

No-O-15018/3/15-Res
Government of India
NITI Aayog
(Research Division)

Dated 3rd June, 2015

Subject: Guidelines for Using NITI Aayog Logo by other organisations for Seminars/Conferences/ Workshops/ Summits/ Symposium/ Exhibitions/ Annual Functions, etc.

NITI Aayog has been engaged in giving grants-in-aids to various not-for-profit organisations for organizing seminars/workshops; conducting research studies and publication of the research work/study under the Research and Study Scheme, 2013 guidelines. However, various organisations are requesting for non-financial support of the NITI Aayog. Some of these organisations also request for using NITI Aayog LOGO for their events, without any financial assistance.

Accordingly, a need has been felt to frame some guidelines to cover such requests and make the entire process transparent and non-discretionary. Keeping in view various factors, the following guidelines for use of NITI Aayog Logo have been decided with the approval of the competent authority. The picture of logo that may be allowed to be used by the organisers is enclosed as **Annex-1**.

1. Use of logo for Seminars/Conferences/ Workshops/ Summits/ Symposium/ Exhibitions/ Annual Functions, etc.

Permission for use of the NITI Aayog logo for the events other than those organized by the NITI Aayog would be considered on merit after getting the view of the concerned Division, keeping in view the following:

- (a) Nature and importance of the event
- (b) Profile/ track record of the organisers
- (c) Profile of participants and delegates.
- (d) Other issues such as venue, exhibition space (if required), conference papers, publicity material, etc.

2. The major terms and conditions for use of NITI Aayog logo may be as under:-

- 2.1 Permission accorded by NITI Aayog for use of the logo would be subject to “the right to view the proposed design and layout of the logo/emblem usage, prior to finalization of the same”.
- 2.2 The usage of national emblem or state emblem of India must comply with the directives as per the State Emblem of India (prohibition of improper use Act, 2005; State Emblem of India (Regulation of use) rules, 2007; State Emblem of India (Regulation of use) Amendment Rules, 2010; and the amendments from time to time.
- 2.3 The organisers should endeavour that the deliberations in the event do not have any adverse criticism of any current or recent policy or action of the Central Government or a State Government; or which can embarrass relations between the Central & State Governments or between Central Government and Government of any foreign State. However, this provision would not apply for expression of constructive views at the event.

- 2.4 The NITI Aayog reserves the right to withdraw the permission for use of the logo by giving 7 days' notice without assigning any reason.
- 2.5 The logo/national emblem with name of NITI Aayog (as per Annex-1) shall be shown/displayed prominently in the documents/banners.
- 2.6 The NITI Aayog also reserves the right of nominating 2-5 persons (depending upon the venue capacity) to participate in the event without any participation fee.
- 2.7 On completion of the said event, the organization will have to submit one copy of the report (hard copy), conference material (if any) and the proceedings including powerpoint presentations of the key speakers (in softcopy on a CD) for that particular event to the Research Division, NITI Aayog, within 30 days of the event.
- 2.8 The NITI Aayog shall not be responsible for any financial and legal commitments/ implications for the Seminars/ Conferences/ Workshop/ Summits/ Symposium/ Exhibitions/ Annual Functions, etc.
3. Procedure for grant of permission for use of logo under **non-financial** support category.
- 3.1 All requests for use of the NITI Aayog logo/emblem in Seminars/ Conferences/ Workshop/ Summits/ Symposium/ Exhibitions/ Annual Functions must be received in the NITI Aayog (Research Division) at least 30 days in advance along with complete details as enumerated in **Annex-2** for consideration. The applications can be submitted directly to Research Division or to Adviser of Subject Matter Division (SMD) concerned, who would forward the proposal to the Research Division.
- 3.2 All the proposals, for using the NITI Aayog logo/emblem, shall be processed initially by the Research Division with the approval of the Senior Adviser/ Adviser (Research) in accordance with these guidelines and in consultation with the Adviser-in-charge of the concerned SMD under whose jurisdiction, the theme of the event falls. The permission for using the logo would be recommended for approval of the Competent Authority by a Logo Evaluation Committee (LEC) as follows:
- | | | |
|--------------------------------|---|----------------------------|
| (a) Principal Adviser | - | Chairman |
| (b) Sr. Adviser/ Adviser (SMD) | - | Member |
| (c) Adviser Research | - | Member-Secretary/ Convener |
- 3.3 The Committee, constituted as per clause 3.2, shall be within its rights to seek any additional detail in respect of requests for use of logo for Seminars/ Conferences/ Workshop/ Summits/ Symposium/ Exhibitions/ Annual Functions before taking any decision.
- 3.4 Recommendations of the Committee may be placed before the CEO, NITI Aayog, who would be the competent authority for grant of such permission.
- 3.5 The Research Division shall thereafter issue a detailed order specifying the terms and conditions for acceptance by the organization for using the NITI Aayog logo/emblem.
- 3.6 Adviser-in-charge of the concerned SMD shall be the Nodal officer of monitoring any issues related to the use of logo.

LOGO OF NITI Aayog for use in Outside Events



सत्यमेव जयते

नीति आयोग

National Institution for Transforming India

Application Proforma for use of NITI Aayog Logo

(i) Name and address of the event organizer with Telephone No., Mob No., Fax no. & E-mail
(ii) Name, Date and Venue of the Seminars/Conferences/ Workshops/ Summits/ Symposium/ Exhibitions/ Annual Functions, etc.
(iii) Theme of the Seminars/Conferences/ Workshop/ Summits/ Symposium/ exhibition/ Annual Function (please attach a brief write up on the theme, key speakers & profile thereof, tentative programme schedule, conference papers, publicity material, etc.)
(iv) If the Association is registered trust or Society : Indicate registration No : Place of registration : Date of registration : (Please attached a copy of Registration Certificate)
(v) Whether the Nodal Ministry/Govt. of India have given their approval
(vi) (a) Source of funds for the event (self-financed and /or sponsored by any agency/ organisation)- indicate the name & address of the sponsors, if any: (b) Please indicate the approximate budge/ cost : (Please attach a copy of approximate income and expenditure details of this events) [providing information at (vi) (b) is desirable but not mandatory]
(vii) Main target Group for Event:
(viii) Nature of Event (National/International):
(ix) No. of visitors/exhibitors/invitees for the event (a) National (b) International
(x) Kind of support, if any, from any other Ministry/Department (Centre, State or Local Bodies): (A brief write-up also including whether support is financial/technical/ any other)
(x) Brief details of similar activities of the organizer during the past few years along with cost estimates of each event and whether any support was received from any Government Department
(xi) <u>DECLARATION</u> I hereby declare that the above particulars furnished by me are true and correct. Place: Date: <p style="text-align: right;">Signature Name of the Chief Functionary or Authorized Office bearer</p>