



श्री माता वैष्णो देवी विश्वविद्यालय

Shri Mata Vaishno Devi University, Katra

SMVD University, Katra – 182 320 (J&K)

Email: registrar@smvdu.ac.in

No. SMVDU/Adm/Estt.-FA/23/ 2874-76

Dated: 09 January, 2023

CIRCULAR

Sub: "Regarding implementation of G20 Logo and the theme for India's Presidency of the G20 at SMVD University".

It compliance to the Letter No. HED-Gen/272/2022-04(7068568) Dated: 27.12.2022 from Higher Education Department, Civil Secretariat, Government of Jammu and Kashmir and Letter no. D.O.No. 1/48/8/2022-Cab dated: 8th November 2022 from Cabinet Secretariat, Government of India wherein, it has been directed to implement G20 Logo and the theme for India's Presidency of the G20.

In this regards, all are hereby directed for widespread use and mainstreaming of the G20 Logo and theme during India's Presidency period as per the enclosures, in letter and spirit.

This issues with the approval of Hon'ble Vice Chancellor.


09/01/23
Registrar
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Encls:

- Letter No. HED-Gen/272/2022-04(7068568) Dated: 27.12.2022.
- Letter no. D.O.No. 1/48/8/2022-Cab dated: 8th November 2022.

Copy to:

- PS to VC, for the information of Hon'ble Vice-Chancellor.
- All Deans/HoDs, for information and for circulation among their concerned Faculty members.
- I/c Website for uploading on the University Website.
- Office Order/ Circular file.



Government of Jammu and Kashmir
Higher Education Department
Civil Secretariat, J&K

Director Colleges,
J&K.

Registrar,
JU, KU, CLUJ, CLUK, CUJ, CUK, SMVU Katra
BGSBU Rajwala and IUST Anantnagar

No:- HED-Gen/272/2022-04(7068568)

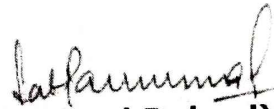
Dated:- 27-12-2022

Subject: G20 logo and the theme for India's Presidency of the G20.

Sir/Madam,

I am directed to forward herewith a copy of D.O. No.1/48/8/2022-Cab. dated 08.11.2022 alongwith its enclosures received from Cabinet Secretariat, Government of India regarding the subject cited above with the request to adhere to the directions in the letter and spirit.

Yours faithfully,


(Sat Paul Rajwal) 26/12/22

Under Secretary to the Government,
Higher Education Department

Encls: (03) l/s

राजीव गांधी
Rajiv Gauba



सत्यमेव जयते

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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- 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

To,

Chief Secretaries of all State Governments