

File No.9-ITPO (5)/EI/2022  
**India Trade Promotion Organisation**  
(Administration Division, EI Section)

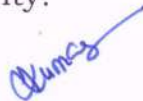
18.11.2022

**Circular No. Admin. / 73/2022**

**Sub:** Publicizing G20 logo and theme during India's Presidency-regarding.

All concerned are advised to take note and comply with the instructions issued vide Cabinet Secretary's D.O. letter dated 0811.2022 regarding above mentioned subject (enclosed) regarding above mentioned subject.

This issues with the approval of the Competent Authority.

  
((Col. Pushpam Kumar, SM)  
Officer on Special Duty (Admin)

To:

All HoDs

Copy to:

1. All Divisions/Sections/Units
2. Regional Offices (Kolkata, Mumbai, Chennai)
3. IT Services Division: to upload on ITPO website
4. Notice Board
5. Circular Register

For information:

1. PS to CMD
2. PS to ED

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CMDITPO ITPO

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**[Cmd-cpses] Publicizing G20 logo and theme during India's Presidency - regarding**

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**From :** Mr Kailash Bhandari <kailash.bhandari@nic.in> Mon, Nov 14, 2022 11:27 AM  
**Subject :** [Cmd-cpses] Publicizing G20 logo and theme during India's Presidency - regarding 1 attachment  
**To :** cmd-cpses <cmd-cpses@lsmgr.nic.in>

PFA letter.

Regards

Kailash Bhandari  
Deputy Director  
Department of Public Enterprises  
Tel : 011-24366247  
Mobile : 9891239889



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Cmd-cpses mailing list -- [cmd-cpses@lsmgr.nic.in](mailto:cmd-cpses@lsmgr.nic.in)  
To unsubscribe send an email to [cmd-cpses-leave@lsmgr.nic.in](mailto:cmd-cpses-leave@lsmgr.nic.in)

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— **Letter dated 14.11.2022.pdf**  
1 MB

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F. No. PP-II-7/6/2022-DPE  
Government of India  
Ministry of Finance  
Department of Public Enterprises

Block No. 14, CGO Complex,  
Lodi Road, New Delhi-110003  
Dated the 11<sup>th</sup> November, 2022

To,

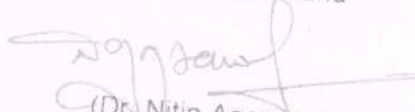
Chief Executives of all CPSEs

Subject- Publicizing G20 logo and theme during India's Presidency -  
regarding

Sir/Madam,

The undersigned is directed to circulate a copy of Cabinet Secretary D.O. letter dated 8<sup>th</sup> November, 2022 on the subject mentioned above for information and further necessary action.

Encl : As stated

  
(Dr. Nitin Aggrawal)  
Joint Director  
Tel : 2436-0258

राजीव गाँवा  
Rajiv Gauba



सत्यमेव जयते

Dy. No. 1247 /CMD/20 22

15.11.20 22

मंत्रिमंडल सचिव

भारत सरकार

CABINET SECRETARY  
GOVERNMENT OF INDIA

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



आजादी का  
अमृत महोत्सव

8th November, 2022

Dear Secretary

As you are aware, Prime Minister has unveiled the G20 logo and the theme for India's Presidency of the G20 [1<sup>st</sup> 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.

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.

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- 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

To,

Secretaries to the Government of India



भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE