



DIGITAL MALAWI PROGRAM PHASE I: DIGITAL FOUNDATIONS PROJECT

CREDIT NUMBER : 60500MW

PROJECT NUMBER : P160533

DIGITAL YOUTH COMPETITION

For

Logo Design, Motto and Digital Skills Name in a Local Language

Background

Information and Communication Technology (ICT) is now globally recognized as an essential tool for promoting competitiveness, job creation, sustainable development, and overall poverty reduction. A combination of widespread access to broadband and a robust ICT services ecosystem can offer a powerful platform for reducing poverty, improving human development and increasing government transparency and efficiency. ICTs have the potential to transform business and government - driving entrepreneurship, innovation and economic growth and breaking down barriers of distance and cost in the delivery of services. It is in recognition of this that the Government of Malawi is implementing a new project in the realm of ICT – the Digital Malawi Project.

The proposed project has been divided into four components, namely; digital ecosystems, digital connectivity (infrastructure), digital platforms and services (e-Government) and project management.

Digital Skills Landscape in Malawi

Malawi's digital landscape is characterized by a significant digital skill gaps as summarized below:

- Low basic digital literacy rates are a key barrier to the greater use of ICTs by citizens and increased uptake of digital technology by the private sector. This is hindering Malawi's participation in the digital economy and constraining the ability of its citizens and businesses to access digital services.
- The lack of more advanced ICT skills -- namely app developers, cybersecurity professionals, and IT professionals -- are a constraint to sector growth and innovation.
- Malawi's tech innovation ecosystem is relatively undeveloped, but offers significant potential for job creation, particularly for youth.

The digital skills gap goes beyond technical skills, however, and includes business, marketing and leadership skills specific to a digital world. Digital Malawi Project intends to empower citizens and small businesses to utilize ICTs to access online services and increase their opportunities, encourage growth of the digital economy, and help launch new digital start-ups and investment by leading tech/IT firms. The Digital Malawi Project will, therefore be holding an e-lancing workshop to train job seekers on how to find jobs online and work from home.

Youth development in digital skills

Under the digital ecosystem component, Digital Malawi Project is empowering the youth through digital skills training, supporting digital innovations, empowering digital entrepreneurs and creating job opportunities for the youth.

Consequently, Digital Malawi Project invites creative, innovative, and artistic citizenry to participate in competing for logo design, motto and local-name creation.

Objectives of the competition

The objectives of the competition are as follows;

1. Logo: Design a logo to represent digital skills activities
2. Name: Choose a name for the digital skills activities in any common local language
3. Motto: Choose a motto for the digital skills programs to symbolize youth empowerment

Competition rules

1. Only original work of the entrants must be submitted.
2. Any submission derived/copied from any pre-existing or third party designs, trademarks or copyright images will be disqualified.
3. By submitting an entry, each participant agrees that all intellectual property rights in the logo and local language name will become a property of The PPPC
4. PPPC reserves the right to modify the winning logo to better fit the needs of the project.

Logo and Name (Catch phrase, tagline) Requirements

1. Symbolize how digital skills will transform the country
2. highly creative
3. Meaningful on their own
1. Interesting
2. Unique
3. Should be derived from any common local language

Eligibility

1. Young and vibrant
2. Malawian citizen to be accompanied by a National ID (Chiphaso Chaunzika) copy

Logo Prizes

For each category, the winners will be awarded as below;

First Prize: MWK500,000.00

Second Prize: MWK250,000.00

Third Prize: MWK150,000.00

Submission

Submissions of entries must be done in one folder and must be properly labeled “**Logo Design, Motto and Digital Skills Name in a Local Language**”

Entries for the logo must be submitted in full colour through the following email addresses; info@pppc.mw or procurement@pppc.mw or bmwangobola@gmail.com in jpg format and the format in which it was originally designed. A printed copy (in colour) shall be submitted at the address specified below.

Entries for the local name must be submitted in pdf format through the same email addresses mentioned above as well in hard copy in a tender box at the specified below address.

Personal details of the participant must be submitted together with the entries e.g. Name (as in the National ID) Date of birth, contact details, location and name of school (if applicable)

Closing date for submission is 28th January 2020.

Attn: The Acting Chief Executive Officer
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