



**INDIAN COUNCIL OF AGRICULTURAL RESEARCH
KRISHI BHAWAN, NEW DELHI-110 001**

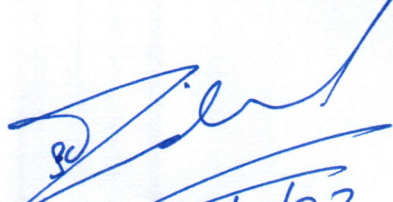
F.No. 21-67/2021-CDN

Dated 28th Nov., 2022

ENDORSEMENT

Sub: - Logo & Theme for India's Presidency of the G20 (1st December, 2022 to 30th November, 2023) -regarding.

D.O. letter No. 1/48/8/2022-Cab. dated 8th November, 2022 issued by Cabinet Secretary Government of India regarding the aforesaid mentioned subject ~~are~~ being uploaded on the ICAR website www.icar.gov.in and e-office for information and compliance.


(Sumit Kumar Jindal)
Deputy Secretary (GAC)

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राजीव गाँवा
Rajiv Gauba



सत्यमेव जयते

मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. 1/48/8/2022-Cab.



8th November, 2022
सचिव (डायर) एवं मंत्री (डी.आर.ए.)
Office of Secy. (DARE) & DG (ICAR)
Office Dy. No. 1366743
Date 9/11/2022

Dear Secretary

As you are aware, Prime Minister has unveiled the G20 logo and the theme for India's Presidency of the G20 [1st December 2022 to 30 November 2023] today. Copy of the logo and theme are enclosed as **Annexure**.

2. This logo and theme will be the cornerstones around which the entire branding and publicity campaign for India's G20 Presidency period would be built. These will be used both to familiarise audiences about the relevance of the G20 as well as to disseminate messaging and outcomes from the G20 as widely as possible.

3. For achieving these objectives, both domestically and internationally, mainstreaming and extensive use of both the logo and the theme needs to be undertaken by all Ministries/Departments and their autonomous organisations/ PSUs, with a whole-of-Government approach. This may be done in the following manner:

- In all publications like annual reports, study papers, budget documents, periodicals and magazines.
- On websites of Ministries/Departments and their autonomous organisations and PSUs.
- On stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
- For co-branding at national/international events that the Ministry/ Department may be participating in.
- Social media handles, digital media.
- Any events, seminars and workshops being organized by Stakeholders during the Presidency year.
- Office buildings through outdoor publicity (hoardings, digital screens etc.).
- In Government signages and publicity/promotional material related to their schemes and programmes, whether digital, print, outdoor or audio-visual
- Use of the logo and theme may also be promoted amongst private partners of various Ministries/Departments for e.g., by airlines, hotel chains, transport agents, websites of these companies etc.

- Airlines may specifically be requested to explore the feasibility of G20 branding both inside aircrafts (seat covers, boarding passes/tickets, luggage tags etc.) and externally (display of the logo on the aircraft's body).
 - Similarly, the G20 logo may also be used by the existing widespread railway network at train stations, on railways tickets, for external branding of train coaches etc.
 - Government owned petrol pumps that are spread out across the country, may also prominently display the G20 logo and theme.
 - The G20 logo and theme may also be used at any art/craft/ cultural festivals and events being organized by Government stakeholders or where the Government is a co-sponsor.
 - On the above lines, through Ministry of Finance, Government owned Banks, may also be requested to use G20 logo for branding at their office premises, on their websites, social media pages, at events etc.
4. The above are only indicative suggestions and the Ministries/Departments may explore all opportunities for publicizing the G20 logo and theme during India's Presidency.
5. I would, therefore, request you to advise all concerned for widespread use and mainstreaming of the G20 logo and theme during India's Presidency period.

With regards

Yours sincerely,

Rajiv Gauba
8/11/22
(Rajiv Gauba)

Encl.: As above

Dr. Himanshu Pathak
Secretary,
Deptt. of Agricultural Research and Education, New Delhi



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