

**GOVERNMENT OF INDIA**  
**Department of Industrial Policy & Promotion**  
**BE-III Division**

F. No.: 5(46)/2014-BE-III

Date: December 12<sup>th</sup>, 2016

**Subject: Guidelines for permitting the use of "Make in India" logo - regarding**

1. The Department of Industrial Policy & Promotion (DIPP), Government of India has launched extensive international & domestic media campaigns under the "Make in India" initiative. The "Make in India" Logo and other related proprietary material are valuable assets of DIPP. By using "Make in India" Logo, in whole or in part, the user is acknowledging that DIPP is the sole owner of the trademark and promising that user will not interfere with DIPP's rights and will not harm, misuse, or bring into disrepute the "Make in India" Logo.

Accordingly, the policy for use of "Make in India" Logo by various Government/ Semi-Government/ Private Authorities has been approved by the competent authority in DIPP:

**I Use of "Make in India" Logo will be allowed without any permission for the following categories :-**

- (i) All establishments, offices and officers of the DIPP, Government of India.
- (ii) All Central Government Ministries/Departments and Departments of State Governments/UT Administrations for use in programmes directly organized by them.
- (iii) The Use of "Make in India" Logo by Indian Embassies/Missions abroad will be permissible for events, brochures , publicity material and advertisements that Promote the 'Make in India' initiative and are sponsored/supported by the Embassies/Mission

**II For the following events, use of the “Make in India” logo may be allowed with prior approval of the DIPP, Government of India:-**

- (i) All Central Government Ministries/Departments/PSUs and Departments of State Governments/UT Administrations for programmes conducted in association with industry bodies like CII/FICCI/ASSOCHAM/PHDCCI etc.
- (ii) All events for which financial support is extended by the DIPP, Government of India.
- (iii) For a specified period, for events organized by private bodies that promote the “Make in India” initiative.

**III Use of logo for Events, Publications, Websites / Portals**

(i) Permission for use of the “Make in India” logo for categories covered by paras II & III above would be considered on merit of the case, with particular emphasis on the following :

- (a) nature and importance of the event
- (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 DIPP’s publicity material in the delegate kits, etc.

(ii) Requests for use of the “Make in India” logo on publications, websites / portals would be considered only if the publications, websites / portals are related to approved sectors under “Make in India”. Such requests would be considered on merit of each case.

(iii) Requests for use of the “Make in India” logo by individuals would be considered if such requests promote the “Make in India” cause. Such requests would be considered on merit of each case.

**IV Use of logo for programmes on Electronic Media**

(i) Requests received for use of the “Make in India” logo for programmes on electronic media, such as debates, discussions or any other would be considered on merit of each case, 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 manufacturing related content in the programme

(e) extent to which the programme would help in increasing awareness about approved sectors under "Make in India" as well as the culture and heritage of the country.

**V Procedure for grant of permission for use of "Make in India" logo**

(i) All requests for use of logo would be considered on the basis of these guidelines on merit and approved by JS (BE-III).

(ii) DIPP will be within its right to seek any additional detail in respect of requests for use of logo for Events, Publications, Websites / Portals, electronic programmes, etc., before taking any decision on the request.

(iii) All requests for use of the logo for programmes on electronic media must be received in the DIPP at least 30 days in advance along with complete details as enumerated in para IV (i) of these guidelines, for consideration of the DIPP.

**VI** Use of the "Make in India" logo for any other purpose would be considered on the basis of merit of each case, keeping in view the visibility, impact and the extent about manufacturing or its related aspects and approval of JS (BE-III) shall be obtained.

**VII** Permission accorded by the DIPP, Govt. of India, for use of the "Make in India"

Logo would be subject to:

(i) The right of the DIPP to withdraw permission for use of the "Make in India" logo by giving sufficient notice.

(ii) The right of the DIPP to view the proposed design and layout of "Make in India" logo usage, prior to finalization of the same.

**VIII** The applicants should submit their applications for use of "Make in India" logo in the format annexed.

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**Format for applying for permission to use the "Make in India" logo**

<b>S.No.</b>	<b>Activity</b>	<b>Details</b>
1	Name of the Event for which permission is being sought for use of "Make in India" Logo.	
2	Date of Event	
3	Details of Participant Entities	
4	Purpose for which logo would be used	
5	Relevance of "Make in India" in the proposed event	

Name of the Applicant:

Signature:

Date:

Telephone No.:

Mobile No.:

E-mail:

Address: