



केन्द्रीय विद्यालय संगठन (मुख्यालय)
18, संस्थागत क्षेत्र, शहीद जीतसिंह मार्ग
नई दिल्ली-110016

Kendriya Vidyalaya Sangathan (HQ)
18, Institutional Area, SJS Marg
New Delhi- 110016
www.kvsangathan.nic.in

Date: 05.03.2026

12

PUBLIC NOTICE

Sub: Regarding Unauthorised Use and Misrepresentation of KVS Uniform, Logo and Identity

Kendriya Vidyalaya Sangathan (KVS), an autonomous organisation under the Ministry of Education, Government of India, administers Kendriya Vidyalayas across the country and abroad and is entrusted with the academic, moral, and holistic development of lakhs of students.

It has come to the notice of Kendriya Vidyalaya Sangathan that KVS school uniform, official logo, name, and other identifiable attributes are being misused without authorisation in social media reels, videos, films, web content, and other digital/visual media, in certain cases portraying KVS and its students in a derogatory, vulgar, objectionable, misleading, or inappropriate manner.

IMPORTANT NOTICE

Kendriya Vidyalaya Sangathan hereby categorically clarifies and notifies that:

1. No individual, content creator, filmmaker, production house, digital media agency, or member of the general public is permitted to use:
 - o Kendriya Vidyalaya uniform (or any uniform resembling it),
 - o Official KVS logo, name, insignia, or identity,
 - o Any representation suggesting association with KVS,in any reel, video, film, song, advertisement, web series, short video, or digital/print content, without prior written permission from KVS.
2. Any portrayal of KVS, its students, teachers, or institutions in a derogatory, vulgar, indecent, romanticised, defamatory, misleading, or unethical manner is strictly prohibited.
3. Unauthorised use or misrepresentation of KVS identity shall be treated as a serious violation involving:
 - o Defamation
 - o Misrepresentation and passing off
 - o Violation of intellectual property and trademark rights
 - o Harm to the dignity, discipline, and reputation of a national educational institution

LEGAL CONSEQUENCES

Kendriya Vidyalaya Sangathan shall initiate strict legal action—including civil and criminal proceedings, claims for damages, takedown actions, and prosecution—against any individual or entity found violating this notice, without any further warning.

Digital platforms hosting such content may also be proceeded against, if required.

APPEAL

All content creators, filmmakers, influencers, production houses, media agencies, and the general public are hereby advised to strictly comply with this notice in the larger interest of students, society, and the dignity of educational institutions.

This Public Notice is issued in the public interest and shall be binding with immediate effect.

Deepesh

(Deepesh Gehlot)

Additional Commissioner (Admin)