

## **Guidelines for use of "Skill India" logo**

The "Skill India" logo and other related material are valuable asset of Ministry of Skill Development & Entrepreneurship (MSDE). Accordingly, the guidelines for use of "Skill India" logo by various Government/semi government/NGOs/private organisations are drafted as under;

### **1. Use of "Skill India" Logo will be allowed without any permission for the following categories:-**

- (i) All establishments, offices and officers of the MSDE, Government of India.
- (ii) All Central Government Ministries/ Departments and Departments of State Governments/Union Territory (UT) Administrations/ establishments of DGT, NSDA, NSDC, Sector Skill Councils (SSCs) etc. for use in programmes directly organized by them.

### **2. For the following events, use of the "Skill India" logo may be allowed with prior approval of the MSDE, Government of India:-**

- (i) All Central Government Ministries/ Departments/Public Sector Undertakings (PSUs) and Departments of State Governments/ UT Administrations for programmes conducted in association with industry bodies like Confederation of Indian Industry (CII)/ Federation of Indian Chambers of Commerce and Industry (FICCI)/Associated Chambers of Commerce of India (ASSOCHAM)/Progress, Harmony and Development Chamber of Commerce and Industry (PHDCCI) etc.
- (ii) All the events for which financial support is extended by the MSDE, Government of India.
- (iii) For a specified period, for events organized by private bodies that promote the 'Skill India' initiative. These proposals will be considered based on the past work being done by the applicant body especially in the skill sector, the purpose of the event, the participants, the source of funding for the event, linkages with industry body, SSC, NSDC, etc.

### **3. Use of 'Skill India' logo by Indian Embassies/Missions abroad**

The use of 'Skill India' logo by Indian Embassies/Missions abroad will be permissible for events, brochures, publicity material and advertisements that promote the 'Skill India' initiatives and are sponsored/supported by the Embassies/Missions.

#### **4. Use of logo for events, Publications, Websites / Portals**

(i) Permission for use of the 'Skill India' logo for events, publications, websites/portals would be considered on merit of the case based on inputs on the issues discussed at para 2(iii) above, with particular emphasis on the following:

(a) nature and importance of the event/ publication/website/portal

(b) profile / track record of the organisers

(c) profile of participants and delegates

(d) other deliverables offered by way of exhibition space at the venue, distribution of MSDE's publicity material in the delegate kits, etc.

(ii) Requests for use of the 'Skill India' logo on publications, websites / portals would be considered only if the publications, websites / portals are related to enhancement skills or skill development under 'Skill India'. Such requests would be considered on merit of each case.

#### **5. Use of logo for programmes on Electronic Media**

(i) Requests received for use of the 'Skill India' logo for programmes on electronic media, such as debates, discussions or any other would be considered on merit of each case based on inputs on the issues discussed at para 2(iii) above, 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 skill development related content in the programme

(e) extent to which the programme would help in increasing awareness about "Skill India" and other related aspects of the programme.

**6. Procedure for grant of permission for use of "Skill India" logo under categories 2,4 and 5**

(a) All requests will be sent to Media Cell, Ministry of Skill Development & Entrepreneurship, 2<sup>nd</sup> floor, Shivaji Stadium, Shaheed Bhagat Singh Marg, New Delhi in the attached format.

(b) All requests for use of logo would be examined on the basis of above mentioned guidelines and the merit of the case and will be approved by the Secretary(MSDE).

(c) MSDE will be within its right to seek any additional detail in respect of requests for use of logo before taking any decision.

(d) All requests must be sent to MSDE at least 30 days in advance along with complete details as enumerated above.

(e) MSDE reserves the right to withdraw permission for use of the 'Skill India' logo by giving one week notice.

(f) MSDE reserves the right to view the proposed design and layout of 'Skill India' logo usage, prior to finalization of the same.

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**Format for applying for permission to use 'Skill India' logo**

S.no.	Details	
1.	Name of the event for which permission is being sought	
2.	Date of Event	
3.	Venue of the event	
4.	Overall objective of the event	
5.	Target audience/visitors/participants	
6.	How the event/programme will help in increasing awareness about "Skill India" and other related aspects of the programme.	
7.	Organisers	
8.	Profile of the organisers	
9.	Key funding agencies for the event/programme	
10.	Any other related information	

Name of the applicant:

Address of the applicant:

Email:

Phone number: