

## **Entries invited for selection of Logo and Motto for Authority**

The Food Safety and Standards Authority is looking for an appropriate symbol and motto which will capture the mandate of the Authority, its vision and its mission. The main objective of the Authority is to ensure safe and wholesome food for human consumption for the people of India. The symbol should, therefore, reflect clean and nutritious food, authentic local cuisine, the importance of safety and hygiene in natural ingredients and the application of science to food, its preparation and consumption. The logo will appear in all communications of the Authority.

The motto should capture in a few words the above theme and the basic objective of the Authority. There are many ancient texts in India which explore the importance of food and health to human lives. The motto should capture the essence of this idea.

The Food Safety & Standards Authority invites suggestions for an appropriate logo and motto for the Authority. It is proposed to carry out an evaluation of all entries by an expert panel and then choose the best one which will be suitably rewarded.

The accepted entries will be the property of the Authority for its use. There is no entry fee. Applicants are requested to send design and/or motto to the following address before 30<sup>th</sup> November, 2008 :-

The Director (Administration)  
Food Safety & Standards Authority of India  
FDA Bhawan, 3<sup>rd</sup> Floor,  
Kotla Road,  
New Delhi-110002

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