

नवोदय विद्यालय समिति

(स्कूल शिक्षा एवं साक्षरता विभाग, शिक्षा मंत्रालय,
भारत सरकार)

के अंतर्गत एक स्वायत्त संस्थान)

बी.- १५, संस्थागत क्षेत्र, सेक्टर- ६२, नोएडा,
जिला-गौतमबुद्ध नगर (उ.प्र.) - २०१ ३०६



NAVODAYA VIDYALAYA SAMITI

(An Autonomous Organisation under

Ministry of Education,

Department of School Education & Literacy,

Govt. of India)

B-15, Institutional Area, Sector - 62, NOIDA,
Distt.- G. B. Nagar (U.P.) - 201309

F. No. 38-2/2021-22/NVS (Acad.)/ 96

To

Date: 24.11.2022

The Deputy Commissioner,
Navodaya Vidyalaya Samiti,
All Regional Offices.



Sub: G20 Logo and Theme for India's Presidency of the G20 - reg.

Ref: No. 8-1/20222-EE.1(Pt.2), dated- 10.11.2022, from Under Secretary (EE.1), Department of School Education and Literacy under the Ministry of Education.

Madam/Sir,


As per the subject cited above, Hon'ble Prime Minister has unveiled the G20 logo and the theme for India's Presidency of the G20 [1st December, 2022 to 30th November, 2023]. It is requested to undertake the task of mainstreaming and extensive use of both the logo and the theme in accordance and explore all opportunities for publicizing the G20 logo and theme during India's Presidency. This may be done in the following manner:

- In all publications like annual reports, study papers, budget documents, periodicals and magazines.
- Websites of JNVs & ROs.
- On stationery like file covers, folders, note pads, diaries, calendars. Visiting cards, etc.
- For Co-branding at national/international events that the NVS may be participating in.
- Social media handles, digital media.
- Any events, seminars and workshops being organized.
- 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.
- The G20 logo and theme may also be used at any craft/art/cultural festivals and events being organized in JNVs.

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 familiarize audiences about the relevance of the G20 as well as to disseminate messaging and outcomes from the G20 as widely as possible. The copy of the logo and theme are enclosed.

In this regard, ROs are requested to disseminate the information to all the JNVs of their region and encourage them for implementing the directions by the Ministry.

Yours faithfully,


(Sangeeta Jaiswal)

Assistant Commissioner (Acad.-IV)

Copy to:

- 1) The AC (IT), NVS HQ for information and necessary action.
- 2) The Deputy Commissioner, All NLIs for similar action.
- 3) The AC (F&S), NVS HQ, for information and necessary action.