

From

The Chief Secretary,
Government of Haryana

To

- (i) All the Administrative Secretaries to Government, Haryana,
 - (ii) All Head of the Departments;
 - (iii) The Divisional Commissioners of Ambala, Hisar, Karnal, Faridabad, Rohtak and Gurugram Divisions;
 - (iv) All the MDs/ Boards/Corporations, Haryana;
 - (v) All the Deputy Commissioners of the State.
- Memo No. 02/01/2022-1Pro-II
Dated, Chandigarh the 08.12.2022

Subject: Regarding publicity of logo and theme of G20 during India's Presidency period.

Sir/Madam,

I am directed to refer to the subject noted above and to enclose a copy of D.O. No.1/48/8/2022-Cab. Dated 8th November, 2022 received from Sh. Rajiv Gauba, Cabinet Secretary, Government of India with the request for mainstreaming and extensive use of both the logo and the theme unveiled by the Hon'ble Prime Minister of India during India's Presidency period.

Since, the occasion is of utmost importance for the nation, therefore, suitable directions may be issued to all the Government offices/Institutions/Autonomous bodies/Schools/colleges/PSUs etc under your control for ensuring all opportunities for publicizing the G20 logo and theme during India's Presidency period and further to familiarize audiences about the relevance of the G20 as well as to disseminate messaging and outcomes from the G20. This may be done in the following manner:

1. In all publications like annual reports, study papers, budget documents, periodicals and magazines.
2. On websites of State Government and their autonomous organizations and PSUs.
3. On stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
4. For co-branding at national/international events that the State Governments may be participating in.
5. Social media handles, digital media.
6. Any events, seminars and workshops being organized by stakeholders during the Presidency year.
7. Office building through outdoor publicity (hoardings, digital screens etc).
8. In Government signages and publicity/promotional material related to their schemes and programmes, whether digital, print, outdoor or audio-visual
9. Use of the logo and theme may also be promoted amongst private partners of State government for e.g. by hotel chains, transport agents, websites of these companies etc.
10. Government owned petrol pumps that are spread out across the country, may also prominently display the G20 logo and theme.
11. 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.

The above are only indicative suggestions and all opportunities may be explored for publicizing the G20 logo and theme during India's Presidency period.

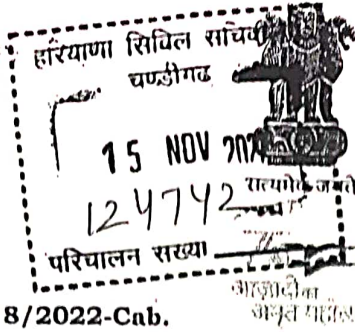
Endst. No. 02/01/2022-1Pro-II

Under Secretary Protocol-II
for Chief Secretary to Government, Haryana
Dated Chandigarh the 08.12.2022

A copy is forwarded to Cabinet Secretary, Government of India, New Delhi w.r.t. his D.O. No.1/48/8/2022-Cab. Dated 8th November, 2022 for information.

Under Secretary Protocol-II
for Chief Secretary to Government, Haryana

राजीव गौबा
Rajiv Gauba



SSHRD

Diary No. (FR)

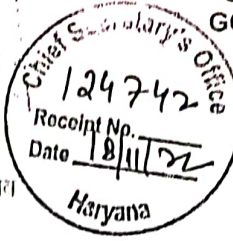
Date

127500

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मंत्रिमंडल सचिव
भारत सरकार

CABINET SECRETARY
GOVERNMENT OF INDIA



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

8th November, 2022

Dear Chief 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 State Governments 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 State Government 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 State Government 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 State Government for e.g., by hotel chains, transport agents, websites of these companies etc.

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Cabinet Secretariat, Rashtrapati Bhavan, New Delhi-110004
Tel: 011-23016696, 23011241 Fax: 011-23018638 E-mail: cabinetsy@nic.in

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- 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.

4. The above are only indicative suggestions and the State Governments 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,



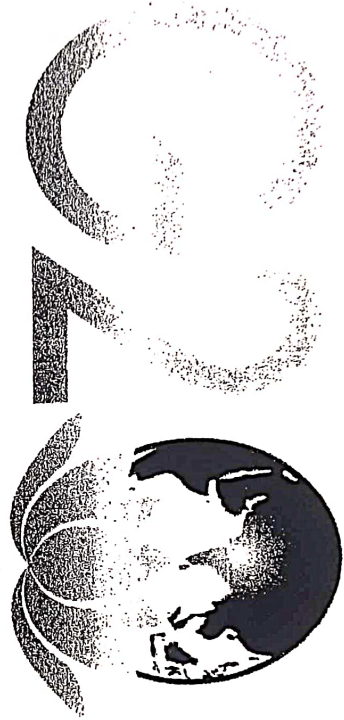
(Rajiv Gauba)

Encl.: As above

Chief Secretary,
Govt. of Haryana,
Secretariat,
Chandigarh-160 001

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भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE