



Name and Logo design contest for National Urban Innovation Hub (NUIH)

Technical Brief

1. National Urban Innovation Hub (NUIH) is an initiative of the Ministry of Housing and Urban Affairs (MoHUA), GoI to aid the development of Smart Cities across India for the urban transformation of India.
2. NUIH is an outcome of deliberations with Smart-Cities stakeholders through series of workshops and meetings. National Institute of Urban Affairs (NIUA) led these discussions with various experts and thought leaders to assess the current and future needs of Smart-Cities stakeholders.
3. Core objective of NUIH is to foster innovation, enable peer to peer learning, facilitate community engagement and collaboration, and to set up innovative procurement mechanism to address the needs of Smart-Cities stakeholders.
4. To support the achievement of aforesaid objectives of NUIH, it is planned to set up a physical and virtual Innovation hub for Smart Cities. Virtual Hub would be delivered in the form a web portal to deliver following components:
 - a. Learn: Learning and knowledge sharing platform for exchange of ideas, solutions & innovations
 - b. Connect: To connect various stakeholders namely smart cities, Industry, academia, researchers, external SMEs, Citizens and communities to facilitate communication and collaboration over various tracks under Smart Cities Mission
 - c. Challenge : To solve local urban challenges through crowdsourcing using a platform
 - d. Smart Governance: To provide open source solutions to Smart Cities which is open to developer community thereby encouraging innovation and standardization across Smart Cities.
 - e. Marketplace: To facilitate engagement between solutions providers/ Industry/ Startups and Smart Cities over various domains. It would allow Solutions providers/ Industry/ Startups to showcase the solutions/prototypes with Smart Cities over web. It would also facilitate the communication among Smart-Cities stakeholders.
5. National Institute of Urban Affairs (NIUA), New Delhi is leading the effort on behalf of Ministry of Housing and Urban Affairs for the design, development and set up of NUIH
6. NIUA intends to run a contest on MyGov platform for Name and Logo design contest for NUIH – virtual component



Terms and conditions

Participants are required to conceptualize a Name and Logo for NUIH – Virtual Component such that:

- Name and Logo to convey the objectives of the NUIH, underline the themes or concepts of Learning, knowledge sharing and collaboration among cities for urban development
- The Name and Logo should not contain any provocative or objectionable Content
- The Name and Logo should be usable on the website / mobile app / social media such as Twitter / Facebook /Instagram and on Magazines, Commercial Hoardings / Standees, Brochures, Leaflets and Pamphlets, Souvenirs and other Publicity and Marketing materials
- The winning Name and Logo will become the intellectual property of the NIUA. The winner shall not exercise any right over it. NIUA will have the 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.
- All entries should be accompanied by a brief written explanation of the Name and Logo and how best it encapsulates its essence.
- Only entries submitted by Indian citizens or team projects will be considered.
- Each participant / team shall submit ONLY one entry. Each Participant can participate in Name and Logo contest or can participate in only one area
- The logo shall be in JPEG or PNG format only.
- The Name & Logo may contain words/phrases in English/Hindi/Sanskrit
- NIUA shall form a committee of experts to choose the winners