

केन्द्रीय विद्यालय संगठन  
शिक्षा मंत्रालय भारत सरकार के अधीन स्वायत्त संस्थान  
18 संस्थागत क्षेत्र, शहीद जीत सिंह मार्ग, नई दिल्ली  
KENDRIYA VIDYALAYA SANGATHAN  
An Autonomous Body Under Ministry of Education, Govt. of India  
मुख्यालय, नई दिल्ली / Head Quarters, New Delhi  
18, Institutional Area, S.J. Marg, New Delhi-110016.  
Tel.: 26858570 Fax 26514179  
Website: [www.kvsangathan.nic.in](http://www.kvsangathan.nic.in)  
Dated 14.11.2022

F. No. 6-1/KVS (HQ) EDP/2022/MoE /1595-1027

Email

उपायुक्त,  
केन्द्रीय विद्यालय संगठन,  
सभी क्षेत्रीय कार्यालय/ZIETs

Sub.-Publicizing the G-20 Logo and theme for India's Presidency of the G20-reg

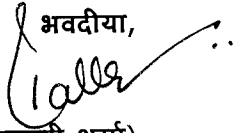
महोदया/ महोदय,

A copy of letter no. No.8-1/2022-EE.1(Pt.2) dated 10<sup>th</sup> November, 2022 is enclosed reg. G-20 Logo and theme for India's Presidency of the G20. It has been directed vide this letter to publicize the G20 logo and theme on all websites of KVS including KVS Hq, ROs, ZIETs and KVs and social media handles during India's Presidency from today onwards.

The 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 familiarize 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 following may be done. The logo of the G-20 and theme for India's Presidency of the G20 is to be displayed :

1. In all publications like newsletter and magazines.
2. On websites of KVS including KVS Hq, ROs, ZIETs and foreign KVs.
3. On stationery like file cover, folders etc.
4. Social media handles, digital media
6. Any events, seminars and workshops being organized during the Presidency year.
7. Office buildings through outdoor publicity (hoardings, digital screens etc.)

It is requested to disseminate the above information with directions in all Kendriya Vidyalayas under your jurisdiction for necessary action. Logo, link and procedure of uploading this link on the website of KVs/ROs/ZIETs is attached herewith.

भवदीया,  
  
( पल्लवी शर्मा )  
उपायुक्त (प्रशिक्षण/ईडीपी)

Encl: As above.

Copy to:-

- 1) Sh. Rajesh Samplay, Under Secretary (EE.1) DOSEL, MoE.
- 2) All Divisional heads of KVS (Hq) New Delhi.
- 3) The Principal, KV Moscow/ Kathmandu/ Tehran.

**No.8-1/2022-EE.1(Pt.2)**  
**Government of India**  
**Ministry of Education**  
**Department of School Education and Literacy**

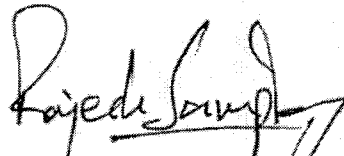
New Delhi, the 10<sup>th</sup> November, 2022

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

Please find enclosed a copy of D.O. No. 1/48/8/2022-Cab. dated 8<sup>th</sup> November, 2022 received from Cabinet Secretariat on the subject mentioned above.

2. It is requested that all Bureaus and Autonomous Organizations may undertake the task of mainstreaming and extensive use of both the logo and the theme in accordance with the suggestions mentioned in the D.O. Bureaus and Autonomous Organizations may also explore all opportunities for publicizing the G20 logo and theme during India's Presidency.

3. All the websites and social media handles may make use of the G20 logo and theme during India's Presidency from today onwards.

  
(Rajesh Samplay)  
Under Secretary (EE.1)

AS(Instt)  
AS(SS-I)  
JS(SS-II)  
JS(AE & Coord)  
JS(EE.I)  
EA(SE&L)  
DDG(Stat.)  
Heads of Autonomous Organizations

Copy To:

Dir(VBG)  
Dir(MCW)  
Dir(VKV)  
DS(DS)  
DS(VNS)  
US(SKS)

राजीव गौबा  
Rajiv Gauba

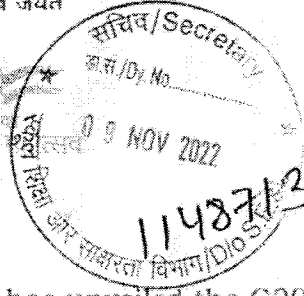


सत्यमेव जयते

मंत्रिमंडल सचिव  
भारत सरकार  
CABINET SECRETARY  
GOVERNMENT OF INDIA

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

आजादी  
लक्ष्य  
सर्वोपर्य



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.

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 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.

Please direct  
all concerned  
do readful  
All websites/social  
media handles  
may post  
this from  
today (Ministry)  
as well as  
ATs

JS/Corad  
9/11

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

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as

9.11.2022

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Rajesh  
10/11/2022  
Sole  
S. N. Mishra

- 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*

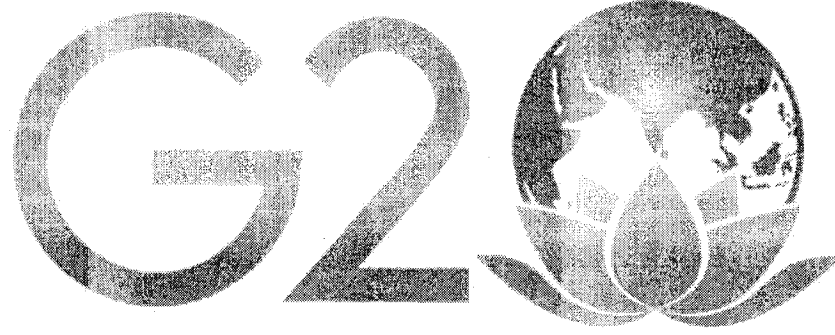
Yours sincerely,

*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