

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

F. No.: 5(60)/2016-BE-I

Date: November 22nd, 2016

Subject: Guidelines for permitting the use of ‘StartUp India’ logo - regarding

1. The Department of Industrial Policy & Promotion (DIPP), Government of India has launched extensive international & domestic media campaigns under the ‘StartUp India’ initiative. The ‘StartUp India’ Logo and other related proprietary material are valuable assets of DIPP. By using ‘StartUp 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 ‘StartUp India’ Logo.

Accordingly, the policy for use of ‘StartUp India’ Logo by various Government/ Semi-Government/ Private Authorities has been approved by the competent authority in DIPP with the following guidelines:

I Use of ‘StartUp India’ Logo will be allowed without any permission for the following categories:-

All Central Government Ministries/Departments and Departments of State Governments/UT Administrations for use in programmes directly organized by them.

II For the following events, use of the ‘StartUp 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 events organized by private bodies that promote the ‘StartUp India’ initiative.

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

(i) Permission for use of the ‘StartUp India’ logo for categories covered by para II 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 ‘StartUp India’ logo on publications, websites / portals would be considered only if the publications, websites / portals are related to start-ups/start-up environment in the country. 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 ‘StartUp 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 start-ups related content in the programme

(e) extent to which the programme would help in increasing awareness about start-ups and the innovativeness encouragement and sustenance model in the country, under ‘StartUp India’

V Procedure for grant of permission for use of ‘StartUp India’ logo under categories II, III & IV

(i) All requests for use of logo would be considered on the basis of these guidelines on merit and approved by Joint Secretary in-charge of Startup India program.

(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 ‘StartUp 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 start-up or its related aspects and approval of Secretary (DIPP) shall be obtained.

VII Permission accorded by the DIPP, Govt. of India, for use of the ‘StartUp India’ logo would be subject to:

(i) The right of the DIPP to withdraw permission for use of the ‘StartUp India’ logo by giving sufficient notice.

(ii) The right of the DIPP to view the proposed design and layout of ‘StartUp India’ logo usage, prior to finalization of the same.

VIII The applicants should submit their applications for use of ‘StartUp India’ logo in the format annexed.

Format for applying for permission to use the 'StartUp India' logo

S.No.	Activity	Details
1	Name of the Event for which permission is being sought for use of 'StartUp India' Logo.	
2	Date of Event	
3	Nature of Event (Refer List of Categories mentioned above)	
4	Name of Organising Entity (ies)	
5	Details of Participant Entity (ies)	
6	Purpose for which logo would be used	
7	Relevance of 'StartUp India' in the proposed event	
8	Request for Speaker	

Name of the Applicant:

Signature:

Date:

Telephone No.:

Mobile No.:

E-mail:

Address: