



कार्यालय रक्षा लेखा प्रधान नियंत्रक (मध्य कमान), करियप्पा मार्ग, लखनऊ
छावनी -226002

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परिपत्र

सं.: सं. एवं प./2919/विविध/2022-23

दिनांक 10.03.2023

सेवा में,

प्रभारी अधिकारी

- i. मुख्य कार्यालय के समस्त अनुभाग
- ii. समस्त उप-कार्यालय

Officer-in-Charge,

- i. All Sections of Main Office
- ii All Sub-offices

विषय: जी 20 लोगो: थीम एलिमेंट्स एवं गाइडलाइन्स

Sub: G20 Logo: Theme Elements and Guidelines

मुख्यालय कार्यालय के पत्रांक AN/III/3012/Circular/Vol.X दिनांक 10.03.2023 का अवलोकन करें जिसके द्वारा उपरोक्त विषय पर गाइडलाइन प्राप्त हुई है एवं साथ में विदेश मंत्रालय, नई दिल्ली का अर्ध-शासकीय पत्र सं G20(B)/302/1/2022 दिनांक 06.02.2023 संलग्न है जिसके पैरा 3 में G20 Logo एवं Theme को सभी Ministries and States में प्रमुखता से प्रसार पर जोर दिया गया है।

अतः सक्षम अधिकारी द्वारा यह निर्देश दिया जाता है की विदेश मंत्रालय, नई दिल्ली के अर्ध-शासकीय पत्र में दिये गए निर्देश/सलाह का अनुपालन सुनिश्चित कर आवश्यक कारवाई करें।

कृपया पावती भेजें।

Please go through the contents of HQrs letter No. AN/III/3012/Circular/Vol.X dated 10.03.2023 vide which guidelines are received on the above subject and DO letter No. G20(B)/302/1/2022 dated 06.02.2023 from External Affairs Ministry, New Delhi is also enclosed, the para 3 of which emphasizes the use of India's G20 Logo and Theme prominently in all publicity creatives.

Therefore, it is directed by the competent authority to follow the instruction/direction by the Ministry of External Affairs, New Delhi in its DO letter and take necessary action.

Please acknowledge receipt.

- हस्ता-

वरिष्ठ लेखा अधिकारी (सं० एवं प०)

प्रतिलिपि:

✓ प्रभारी अधिकारी

स्वचलन कक्ष, स्थानीय : कार्यालय की वेबसाइट पर अपलोड करने हेतु।

वरिष्ठ लेखा अधिकारी (सं० एवं प०)



विदेशमंत्रालय, नई दिल्ली
MINISTRY OF EXTERNAL AFFAIRS
NEW DELHI

Muktesh K. Pardeshi
OSD (G20-Operations)
(Secretary Rank)

No. G20 (B)/302/1/2022

February 06, 2023

Dear Sir/Madam,

Kind reference is invited to email dated 17 November 2022 on 'India's G20 Logo-Theme Elements and Guidelines'.

2. It may kindly be noted that India's G20 branding is centred around the Logo and Theme that were unveiled by the Hon'ble Prime Minister on 8 November 2022. The use of the Logo in various contexts and applications is defined by a set of comprehensive guidelines that were shared vide email dated 17 November 2022. The need for amplifying and mainstreaming the use of Logo was also reflected in Cabinet Secretary's DO Letter No. 1/48/8/2022-Cab dated 8 November, 2022. However, deviations from these guidelines have been observed during recent G20 meetings, such as non-use of Logo, use of incomplete Logo, e.g., without 'भारत 2023 India', incorrect use of Logo colours, incorrect placement of map within the Logo, etc.

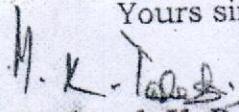
3. In this regard, Ministries and States are requested to use India's G20 Logo and Theme prominently in all publicity creatives related to G20 meetings as per stated guidelines. Further, Union Ministries/Departments and State/UT governments are encouraged to incorporate the theme, 'वसुधैवकुटुम्बकम्' (VasudhaivaKutumbakam in the original language text ONLY) 'One Earth · One Family · One Future', along with the Logo. The latest Logo Guidelines are therefore, being reiterated herein for reference (attached as **Annexure A**).

4. Besides the above, some States/Ministries have also been putting up flags of various G20 member and invitee countries in and around meeting venues. In a few cases, incorrect display of flags, upside down flags etc., have been noticed. As this is a sensitive issue, correctness of any flags being used may be closely checked before displaying the same for city/venue branding.

5. It is requested that these observations and suggestions may be adhered to for the upcoming meetings.

With regards,

Yours sincerely,



(Muktesh K. Pardeshi)

To,

1. All Secretaries, Government of India
2. All State Chief Secretaries/UT Administrators
3. All HOMs/HOPs in Missions abroad