

Standard Operating Procedure (SOP) for use of Ministry of Micro, Small and Medium Enterprises (M/o MSME) logo support

Ministry of MSME has been, from time to time, receiving requests from Industry Associations, Export Promotion Councils, Non-Government Organization (NGOs), Not for Profit Organization, etc. for use of **Ministry's logo support** for events being organized for MSME sector by them in India and abroad, without any financial support and legal binding from the Ministry.

2. Although the Ministry is supportive of events that are being organized for the development and promotion of the MSME sector and provide a platform for showcasing the strengths of this section, including the range of products and services, certain precaution has to be exercised before permission for use of Ministry's logo support for such events, as this may sometimes result in misuse of Ministry's logo or even create misgivings in the minds of public.

3. The Standard Operating Procedure (SOP) for use of Ministry's logo support by establishments, offices and officers of the M/o MSME, Indian Embassies / Missions abroad, Industry Associations, Non-Government Organization (NGOs), Not for Profit Organization etc., is as under:

I. Use of Ministry's logo support will be allowed without any permission for the following categories

- (i) All establishments, offices and officers of the M/o MSME, Government of India.
- (ii) The use of Ministry's logo support by Indian Embassies/ Missions abroad will be permissible for events, brochures, publicity material and advertisements approved under International Cooperation Scheme of this Ministry.

II. Use of Ministry's logo support may be allowed with the prior approval of the M/o MSME, Government of India

- (i) Permission for use of Ministry's logo support for domestic events/seminars/campaigns/conference/fair/exhibition, etc. other than those organized by M/o MSME would be considered on case to case basis, keeping in view of the following:
 - a. Nature and importance of the event;
 - b. Profile / track record of the organizers;
 - c. Profile of participants and delegates; and
 - d. Other deliverables offered by way of exhibition space at the venue, distribution of M/o MSME's publicity material in the delegates' kits, etc.
- (ii) All events for which financial support is extended by the M/o MSME, Government of India.



नीलम शर्मा / NEELAM SHARMA
अवर सचिव / Under Secretary
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
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राज्य सरकार / Government of India

III. Use of logo for publications, websites / portals, award, certificate, directory, catalogue, letter heads, visiting cards, etc.

Request for use of Ministry's logo support on publication, websites /portals, award, certificate, directory, catalogue, letter heads, visiting cards, etc. would not be considered as it may give the wrong impression to the general public about the credential of the publications, website/portal, award, certificate, directory, catalogue, letter heads, visiting cards, etc.

IV. Procedure for grant of permission for use of Ministry's logo support

- (i) All requests will be sent to Joint Secretary(SME), M/o MSME, Udyog Bhawan, New Delhi - 110011 in the attached format.
- (ii) All requests for use of Ministry's logo support would be examined on the basis of above mentioned Standard Operating Procedure(SOP), the merit of the case and will be approved by the Joint Secretary(SME), M/o MSME.
- (iii) Requests for use of Ministry's logo support would be considered based on the recommendation by the concerned MSME- Development and Facilitation Office (MSME-DFO) duly approved by Deputy Director General (DDG)/Additional Development Commissioner (ADC), O/o DC-MSME, M/o MSME. Based on the report on credentials/background of the applicant organization provided by the concerned MSME-DFO, the request would be submitted for approval of the Competent Authority i.e. Joint Secretary(SME), M/o MSME.
- (iv) M/o MSME will be within its right to seek any additional detail in respect of request for use of Ministry's logo support before taking any decision.
- (v) All requests must be sent to M/o MSME at least 30 days in advance along with complete details as enumerated above.
- (vi) M/o MSME reserves the right to withdraw permission for use of the of Ministry's logo support by giving sufficient notice without assigning any reason thereof.
- (vii) The right of the M/o MSME to view the proposed design and layout of use of Ministry's logo support usage, prior to finalization of the same.
- (viii) Any violation or misuse of Ministry's logo support would liable the concerned organizer to be blacklisted for a period of three years from the date of communication.

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Ministry of Micro, Small & Medium Enterprises
भारत सरकार / Govt. of India
उद्योग भवन, नई दिल्ली
New Delhi

V. The specimen of Ministry's logo is as under:

Supported by



सत्यमेव जयते

भारत सरकार

GOVERNMENT OF INDIA

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES

VI. The permission for use of Ministry's logo support for the event would be granted, subject to the following conditions

- (i) The applicant organization shall strictly abide or and shall or wholly responsible for ensuring compliance of the provisions contained in "The Emblems and Names (Prevention of Improper Use) Act 1950".
- (ii) Proper respect and prominence shall be ensured to the logo of the Ministry and the National Symbol.
- (iii) Ministry's logo support would only be used for promotional and non-commercial purpose and will not give any right to the organizer to secure sponsorship, collect money etc., from any source using the name of M/o MSME.
- (iv) The Ministry and/or any of its organizations viz., Office of DC (MSME), KVIC, Coir Board, NSIC, MGIRI and NIMSME should be associated with the organization of the event.
- (v) The event should prominently display the name of the Ministry as well as of its participating organizations.
- (vi) In case of Seminars and Conference etc., a proper place on the dais should be offered to the officers of the Ministry and its organizations and they should be included as speakers and panelists.
- (vii) Care must be taken by the organizers to ensure that the platform of the event is not misused for any anti-national acts and/or for making irresponsible statements.

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- (viii) In case of exhibitions or display of products, etc., the organizer should provide at least one (1) stall/booth (measuring about 100 Sq.ft.) to the Ministry or its participation organization(s) free of cost. This space may be utilized for dissemination of the information about the various schemes / programmes of the Ministry and its organizations and should be manned by the staff of the participating organization(s) of the Ministry.
- (ix) A Feedback Report on the deliberations, decisions and outcome achieved during the event would be submitted to the Ministry, at the end of the event, by the organizers.
- (x) The applicant organization will not promote the sale of any particular product in the event.
- (xi) The permission for use of Ministry's logo support will be without any financial assistance and legal binding & commitment.

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Format for applying for permission to use of Ministry's logo support

Sl. No.	Details	
1.	Name of the event for which permission is being sought	
2.	Date and Venue of the event	
3.	Whether financial support is extended by the M/o MSME, Government of India.	
4.	Overall objective of the event (please attach a brief write up on the theme, key speakers & profile thereof, tentative programme schedule, conference papers, publicity material etc.)	
5.	Target audience/visitors/participants	
6.	How the event/programme will help in increasing awareness about "MSME" and other related aspects of the programme	
7.	Organisers (Industry Association/NGO/Not for Profit Organisation/Others) If others, please specify.	
8.	Profile of the organisers	
9.	Key funding agencies for the event/programme	
10.	The number of MSME Units along with their sectors which are going to participate in the event and details of benefits likely to accrue to the MSME units	
11.	If the applicant organization has MSMEs as members, the name of each MSME along with Udyam registration number of each unit	
12.	Details of the previous events like feedback report on the deliberations and decisions taken during the event, number and details of MSME units which participated.	
13.	Any other related information	

Undertaking

I hereby declare that above information is true, correct and complete to the best of my knowledge and belief. Further, it is certified that I am not going to promote the sale of any particular product in the event.

Name of the applicant:

Signature:

Date:

Telephone No.:

Mobile No.:

E-mail:

Address:


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 भारत सरकार / Govt. of India
 उद्योग भवन, नई दिल्ली