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## UTaNRMP - Upper Tana Natural Resource Management Project

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In an effort to define its image & brand, the upper Tana Natural Resources Management Project (UTaNRMP) project ran a logo design competition that was open to the general public. Participants were provided with background details about the logo and they were expected to conceptualize a logo which best interpreted the mandate of Upper Tana Natural resource Management Project. The competition was advertised in the daily newspapers on 15<sup>th</sup> May 2013 and ran through to Friday 31st May 2013. As an incentive, the winner, the first and second runners up were awarded Kshs. 30,000, KShs. 20,000 and KShs. 10,000 respectively. UTaNRMP congratulates the winner, Adams Kuja, the first runners up, Allan Bernard Nawale Ohono, and the second runners up, Enoch Kipng'etich for their creative designs. UTaNRMP hopes that the competition provided participants with an avenue to creatively advocate for poverty reduction through sustainable natural resource management.

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