




**OFFICE OF DIRECTOR SECONDARY EDUCATION HARYANA
PANCHKULA**

Order No. kw10/2-2021Admn(4)

Dated, Panchkula the 09/03/2023

A copy of letter No. 02/01/2022-1Pro-II Dated 08.12.2022 received from Chief Secretary, Government of Haryana regarding publicity of logo and theme of G20 during India's Presidency period is forwarded to the following for information and strict compliance:-

1. Director Elementary Education Haryana, Panchkula.
2. Director SCERT Haryana, Gurgram.
3. All District Education Officer's in the State.
4. All DIET's in the State.
5. All the Officers (HQ).
6. Registrar Education (Secondary).
7. All the Superintendent/Dy.Suptd.(HQ).
8. Superintendent Accounts (HQ).
9. Superintendent Budget (HQ).
10. PA/DSE.
11. PA/ Additional Director Admn-I
12. PA/Additional Director Admn.-II
13. PA/ Additional Director Academic.
14. PA/Joint Director (MSS).
15. All the Assistants Admn. Branch (Sec.).
16. All the Officials (HQ).
17. IT Cell (HQ) for website.


SUPERINTENDENT ADMN.
for DIRECTOR SECONDARY EDUCATION
HARYANA PANCHKULA

राजीव गौबा
Rajiv Gauba



SSHRD

Diary No. (FR)

127500

Date

9/11/2022

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

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



भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE