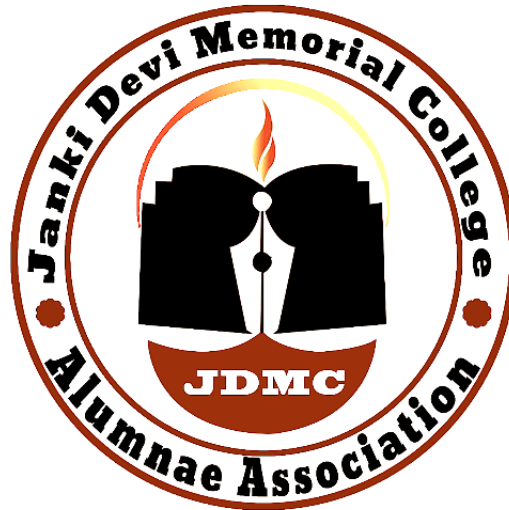


We are happy to announce the result of Logo Competition organised by JDMC, Alumnae Association. The winner of Logo Competition is Ms. Rishika Nayyar, B.Com (Hons.) Batch of 2007-10. Many Congratulations Rishika Nayyar!

### Winning Logo with its description



### The thought behind the Alumnae Association Logo

The alumnae association logo is designed keeping into consideration the elements of college logo- bow, arrow (in the form of candle) and the slogan- knowledge is the supreme light (English Translation). The idea of relating the alumnae association logo with college logo is to bring in the essence of connectedness with alma mater. The arrow – in the form of candle and its flame- indicates knowledge that students acquire when in college. Once shot from the bow (students graduating from the college), the alumnae carry this flame (flame of knowledge they acquired from the college) to light up the world.

Therefore, the book (in black color), pen (in white color) and the flame- together indicates the knowledge and is kept in logo to (statically) picturize the slogan- Knowledge is the supreme light. The arc above the flame is meant to be representing the world that is being lit up with the light of knowledge- color kept same with the color of flame. The acronym “JDMC” is kept in the shape of a bow.

In addition to the this, it may be observed that book and pen are designed in a way that they look so when seen from the front, however, when seen from either side (right or left) them together look like a graduation hat-fitting with the overall idea of alumnae, knowledge, and enlightening the world with the supreme light of knowledge.

**Ideation and Design by-  
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B.Com (Hons.)  
Batch: 2007-2010**