

राजस्थान सरकार
सामान्य प्रशासन (ग्रुप-2) विभाग

10451/PS/2022
5/12/22

विषय:- G20 logo एवं Theme के प्रचार-प्रसार के संबंध में।

उपरोक्त विषयान्तर्गत निर्देशानुसार लेख है कि माननीय प्रधानमंत्री महोदय द्वारा G20 logo एवं 1 दिसम्बर, 2022 से 30 नवम्बर, 2023 तक G20 की भारत की अध्यक्षता में जारी Theme का अनावरण किया गया है।

उक्त संबंध में मंत्रिमंडल सचिव, भारत सरकार, नई दिल्ली से प्राप्त अर्द्ध शासकीय पत्र क्रमांक 1/48/8/2022-Cab. दिनांक 08.11.2022 (छाया प्रति संलग्न) में वर्णित पैरा संख्या 03 के बिन्दु संख्या 06 जो कि निम्नानुसार है:-

उ.स. 11

5/12/22

"Any events, seminars and workshops being organized by Stakeholders during the Presidency year." की पालना सुनिश्चित करवाने का श्रम करें।

संलग्न-उपरोक्तानुसार।

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(शैली किशनानी)
विशिष्ट शासन सचिव

SR:DS

7-Dec-22

AD

समस्त अतिरिक्त मुख्य सचिव/प्रमुख शासन सचिव/
शासन सचिव, शासन सचिवालय, जयपुर।

अशा.टीप.क्रमांक 12(12)साप्र/2/2022

जयपुर दिनांक ५/12/22

प्रतिलिप निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित है:-

1. मंत्रिमंडल सचिव, भारत सरकार, नई दिल्ली से प्राप्त अर्द्ध शासकीय पत्र क्रमांक 1/48/8/2022-Cab. दिनांक 08.11.2022
2. संयुक्त शासन सचिव, गृह (ग्रुप-6) विभाग पत्र क्रमांक 17(1)गृह-6/2022 दिनांक 17.11.2022
3. संयुक्त शासन सचिव, मुख्य सचिव कार्यालय।

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विशिष्ट शासन सचिव

राजीव गांधी

Rajiv Gauba

Office of The Principal Secretary
Home & Transport No. /282

Date 15/11/22



सत्यमेव जयते

P. Singh

मंत्रिमंडल सचिव

भारत सरकार

CABINET SECRETARY
GOVERNMENT OF INDIA

URGENT

9/11/22

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

8th November, 2022

मुख्य सचिव कार्यालय

राजस्थान, जयपुर

प्रति संख्या 2309/11/22

दिनांक 14-11-2022

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:

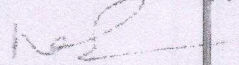
- In all publications like annual reports, study papers, budget documents, periodicals and magazines.
- On websites of State Government and their autonomous organisations and PSUs.
- On stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
- For co-branding at national/international 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. *Coll. Jpr*
 - 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. *ABC*
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



भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE