

## LOGO DESIGN COMPETITION FOR NATIONAL URBAN DIGITAL MISSION (NUDM)

### Organising Agency:

1. Established in 1976, the National Institute of Urban Affairs (NIUA) has been the vanguard for contributing to and building the urban narrative for a fast-evolving Urban India. The Institution has been actively working on bringing forth key areas of concern for urban India in order to build the urban discourse at various urban scales.
2. The National Urban Digital Mission by the Ministry of Urban Affairs is anchored by the NIUA at the Centre for Digital Governance. Created with a vision to improve service delivery, build accountability and transform governance, CDG works with stakeholders across the quadruple helix to facilitate collaborations among diverse skill sets and accelerate adoption of digital urban governance. The approach is centred on anchoring support in a manner that is responsive and customized to specific needs of each city or town.
3. NIUA intends to run a logo design competition for the National Urban Digital Mission (NUDM). The logo will be used as a medium of representation on the platform and any outreach (online/printed) material.

### Technical Brief

4. The Ministry of Housing and Urban Affairs launched the NUDM in February 2021.
5. NUDM inherits the philosophy and strategy of the National Urban Innovation Stack (NUIS), a program at NIUA supported by the Ministry of Housing and Urban Affairs (MoHUA). The NUIS approach advocates the creation of a layered digital infrastructure to strengthen the capability of the ecosystem, to identify urban challenges and solve them.
6. NUDM aims to improve the ease of living for citizens by creating a national urban digital ecosystem that delivers accessible, inclusive, efficient and citizen centric governance in India's 4400 towns and cities.
7. Some of the key objectives of the NUDM:
  - a. To create shared digital infrastructure as a public good by way of state-of-the-art digital urban platforms, building blocks, data infra to manage the core digital urban data, and the infrastructure required for its seamless exchange;
  - b. To catalyse an urban national open digital ecosystem ( u-NODE) that leverages NUDM build new platforms, solutions and innovations
  - c. To create open standards and enforce adoption of open standards by all national digital urban stakeholders;
  - d. To establish registries at appropriate level to create single source of truth in respect of urban assets, service delivery, urban data and actors
  - e. To promote development of nationally scalable application systems with a special focus on achieving the Sustainable Development Goals for urban;
  - f. To adopt the best principles of cooperative federalism while working with the States, Union Territories & ULBs for the realization of the vision;
  - g. To provide for enhancing the efficiency and effectiveness of governance at all levels
8. For more information, participants are encouraged to visit: [nudm.mohua.gov.in](http://nudm.mohua.gov.in)

### Terms and Conditions

- The logo should graphically convey the objectives of NUDM, while underlining the themes or concepts of collaboration among cities for urban development and digital infrastructure. The design of the logo should reflect creativity, uniqueness and vibrancy.

- Each entry must be accompanied by a brief description of the concept behind the design of the logo and how it encapsulates the essence of the program.
- The logo should be original and should not violate the intellectual property rights of any third party or any provision of the Indian Copyright Act, 1957.
- Plagiarism is not allowed and any such case will be taken very seriously. Anyone found infringing on the copyrights of any third party will be disqualified.
- The logo should not contain any provocative, inappropriate or objectionable content.
- In case of any disputes, the participant shall be responsible to settle any legal proceedings arising out at his/her end. NIUA will hold no responsibility for any such issues.
- The winning logo will become the intellectual property of the NIUA.
- NIUA will have the (full) right to modify the winning logo/ entry or add/delete any info/design feature in any form to it. The winner shall not exercise any right over his/her Logo and shall not use it in any way.
- Only entries submitted by Indian citizens or team projects will be considered.
- Only one entry from a participant/user id will be considered valid. There is no entry fee to participate in the competition.
- Entries submitted through any form other than MyGov shall not be considered.
- Participants must make sure that the information in their profile is accurate and updated as it will be used for any further communications. This includes name, address, email address, phone number, nationality, photo, etc. Any entry with incomplete or inaccurate information will not be considered.
- The onus to prove if he/she is the authorized representative to send the entry shall be on the participant/applicant. In case the submitted entry is selected, the prize will be awarded to the applicant only. NIUA will not be responsible for any dispute, legal or otherwise, arising out of it.
- The participant will take the undertaking that the work submitted is original and their own work.
- NIUA shall form a committee of experts to choose the winners.

### **Technical Criteria**

- The initial entry shall be submitted in JPEG and PDF format only.
- The Logo should be designed on a digital platform. The winner of the competition will be required to submit the final logo in vector format (EPS/AI).
- The logo may contain words/phrases in English/Hindi.
- Logo should be designed in color. The designed logo shall be provided in both CMYK and RGB formats. The size of the logo may vary from either portrait or landscape.
- The Logo should be usable on the website / social media such as Twitter / Facebook and on printed materials such as black and white press releases, stationary and signage, labels, etc.
- All fonts should be converted to outlines and should not violate copyrights.
- File should be of high resolution – at least 1000 pixels per inch at 100% size.
- File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.
- Entries should not be submitted in compressed or self-extracting formats.

The prize money for the logo design contest has been set as Rs. 15,000/- with only first prize.

Last date of submission: 30<sup>th</sup> March 2021

For any further queries, please contact at:

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