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Government of India
Ministry of Statistics & Programme Implementation
National Statistical Office
(CAP Division)

Sardar Patel Bhawan,
Sansad Marg, New Delhi.
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Circular

Subject: Guidelines for the use of "NSO" logo – regarding

The National Statistical Office (NSO) of Ministry of Statistics & Programme Implementation (MoSPI), Government of India has unveiled its Logo. The guidelines for using the logo are enclosed herewith for information and compliance.


(Cyrilac George)
Joint Director

To

All officers of MoSPI

Guidelines for the use of “NSO” logo

1. The National Statistical Office (NSO) under Ministry of Statistics & Programme Implementation (MoSPI), Government of India has unveiled its Logo. The color wheel in the Logo made from 17 differently-coloured arcs promotes awareness about the 17 Sustainable Development Goals. This Logo and other related proprietary materials are valuable assets of MoSPI. By using “NSO” Logo, in whole or in part, the user is acknowledging that NSO under MoSPI is the sole owner of the trademark and promising that user will not interfere with NSO’s rights and will not harm, misuse, or bring into disrepute the NSO Logo. These guidelines are being issued to facilitate the use of the “NSO” Logo by various Government/ Semi- Government/ Private Authorities.

2. All Divisions/ Wings of NSO shall henceforth use the NSO Logo in all their official communications/ documents including, but not limited to, letters, OMs, reports, press releases, etc. The Logo may also be used in the Identity Cards issued by the field offices of NSO. **The Logo should be appropriately placed while ensuring that the State Emblem of India shall be prominently placed at the top center of such documents in accordance with the M/o Home Affairs Notification(s) on use of State Emblem.**

3. **Use of NSO Logo by other departments will be allowed without any permission for the following categories**

- i. All other establishments, offices and officers under the administrative control of MoSPI, Government of India.
- ii. All Central Government Ministries/ Departments and State Governments/ UT Administrations, for use in programmes directly organized by them.
- iii. The Use of NSO Logo by Indian Embassies/ Missions abroad will be permissible for events, brochures, publicity material and advertisements that promote the NSO initiatives and are sponsored/ supported by the Embassies/ Missions.
- iv. The Logo shall be used in colored format as far as possible.

4. **For the following events, use of the NSO logo may be allowed with prior approval of the NSO, MoSPI, Government of India**

- i. All Central Government Ministries/ Departments/ PSUs State Governments/ UT Administrations for programmes conducted in association with industry bodies like CII/ FICCI/ ASSOCHAM/ PHDCCI, etc.
- ii. All events for which financial support is extended by MoSPI, Government of India.
- iii. For a specified period, for events organized by private bodies that promote the

NSO initiatives.

5. Use of logo for Events, Publications, Websites / Portals

- i. Permission for use of the “NSO” logo for categories covered by paras 4 & 5 would be considered on merit of the case, with particular emphasis on the following:
 - (a) nature and importance of the event
 - (b) profile / track record of the organizers
 - (c) profile of participants and delegates
 - (d) other deliverables offered by way of exhibition space at the venue, distribution of NSO’s publicity material in the delegate kits, etc.
- ii. Requests for use of the “NSO” logo on publications, websites / portals would be considered only if the publications, websites / portals are related to the areas of relevance to NSO. Such requests would be considered on merit of each case.
- iii. Requests for use of the “NSO” logo by individuals would be considered if such requests promote the cause of NSO. Such requests would be considered on merit of each case.

6. Use of logo for programmes on Electronic Media

- i. Requests received for use of the NSO logo for programmes on electronic media, such as debates, discussions or any other would be considered on merit of each case, keeping in view the following:
 - (a) nature of the programme
 - (b) profile / track record of the producers of the programme
 - (c) target audience
 - (d) contents of the programme and inclusion of matters relating to importance of data
 - (e) extent to which the programme would help in increasing awareness about the policies/ schemes of “NSO” .

7. Procedure for grant of permission for use of NSO logo

- i. All requests for use of logo would be considered on the basis of these guidelines on merit and approved by Additional Director General (CAP), NSO, MoSPI.
- ii. NSO, MoSPI will be within its right to seek any additional details in respect of requests for use of logo for Events, Publications, Websites / Portals, electronic programmes, etc., before taking any decision on the request.

- iii. All requests for use of the logo for programmes on electronic media must be received in MoSPI at least 30 days in advance along with complete details as enumerated in para 6 (i) of these guidelines.
8. Use of the NSO logo for any other purpose would be considered on merit of each case, keeping in view the visibility, impact and the extent about data or its related aspects and approval of ADG, (CAP), NSO, MoSPI shall be obtained.
9. Permission accorded by NSO, MoSPI, Govt. of India, for use of the NSO Logo would be subject to:
 - i. The right of MoSPI to withdraw permission for use of the logo by giving sufficient notice.
 - ii. The right of MoSPI to view the proposed design and layout of logo usage, prior to finalization of the same.
10. The applicants should submit their applications for use of NSO logo in the format annexed.

Format for applying for permission to use the National Statistical Office (NSO) Logo

S.No.	Item	Details
1	Name of the Event for which permission is being sought for use of NSO Logo.	
2	Date of Event	
3	Details of Participating entities	
4	Purpose for which logo would be used	
5	Relevance of NSO in the proposed event	

Name of the Applicant:

Signature:

Date:

Telephone No.:

Mobile No.:

E-mail:

Address: