right to claim any prizes for wrong submission.



- Submission can be done in hard copy in A3 or A4 size paper having FSAI logo printed / pasted to:
Dipen Mehta
National Secretary, FSAI
A-401, Shapath-4, Opposite Karnavati Club
SG Highway, Ahmedabad 380015
- **Entries from FSAI non-members and without FSAI logo shall not be entertained in any case.**
- Two Winners from each chapter will be felicitated during chapter level events.
- The first prize for Chapter level winners will be Rs. 2,500/- and Second Prize will be Rs. 1,500/-
- Three national level winners will be announced and felicitated during national event.
- The first prize for National level winners will be Rs. 15,000/-, Second Prize will be Rs. 10,000/- and Third Prize will be Rs. 7,500/-.
- The first prize winner Mascot may be used as a FSAI Mascot.
- FSAI shall reserve rights on all the designs received and shall utilize wherever and whenever it is required in the same manner or with modifications required based on the usage. Participants have no right to claim any royalty or any other kind of claims once the design is submitted related to the use of design.
- **Selection Criteria:** An ideal mascot should be memorable, recognizable, and visually appealing, while also aligning with the FSAI's personality and target audience. It should be able to connect with the audience on an emotional level and be versatile enough to be used across various marketing channels and applications. Here's a more detailed breakdown of the key features:
 - **Memorable and Recognizable:**
 - **Unique Design:** A mascot should have distinctive features that set it apart from others.
 - **Make in India:** The Indian outfit and face, any safety apparel, tools and/or toolbox, most important thing is the proud look on the face. Supporting caricature (figure) if any. For example, boss, colleague, teammate, subordinate, client & people.
 - **Simple and Clear:** The design should be easy to understand and reproduce, regardless of scale or medium.
 - **Strategic Messaging:** The mascot's design and behavior should align with the FSAI's message and values.



- **Visual Appeal and Connection:**

- **FSAI Personality:** The mascot should reflect the FSAI's personality, whether it's education, awareness, training, events, professionalism etc.
- **Emotional Connection:** The mascot should evoke positive emotions and make a lasting impression on the audience.
- **Facial Expressions and Body Language:** Consider how the mascot's expressions and body language will impact the audience.

- **Versatility and Adaptability:**

- **Different Applications:** The mascot should look good on social media, websites, print materials and potentially even physical events.
- **Cost-Effective Reproduction:** The design should be easy to reproduce across various materials and scales.
- **Flexibility for Performance:** Mascot is intended for live events; it should be able to engage the audience and perform various actions.

- **Alignment with FSAI's Goals:**

- **Purpose:** The mascot should serve a specific purpose, correlate with FSAI activities.
- **Values:** The mascot should embody the core values and mission of FSAI.
- **Target Audience:** The mascot should be designed to resonate with the FSAI's target audience.

- **JURY MEMBERS**

- D. Balachandran, Presidential Member
- Liaqut Ali Khan, Presidential Member
- Pramoud Rao, Presidential Member
- Narendra N.S., Presidential Member
- Rajan Luthra, Presidential Member
- Pankaj Dharkar, Presidential Member
- Suresh Menon, Presidential Member
- Ajit Raghavan, Immediate Past President
- Srinivas Valluri, National President



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- Dipen Mehta, National Secretary
 - Nimit Sheth, National Treasurer
 - Rakhi Deepak, National President Elect
 - Koyeli Dutt, National Board Member
 - Suraj Shankpal, National Board Member