

F No. 1-23/2018-IS-5

Government of India

Ministry of Human Resource Development
Department of School Education & Literacy
(IS-5 Section)

Shastri Bhawan, New Delhi

Dated:- 1st October, 2018

To,

1. The Principal Secretary/Secretary, School Education of all States/UTs

Subject:- Logo for commemorating 150th birth anniversary of Mahatma Gandhi.

Sir/Madam,

The undersigned is directed to refer to the Ministry of Culture's D.O. letter no. 24-12/2018-Spl. Cell dated 18th September, 2018 (copy enclosed) regarding the subject mentioned above. GoI is commemorating 150th Birth of Mahatma Gandhi for a period of two years from 2nd October, 2018 to 2nd October, 2020 both at National and International level. In this regard one of the suggested activities is Logo Branding on Trains, Metro Rail, Air India Aircrafts, State Roadways Buses, Govt. websites, E-mails, Govt. Stationery, Calendar and Diary, govt. advertisements & publicity material, digital signature etc. during the commemoration period.

2. Ministry of Culture has informed that designs of the logo with colour guide have been finalised and are available on the website <http://gandhi.gov.in/download.html> for download.

3. In the light of above, you are requested to take appropriate action in this regard and instruct to the subordinate/attached offices under your department to use the logo during the commemoration period.

Yours sincerely,

(Rajesh Kumar Maurya)
Under Secretary (IS 4 & 5)

Tel No. :- 011-23384501

E. mail.:- rajmaurya.edu@nic.in

Copy to:-

Sh. Arun Goel,
Secretary,
Ministry of Culture,
Shastri Bhawan, New Delhi

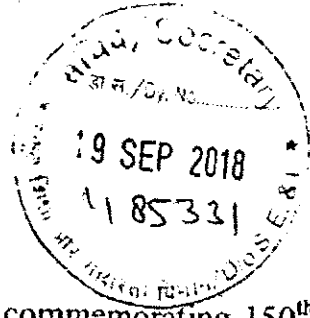
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अरुण गोयल, आ.प्र.से.
सचिव
Arun Goel, IAS
Secretary



भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001
September 18, 2018

No.24-12/2018-Spl. Cell



Dear Ms. Ray,

Government of India is commemorating 150th birth anniversary of Mahatma Gandhi for a period of two years from 2nd October 2018 to 2nd October 2020 both at National and International level. One of the suggested activities is Logo Branding on Trains, Metro Rail, Air India Aircrafts, State Roadways Buses, Govt. websites, E-mails, Govt. stationery, calendar and diary, Govt. advertisements & publicity material, digital signature, etc. during the commemoration period.

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2. The following designs of the logo with colour guide have been finalised and are available on the web-site <http://gandhi.gov.in/download.html> for download:-

- i) Logo in original form (Main Logo)
- ii) Logo for use in single colour (for use in black and white)
- iii) Logo in reverse form with light/bright background
- iv) Logo in reverse form with dark background

3. I request you to instruct the Public Sector Undertakings, subordinate/ attached offices, autonomous bodies etc. under your Ministry/ Department to use the logo during the commemoration period.

4. I further request you to upload activities to be undertaken during 2nd October 2018 to 2nd October 2019 on the portal, as decided in the Committee of Secretaries (CoS) meeting held under the Chairmanship of Cabinet Secretary on 20.8.2018.

With regards,

Yours sincerely,

(Arun Goel)

Ms. Rina Ray
Secretary
D/o Social Education & Literacy
M/o Human Resource Development
Shastri Bhawan
New Delhi-110115.

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लोक शिक्षण संचालनालय
मध्यप्रदेश

पृ.क्रमांक/समन्वय/सी/2018/230

भोपाल, दिनांक २७/११/१८

प्रतिलिपि:-

1. उप सचिव मध्यप्रदेश शासन स्कूल शिक्षा विभाग मंत्रालय वल्लभ भवन भोपाल।
2. निज सहायक, आयुक्त लोक शिक्षण मध्यप्रदेश।
3. निज सहायक, अपर परियोजना संचालक आर.एम.एस.ए.मध्यप्रदेश।
4. निज सहायक, संचालक लोक शिक्षण मध्यप्रदेश।
5. समस्त अपर संचालक / संयुक्त संचालक / उप संचालक / सहायक संचालक लोक शिक्षण संचालनालय मध्यप्रदेश भोपाल (स्थानीय) मध्यप्रदेश।
6. समस्त संभागीय संयुक्त संचालक लोक शिक्षण मध्यप्रदेश।
7. समस्त जिला शिक्षा अधिकारी मध्यप्रदेश।

 २७/११/१८

उप संचालक

लोक शिक्षण, मध्यप्रदेश