

STORY OF THE CIRC LOGO



Surabhi cow symbolises that the institute is all about cattle. It is probably the most recognised Indian cattle. The golden yellow colour symbolises that the institute is working towards prosperity of the owners of cattle. Terracotta colour background connotes that indigenous cattle are so close to the rural India. The ornaments on the animal symbolise people's affection towards their household cows.

The phrase in Sanskrit, originating in the scriptures, tries to capture the sacredness of the cow in rural Indian people's lives. It also conveys that the institute is about cows:

'You are the purpose of our efforts'

(Inspired by: "त्वं माता सर्वदेवानां त्वं च यज्ञस्य कारणम्। त्वं तीर्थं सर्वतीर्थानां नमस्तेऽस्तु सदानघे।। सन्दर्भ- स्कन्द पुराण").