

No. 10/17/2008-IC
Government of India
Ministry of Micro, Small and Medium Enterprises
IC Section

Udyog Bhavan, New Delhi - 110 107

Dated the 3.11.2008

OFFICE MEMORANDUM

Subject: Use of Ministry's logo and mention of Ministry's support for events organised by Industry Associations and Non-Governmental Organisations without any financial assistance from the Ministry of MSME.

Ministry of MSME has been, from time to time, receiving requests from Industry Associations and other Non-Governmental Organisations (NGOs) for permitting use of Ministry's logo or for allowing mention of Ministry's support for the events being organised by them for MSME sector in India and abroad, without any financial support from the Ministry.

Although the Ministry is always supportive of the events that are organised for the development and promotion of the MSME sector and provide a platform for showcasing the strengths of this sector, including the range of products and services, certain amount of caution has to be exercised in permitting the use of Ministry's logo or mention of Ministry's support for such events, as this may sometimes create misgivings in the minds of common public or result in misuse of Ministry's logo/name.

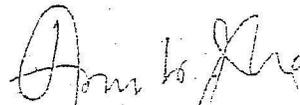
2. The permission for use of Ministry's logo and/or mention of Ministry's support for an event shall only be granted by the Ministry with the approval of Secretary (MSME). Such permission may be granted by the Ministry suo motto or on the recommendation of any of its organisations.

3. The following guidelines may be kept in mind while recommending an event for granting permission for use of Ministry's logo and/or mention of Ministry's support for the event, without financial support.

- (i) Permission for use of Ministry's logo and/or mention of Ministry's support for an event shall be granted for domestic events only.
- (ii) Before recommending an event for granting permission of Ministry's logo/support, the antecedents of the organising agency should be ascertained by the recommending body. The organisation should be suitably registered and involved in promotion of MSME sector, possess the capacity to undertake the event and have a good track record.

4. The permission for use of Ministry's logo and/or mention of Ministry's support for the event shall be granted, subject to the following conditions:

- (i) The applicant organisation shall strictly abide by and shall be wholly responsible for ensuring compliance of the provisions contained in "The Emblems and Names (Prevention of Improper Use) Act 1950".
- (ii) Proper respect and prominence shall be ensured to the logo of the Ministry and the National Symbol.
- (iii) Ministry's logo and/or mention of its support would only be used for promotional and non-commercial purposes. In no case, it should be misused for collection of donations/contributions etc.
- (iv) The Ministry and/or any of its organisations viz., Office of DC (MSME), KVIC, Coir Board, NSIC, NIESBUD, NIMSME and IIE should be associated with the organisation of the event.
- (v) The event should prominently display the name of the Ministry as well as of its participating organisations.
- (vi) In case of Seminars and Conferences etc., a proper place on the dais should be offered to the officers of the Ministry and its organisations and they should be included as speakers and panelists.
- (vii) Care must be taken by the organisers to ensure that the platform of the event is not misused for any anti-national acts and/or for making irresponsible statements.
- (viii) In case of Exhibitions or display of products, etc., the organiser should provide at least 1 stall/booth (measuring about 100 Sq. ft.) to the Ministry or its participating organisation(s) free of cost. This space may be utilized for dissemination of the information about the various schemes / programmes of the Ministry and its organisations and should be manned by the staff of the participating organisation(s) of the Ministry.
- (ix) A Feedback Report on the deliberations and decisions taken during the event would be submitted to the Ministry, at the end of the event, by the organisers.



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To,

All offices and organisations of Ministry of MSME