

# Guidelines for Promoting Brand **ICAR**



INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
NEW DELHI



GUIDELINES FOR  
PROMOTING BRAND  
'ICAR'



**INDIAN COUNCIL OF AGRICULTURAL RESEARCH**  
NEW DELHI

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## FOREWORD

The Indian Council of Agricultural Research has made spectacular achievements enabling our nation to move from shortage to surplus through development of high-yielding varieties, superior animal breeds, resource conservation and sustainable production technologies, and taking them to the farmers' fields through frontline demonstrations. In our effort, to reach out to the common man regarding this stupendous effort and contribution of ICAR, it is time that we promote the brand ICAR through effective media management.

These branding attributes give the product disposition and voice position the attention of stakeholders' mind, and give them the feel-good experience whenever they come in contact with the brand ICAR. Even with quality offerings of products and impressive services, a brand is not going to thrive and grow without its visibility. It is necessary that the product or service be placed in front of the right people/customers to make a flip. Eventually, the product should be visible/ seen at all places and in all situations.

Keeping in view enhancing brand 'ICAR', efforts have been made to develop the 'ICAR Guidelines for Promoting Brand ICAR' with a view that all the ICAR institutes to uniformly adhere to these guiding principles. This publication provides the details and modalities to enhance brand 'ICAR' across the globe. It has been ably compiled by the Committee and I do hope that this document will provide a clear-cut guideline to enhance the brand values of the ICAR and its technologies.

**(T. MOHAPATRA)**

Secretary, DARE and Director General, ICAR  
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## PREFACE

Visibility and credibility are two major factors contributing to the pride of any organization. Both these factors are also important to various stakeholders associated with that organization and contribute to their brand as well. The Indian Council of Agricultural Research, through different successful endeavours, has become globally renowned for agricultural technologies to enhance agricultural productivity. Various Institutes/Directorates/NRCs/KVKs/Bureaus etc. have developed niche in their specific professional areas benefiting Indian agriculture. However, it was felt that having one brand 'ICAR' would help spreading developed technologies and human resource in a wider geographical areas and reaching clients with more confidence. It was also felt that there is a great potential in improving the 'ICAR' brand visibility if consolidated and well-planned efforts are put in by its different functionaries. The goal being the council's technology, protocol, methodology, manpower or a consumer item, should stand out in its respective market/ecosystem.

Various types of efforts are put in by different constituent bodies of the Council to popularize their outputs. Advantage of the some such successful endeavours could be useful to the other functionaries of the council and congruent efforts would help building visibility and credibility on a very large platform. Also, there have been different guidelines and formats issued by the council at different times and different context; which may not be readily available at one place. Changing technologies have given rise to many more platforms over which a brand has to be endorsed. Hence, a need was felt to develop a document that could address different issues related to organization, its personnel and their interaction with the world. The present document has

been prepared after taking inputs from directors of various institutes and pondering over the bottlenecks indicated by them in establishing 'brand ICAR'. Interaction with media, effective utilization of spaces, dealing with stakeholder and public, contracting and outsourcing certain activities are some of the issues addressed in this document. These guidelines, including some of the annexures, are mostly in suggestive nature and are expected to be followed in spirit for effective branding of the ICAR. Over all, the committee attempted to: Raise the bar for branding the ICAR; Raise the feel-good factors within the ICAR; Raise the belongingness to the ICAR; Raise the visibility and marketability of the ICAR; and Raise the impression of the ICAR. The document was considered for publication and the approval of the ICAR'S Governing Body held on 29<sup>th</sup> June, 2020 is annexed in the document for reference and adoption at appropriate level.

**– Drafting Committee**

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**Guidelines for Promoting Brand**  
**'ICAR'**

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भारतीय  
ICAR



## Branding Efforts

The brand of a large organization like ICAR could be made visible and prominent at four different levels. These four levels and possible way of promoting brand ICAR is as shown below:

- Individual – ID Cards, Visiting Cards, Letter Head, Personal Items (caps, necktie, T- shirt, tie-pins, lapel pins, etc.), e-mail signature, etc.
- Institute – Website, Building Façade, Boundary Walls, Displays, Hoardings, Media Activities, Goodies, Products Developed and Sold, Carry Bags, Packaging Materials, Stickers, etc.
- Organisation (ICAR) – Print and social media presence, advertisements, participation in national level programmes
- Third Party – Technology licensees, Incubates, startups, funding beneficiaries, SAUs and educational institutes

## Individual Level

- All ICAR employees should compulsorily carry Identity card with them during office time and during all official engagements (meetings, workshops, seminars, lectures, etc.)
- All ICAR employees should use ICAR email account for all official communications and use ICAR logo and institute logo (optional) in their respective E-mail signature.
- Use of ICAR tie, scarf and/ or lapel pins are encouraged while representing ICAR/ Institute.
- The identity card provided by the institute should have uniform basic design for all employees of ICAR. Features of the identity card must be as per the guidelines given in Annexure II. Duplication of I-cards may be avoided between Ministry of Home Affairs, GoI issued ones and ICAR I-card.

- All officials who are required to carry visiting cards must get their cards printed as per the specifications given in Annexure III. The ICAR server (icar.gov.in) based e-mail address must be provided on the visiting card .
- The Letter heads used by scientists and officers of the Council and its constituent Institutes and KVKs should be as per the specifications given in Annexure IV (using same colour scheme as well). The ICAR server based e-mail address must be provided on the letter head.

### **Institute Level**

- Make adequate provision of funds in the 'Publicity' budget during preparation of EFC/SFC documents.
- Every institute/ICAR-KVK must have Agricultural Technology Information Center (ATIC) with adequate digital display facility.

### **Media and Public Interaction**

- Institute social media to be active and at least weekly updates to be done and also send the same to ICAR Social Media Coordinator in ICAR HQ. Essence of the Framework & Guidelines for Use of Social Media for Government Organisations issued by the Department of Electronics and Information Technology, Govt. of India be referred to while practicing social media interactions.
  - ◆ All institutes must declare their verified official social media on their website and all official letter-heads of the Council/ Institutes/KVKs. All institutes should also nominate one employee as Nodal Officer for media. This information may be made available to ICAR and DKMA for posting on ICAR website and other appropriate platforms.
  - ◆ Eligibility and flair to interact with media should be specified while giving responsibility of Nodal Officer to any official is to be decided. He/she should not be made spokesperson of the Institute.
  - ◆ Important tweets may be tagged to ICAR only and not to any other government agency unless directed by competent authority of national programmes.
- Engage local and national media (both print and electronic) in all events
  - ◆ Invite print and electronic media for event of institutional importance.
  - ◆ Release a press note during all such events both in English, Hindi and other regional languages, as appropriate.

- ◆ Call for press conference upon new technology development/ scientific knowledge generation.
- ◆ Feed articles/stories on impacts to appropriate media; If needed, the press and media communication specialists could be hired for which the indicative terms of reference to be practiced for Council/Institutes is given in Annexure V.
- ◆ Any content, going to media, should be approved by the Director.
- ◆ In case of programmes on electronic media (interviews, talks, featured coverage, etc.), the topic should be informed to the competent authority preferably before recording or at the earliest after recording. ICAR employees while interacting with electronic media (especially planned programmes) should be encouraged to wear ICAR necktie and/ or lapel pin or any such wearable item (as per availability) during the programme.
- ◆ Media interaction should be done preferably at such a place where ICAR logo is clearly visible in the background.
- ◆ The permitted people should have higher degree of integrity and bear sensitivity of the issue in mind during media interaction
- Institute information management system should be updated regularly.
- All name plates on room doors should have similar format i.e. colour scheme, size, font, etc. and there should be ICAR logo on them, institute logo could be optional. Similarly, boards at the entrance of buildings/ laboratories/ other facilities, if provided should also have ICAR logo on them. As far as possible, the colour scheme suggested in Annexure I for different SMDs may be adopted.
- Keep engagement with industry related to Institute mandate. This could be done by means of Institute-Industry meets/ business meets conducted at least twice a year.
- Try to get as many as projects/consultancies/joint projects with industry and other national and international funding agencies and also work according to industry expectation.
- Give trainings and/or conduct workshops for all stakeholders engaged in the value chain of the institutional mandate area on regular basis
- Observe open day for all citizens so as to showcase Institute/KVK efforts (This is besides *Krishi Melas*). Let the citizen experience the labs and other advanced science. They may not understand the science, but would definitely appreciate our Institute/KVK efforts that has greater scientific social responsibility.

- One or two days in a month may be kept for conduct of conducted tours of school/college students to promote Brand ICAR among them.
- In case there is any public interest from tourism point of view, conducted tours of the institute can be arranged whenever possible (preferably on holidays). Such activity can be used to generate some revenue as well. However, over-engagement of staff & time, and exposure to sensitive and/or dangerous areas/ environment must be avoided.
- All deemed to be universities should annually organise alumni meet and promote use of ICAR branded items.

### Website of the Institute

- Website of an Institute should be GIGW compliant and should have appropriate security certification. Detailed GIGW guidelines given at <https://web.guidelines.gov.in> may be adhered to.
- It is recommended to host the website on ICAR data centre. If the current website is not hosted on ICAR data centre then efforts should be made to switch it to ICAR server at the earliest.
- Update website frequently on new achievement, event, and other important news as soon as they happen, also send the same to DKMA for update in ICAR web portal simultaneously.
- At Institute level, the content of website should be audited and approved by competent authority designated by the Director of the institute.
- All pictures/photographs used in the website should have appropriate aspect ratio so that they don't look distorted.
- The pictures/photographs used in website should be original digital pictures (jpeg, tiff, raw format) appropriately edited for better visibility and clarity. Pictures imported from documents or presentations should be avoided since there is considerable loss of resolution in such images, and some do have proprietary issues.
- The pictures should look to have been shot in their appropriate environment and surroundings and should have good contrast between object of interest and its background.
- The Tab(meta) title in all websites should have institute name in the format "ICAR- Institute Name".
- The FAVICON for all websites should be ICAR logo only.

## Pointers for utilizing potential spaces in the institutional area for brand visibility and advertisements

The following potential spaces have been identified for promotion of brand ICAR:

- Building facades
- Fences and boundary wall
- Farm/field facing roads, cross roads, public thoroughfare
- Entrance gates
- Official vehicles

### Walls, Banners, Display Areas

- Display of ICAR logo at all prominent offices and places of ICAR institutes. Institute logo, if any, may also be displayed without compromising prominence of ICAR logo.

### Buildings facades – possible usage

- For projecting ICAR & Institute's logo, vision, mission to make people understand the importance of the institute and ICAR.
- These walls, if big and plain can also have ICARs vision and tagline. Possible ways:
  - ◆ Paintings, murals
  - ◆ 3-D projections
  - ◆ Models
- Dimensions of the material should be such that smallest object of the message is clearly visible from road
- Provision for appropriate illumination
- Every institute should have an appropriately designed place for group photographs. The backdrop should be designed to suit institute theme with ICAR logo prominently displayed.

### Fences – Types and possible usage

- Bricks and mortar walls
  - ◆ Paintings, murals on the finished side (public facing)
- Barbed wire fence
  - ◆ Provision of Frames/ hooks for flex banner (public facing)
- Bio-fence
  - ◆ Hoardings inside (public facing)

- Natural walls/hill fronts
  - ◆ Paintings, murals (if permitted by local authorities)

### Area near the main gate(s)

- Name of the institute in Hindi, English and Local Language (if any) must be displayed prominently and this should have appropriate illumination so that it is visible in night as well.
- There should be an earmarked area near gate for display of flexi banners. Decent looking frames/ hooks for flexi banners should be provided and size of flexis should be uniform.
- Walls emerging from the entrance should be used to projects institute's most salient achievements in terms of technology development, farmers' engagement, success stories, government initiatives related to institutions. The information should be depicted mostly in pictorial format (Institutions may take help from nearby fine arts colleges for these). Provision for illumination must be ensured.

### Boundary Walls – possibilities

- ICAR/ Institute/ Government advertisements
  - ◆ Engaging local fine-art schools, regional artists
- Commercial advertisements, if sufficient space is available
- Conditions to be imposed for any such advertisements
  - ◆ Information shown is proper and authentic
  - ◆ Disclaimer on business proposals such as pricing, concessions etc.
  - ◆ The approval of the advertisement contents before any action
  - ◆ Ad paintings should match with the institute's base paint/ colour scheme
  - ◆ Finally, they should repaint with base colour, once the contract period is over.
  - ◆ Contract period could be 1-2 years
  - ◆ Preference to licensees, Incubators, supported start-ups
  - ◆ Related entrepreneurs, local industry – commensurate to institute mandate
  - ◆ Engaging advertising agencies for design of advertisements

### Boundary – Barbed wire fencing

- Provision of frames/ hooks for flexi banners
- Size of flexis should be uniform

- Institute may consider sober colour scheme/ format to maintain aesthetics
- Area near gate should be reserved for institute/ ICAR
- Provision for illumination, if possible/required

### Natural walls/hill fronts

- Showcasing institutional achievements and technologies for different stakeholders
- Illumination – if possible without danger to traffic, passer-by, nature, etc.

### Hoardings on road side (inside boundary)

- LED/ LCD panels of brightness visible in daylight
- Boards for painting or flexi banners; Illumination – preferred
- Showcasing institutional achievements and technologies for different stakeholders – near gate and prominent areas

### Other areas

- Roof tops
  - ◆ LED/ LCD/Glow signage/ illuminated Painted Hoardings in accordance with local law
  - ◆ Non-commercial use only
- Road signage
  - ◆ Near Airport, Railway station, within vicinity (at least 1 km) of the Institute/KVK with appropriate permission from local authorities
- Official vehicles
  - ◆ All vehicles belonging to ICAR should have ICAR logo conspicuously displayed

### Dos

- Selection of vantage points – through a Committee of appropriate officials.
- At least 50 m on either side of gates should be used to display ICAR/ institute technologies/ Govt. Schemes
- Permissions from/ information to local government bodies – following local aesthetic guidelines, if any.
- Provision for hiding faces/ names of political leaders and party logos during election code of conduct
- Do workshop of professional artists/students from fine arts collages nearby and ask them to make artifacts/artwork etc.

## Don'ts

- Encourage individual decision in terms of aesthetics
- Encourage non agri-advertisement
- Favour one firm continuously for any work
- Approve advertisement that may be objectionable
- Price the space very high or very low (It should be competitive under local situations)
- Encourage the re-advertisement by the same company and same product.
- Talk negative about institutional activities in public
- Making all scientists as spokespersons especially while interacting with media
- Hamper regular work of the institutions while engaged in branding

## Content Management

- The content of banners/hoardings etc. should be according to Official Language Rules of Government of India (<https://rajbhasha.nic.in/en/official-language-rules-1976>). Any such material should never be exclusively in English, but must be in Hindi (Devnagari fonts) and local language, if any. If it is not possible to accommodate the content in one banner then two or three banners (as the case may be) in Hindi, English and Local language may be displayed.
- The guidelines related to use of ICAR logo as given in Annexure VI should also be adhered to.

### Suggested Font size for banners, hoardings, etc.

Letter Height, cm	Font Size Equivalent	Best Legibility Distance, m	Recommended Maximum Distance, m
2.5	72 pt.	3	15
3.8	105 pt.	5	19
5	144 pt.	6	23
7.5	216 pt.	9	30
10	288 pt.	12	46
12.5	360 pt.	15	53
15	432 pt.	18	61
20	576 pt.	24	107
22.5	648 pt.	27	122

Letter Height, cm	Font Size Equivalent	Best Legibility Distance, m	Recommended Maximum Distance, m
25	720 pt.	30	137
30	864 pt.	37	160
37.5	1080 pt.	46	192
45	1296 pt.	55	229
60	1728 pt.	73	305
75	2160 pt.	91	381
90	2592 pt.	110	457
120	3456 pt.	146	610
150	4320 pt.	183	762

Based on: <https://www.48hourprint.com/banner-font-size.html>

### Goodies and Products

- All edible products should have appropriate label about content, weight, date of manufacture/ packaging, 'best before', nutritional value (if applicable), and warnings (if required). Labelling guidelines of FSSAI should also be followed for such products.
- Non-edible products should also have an ICAR logo embossed/ engraved/ weaved/ printed or by any other means. Statutory guidelines for labelling of any such product, if any, must be adhered to. If the concerned institutes have their own logo, the same may also be used along with ICAR logo following the guidelines given in Annexure VI.
- All product labels should also prominently indicate the statement that "This is a research product distributed/sold for limited promotion and consumer response. Any resale/ redistribution is prohibited".
- ICAR institutes may also bring out goodies of personal use such as caps, T-shirts, neck ties, scarves, cups/ mugs, souvenirs, pens, key chains, etc. All such items must have ICAR logo conspicuously displayed. As far as possible such items should be made up of natural or biodegradable materials and sufficient attention should be given to the quality of material used for making such products.
- Any gift/ souvenir/ goodie given to honour/ acknowledge a dignitary/ guest or to promote certain event should mandatorily have ICAR logo displayed conspicuously on the item. As far as possible, such souvenir should not be made of plastic.

- ICAR institutes, individually or jointly, should take part in the republic day parade held at state capitals through display of a tableau.
- ICAR may also have a 'registered trademark' which should be used for all the products developed, commercialized and marketed by all the ICAR Institutes.
- ICAR institutes should rope-in professional agencies (government or private) for aesthetic design of souvenirs, goodies and other products.

### Organisation (ICAR) Level

- Information about certified official media account should be displayed on ICAR website and relevant organisational documents. Also, there should be a Media Nodal Officer and Spokesperson(s).
- Regular advertisements in magazines (Air India/ Indian Rail/Other airlines), national newspapers/Doordarshan/AIR/other electronic media/other print media. All ICAR institutes should regularly feed contents and give advertisements to local farm magazines, preferably in local language for wider circulation among appropriate clientele.
- Printing of diary, pocket diary, slip pads, file covers, calendar, etc. and personal items like caps, neck-tie, lapel pins, pen, brooches, scarf, etc. for distribution among important stakeholders. The items can be taken-up based on extant guidelines of government of India.
- ICAR souvenir outlets in all institute campuses –for sale of non-perishable items and goodies (coffee mugs, key chains, caps, T-shirts, neckties, lapel pins, cufflinks, scarf, brooches, etc., as far as possible such items should be made up of natural or biodegradable materials). Agrinnovate India Ltd. (AgIn)/outsourced contractors could be considered to pilot this activity by opening such souvenir shops at appropriate locations outside the campus, if feasible.
- Promote agri-tourism in some of the institutes, wherever feasible – a calendar of events and activities (like harvesting, planting, plucking, fish harvesting, animal rides, farm trailing, etc.) could be made available on the website. This would have good potential in some of the place of tourist interests like hill stations, sea shores, etc.
- On important occasions, ICAR should publish an advertisement in all important national and regional newspaper and magazines.
- A professionally designed coffee table book; depicting prominent technologies, strengths, infrastructure and success stories; should be made available to all Indian embassies to get international

attention. Such publication should be revised/ updated periodically.

- ICAR should make efforts to get at least one laboratory in every institute accredited by NABL/BIS/FSSAI/MOFPI/DOAC or some other appropriate national/international agency. Such information should be given wide circulation through website and advertisements.
- ICAR should make sure that all institutes and headquarters have ISO certification and the same is renewed at appropriate time.
- ICAR Media bytes should be prepared for regular flashing in prominent TV channels.
- DD-Kisan platform should be used to fullest extent to promote ICAR technologies and achievements for mass outreach. Other TV channels can also be used subject to expenditure as per GFR.
- PD, DKMA shall be designated as the Link Officer for all media activities at ICAR level.
- The museum/display center/ATIC at ICAR and its institutes should always be in presentable condition with ICAR logo displayed at places of importance and a media address point with suitable decent backdrop.
- ICAR song (latest video available at ICAR website) should be played before any important meeting. Subscripts of English and regional languages be considered for the ICAR Song.
- Efforts to be made to promote ICAR internationally.
  - ◆ Participation in international exhibitions (Guidelines given in Annexure VII) – ADG (IR) to be nodal point for this type of activities.
  - ◆ ICAR employees going on official assignment should make a presentation about ICAR activities at their place of deputation
  - ◆ During international conference, seminars, workshops ICAR employees should wear ICAR necktie, lapel pins, scarf etc.
- Keep some philanthropic brand ambassadors (*Pracharak*), mentors from different organizations. Additionally some farmers/agri-innovators/entrepreneurs/students/ alumni could also be selected as ICAR brand ambassadors for a period of about two years.
- Drivers of all staff cars (throughout ICAR), while on duty, should be in uniform bearing ICAR logo on front pocket of shirt.
- For paid advertisements on print and electronic media, DKMA should centrally empanel appropriate agency(ies) to provide services to all the ICAR establishments. Latest list of such agencies should be available on ICAR website for ready reference.

### Third Party Level

Technology licensees, Incubates, startups, funding beneficiaries, SAUs and educational institutes who are in receipt of support from ICAR in the form of finance, intellectual property, accreditation, etc. are covered under this category.

Such beneficiaries are encouraged to use ICAR logo on their banners, publications, websites, extension materials, media content, product labels, etc. following the guidelines as indicated in Annexure VI. The IP beneficiaries (license and test report holders), trainees, stake holders by the virtue of MoU of MoA with ICAR and/or its constituting institutes/bureau/centers/companies etc. can use ICAR and institute logo (if any) on banner, publication, websites, extension materials, media content, product labels, etc. with prior permission from the concerned ICAR body. However, such usage would be limited to the product/service/reports/technology/license/event/software etc. which have been availed from the ICAR or its constituent body. Directors of the ICAR institutes/bureau/directorates/centers and CEO of Agrinnovate India Ltd. will be competent to grant appropriate permissions in this regard. All conditions of such permissions and restrictions in such events and time periods would be clearly specified in the MoU/Moa/permission letters etc.

Directors of institutes/bureau/directorates/centers and CEO of Agrinnovate India Ltd. will not however permit such usage to the stakeholders other than those mentioned above, without permission from ICAR headquarters. Director General (ICAR) will be the ultimate competent authority of invoking or revoking of any granted permissions or any decisions in this regard. Any third party using logos and names of ICAR for promoting their product, services, institutions shall make sure that the name of ICAR doesn't get defamed due to their actions and also they shall indemnify and keep indemnified the ICAR and its constituting bodies from any claims, loss or damages that may be caused to anybody due to actions of the said third party that has been granted permission to use the name of logo of ICAR

## Annexure - I



भारतीय कृषि अनुसंधान परिषद  
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**File No.310/ADG(IR)/SOC/2018**

The Governing Body of the Indian Council of Agricultural Research (ICAR), in its 250<sup>th</sup> Meeting held virtually on 29<sup>th</sup> June, 2020 has approved the "Guidelines for Promoting Brand ICAR" submitted by the Drafting Committee led by ADG (IR), ICAR.

Sd/-  
Under Secretary (International Relations)  
17.08.2020

Distribution:

1. PSO to Secretary, DARE & DG, ICAR for information
2. PPS to Spl. Secy., DARE & FA, ICAR
3. PPS to Addl. Secy., DARE & Secy., ICAR
4. All DDGs of the ICAR Hqrs. [DDG (CS/HS); DDG (Fy. Sc./AS); DDG (Agri. Engg./NRM); DDG (Agrl. Extn.); DDG (Edn.)]
5. ADG (IP&TM) / ADG (TC) / ADG (HRM) / ADG (ICT)
6. All Members of the Drafting Committee [Dr. JP Mishra, ADG (PIM); Dr. SK Singh, PD, DKMA; Dr. K. Srinivas, Pr. Sc. NAARM; Dr. Sant Kumar, Pr. Sc., NAIP; Dr. AK Mishra, Pr. Sc. (IR), ICAR Hqrs.; Shri Rajesh Sahay, Deputy Director (F), ICAR Hqrs.; Dr. Nachiket Kotwaliwale, Pr. Sc., CIAE]
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8. Director (Admn.), ICAR Hqrs.
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10. File

## Annexure - II

## Features and Specifications for Personal Identity Cards

- Material of card: Standard plastic (preferably biodegradable)
- Size: Standard 8.6 X 5.4 cm
- Specifications of electronic chip: (to be decided)
- Size and colour of neck belt: Sea Green or Navy Blue
- Name of Institute should be on white font on SMD color strip. SMD colors may be as below:

Division Name and colour	The strip Content (Institute Name example)	Colour value
ICAR HQ	भारतीय कृषि अनुसंधान परिषद Indian Council of Agricultural Research	R-0, G-51, B-0
Crop Science: Dark Green	भारतीय कृषि अनुसंधान संस्थान Indian Agricultural Research Institute	R-0, G-102, B-0
Animal Science: Dark Red	भारतीय पशु चिकित्सा अनुसंधान संस्थान Indian Veterinary Research Institute	R-200, G-0, B-0
NRM: Dark brown	भारतीय मृदा विज्ञान संस्थान Indian Institute of Soil Science	R-102, G-51, B-0
Horticulture: Orange	भारतीय बागवानी अनुसंधान संस्थान Indian Institute of Horticultural Research	R-255, G-51, B-0
Fisheries: Navy blue	भारतीय बागवानी अनुसंधान संस्थान Indian Institute of Horticultural Research	R-0, G-0, B-130
Education: Light green	राष्ट्रीय कृषि अनुसंधान प्रबंध अकादमी National Academy of Agricultural Research Management	R-0, G-200, B-0
Extension: Dark Yellow	कृषि प्रौद्योगिकी अनुप्रयोग संस्थान Agricultural Technology Application Research Institute	R-204, G-153, B-0
Engineering: Purple	केन्द्रीय कृषि अभियांत्रिकी संस्थान Central Institute of Agricultural Engineering	R-102, G-0, B-102

## DESIGN AND CONTENT

### For ICAR Headquarters

#### Front: Photo

 <small>भारतीय कृषि अनुसंधान परिषद INDIAN COUNCIL OF AGRICULTURAL RESEARCH</small>	
<b>भारतीय कृषि अनुसंधान परिषद</b> <b>INDIAN COUNCIL OF AGRICULTURAL RESEARCH</b>	
<div style="border: 1px solid black; width: 150px; height: 100px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <p>PHOTO</p> </div>	
<p><b>NAME</b> Designation</p>	
Signature of card holder	Signature of Issuing Authority
Valid Up to: AAA/0000	

#### Back: Bar code/QR code

<b>भारतीय कृषि अनुसंधान परिषद</b> <b>INDIAN COUNCIL OF AGRICULTURAL RESEARCH</b>	
<b>Address:</b>	<b>Krishi Bhawan</b> <b>Dr. Rajendra Prasad Road</b> <b>New Delhi 110 001</b>
<b>Tel. No. :</b>	<b>+91-11-2338 6711</b>
<b>Mobile No.:</b>	<b>+91-XXXXXXXXXX</b>
<b>Blood Group :</b>	<b>B+</b>
<b>Emergency Contact No. +91-XXXXXXXXXX</b>	
	
	

## DESIGN AND CONTENT

### For ICAR Institutes

#### Front: Photo

	
<b>भारतीय कृषि अनुसंधान संस्थान</b> <b>INDIAN AGRICULTURAL RESEARCH INSTITUTE</b>	
<div style="border: 1px solid black; width: 150px; height: 100px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">PHOTO</div>	
<b>NAME</b> Designation	
Signature of card holder	Signature of Issuing Authority
Valid Up to: AAA/0000	

#### Back: Bar code/QR code

<b>भारतीय कृषि अनुसंधान संस्थान</b> <b>INDIAN AGRICULTURAL RESEARCH INSTITUTE</b>	
<b>Address:</b>	<b>IARI, Pusa</b> <b>New Delhi 110 012</b>
<b>Tel. No. :</b>	<b>+91-11-2584 1463</b>
<b>Mobile No.:</b>	<b>+91-XXXXXXXXXX</b>
<b>Blood Group :</b>	<b>B+</b>
<b>Emergency Contact No. +91-XXXXXXXXXX</b>	
	
	

## Annexure – III

## Features and Specifications for Personal Visiting Cards

- Material of card: Card sheet 200 gsm or better, any sheet of biodegradable material with sufficient stiffness and printability. Plastic sheets should be avoided.
- Size: 9.2 × 5.5 cm
- Design and content is given below:

## For ICAR Headquarters

Front:



Back:



## For ICAR Institutes

Front:



Back:



## Annexure – IV

### Features and Specifications for Official Letter Heads

(a) For ICAR Headquarters, ICAR-KVKs and for Institutes that do not have independent logo

 <p>भारतीय ICAR</p>	<p>भारतीय कृषि अनुसंधान परिषद पता</p> <p><b>Indian Council of Agricultural Research</b> Address</p>
<hr/>	
<p>नाम / Name</p> <p>पदनाम <i>Designation</i></p>	
<hr/>	
Phone: +91-11- _____	Email: _____
Fax: +91-11- _____	Website: <a href="http://www.icar.org.in">www.icar.org.in</a>
Facebook: _____	Twitter: _____

**(b) For Institute that have logo**

 <p>भाकृअनुप ICAR</p>	<p>भाकृअनुप-संस्थान का नाम पता</p> <p><b>ICAR-Institute Name</b> Address</p>	<p>Institute Logo</p>
<p><b>नाम / Name</b> पदनाम <i>Designation</i></p>		
<p>Phone: +91-11- _____ Email: _____          Fax: +91-11- _____ Website: <a href="http://www.icar.org.in">www.icar.org.in</a>          Facebook: _____ Twitter: _____</p>		

## Model Terms of Reference (ToR) Empanelment of press and media communication specialist(s)

### 1. Introduction

It was felt that there is a need for empanelment of press and media communication specialists. The issue of publicity and dissemination of information for the benefit of public at large was discussed in the meeting and it was felt that the ICAR being a scientific organization, there is an inherent deficiency of Content Writer who can communicate ICAR achievements in non-scientific and easy to understand language.

The objectives is to enhance the agricultural communication and awareness in the country at grass-root level by empanelling press and media communication specialists for dissemination of ICAR achievements in non-scientific and easy to understand language.

### 2. Objectives

The press and media communication specialists are to collate the agricultural research information generated from the entire NARS, get the same edit and design the news items in non-scientific and easy to understand language for print and e-mode including social media platforms i.e. Facebook, Twitter, Youtube Channel etc.

The broad objectives of communication specialists are:

- Strengthening of agricultural communication in the country
- Collation of information received from all ICAR Institutes, SAUs, KVKs and other resources viz; News, events, success stories, conferences, technologies developed, awareness, publicity etc.
- Editing and designing of the content (including images) as per requirement of print media, electronic media and social media platforms i.e. Facebook, twitter, Youtube Channel etc.
- Publishing of agricultural research technologies in print media, electronic media and on Social Media platforms.

### 3. Main Tasks, Responsibilities & Scope of Work:

- a) Writing features on new technologies, new varieties and success stories.

- b) Editing and designing of the content (including images) for print and e-mode including social media platforms i.e. Facebook, Twitter, Youtube Channel etc.

#### **4. Time Frame**

The empanelment of press and media communication specialists will be for one year.

#### **5. Deliverables**

- a) To publish agricultural based Success Stories of entire NARS through print media, electronic media and social media platforms.
- b) To develop Feature/ News Reports for publication in Newspapers

#### **6. Outcome:**

- a) Enhanced visibility of the agricultural technologies developed by ICAR in regional and national media.
- b) Regular coverage of agricultural issues in print media
- c) Creation of sustainable information flow system
- d) Dissemination of ICAR technologies for the benefit of farmers and masses
- e) Motivation to farmers to adopt ICAR technologies
- f) Increased awareness among farmers to adopt innovative technologies

#### **7. Monitoring the performance of the press and media communication specialists:**

A Committee will monitor the performance of press and media communication specialists on quarterly basis.

#### **8. Qualification, Skills, knowledge and Competencies requirement press and media communication specialists:**

##### **Qualification and Experience requirement for the empanelment of Press and media**

##### **Communication Specialists**

##### ***Essential Qualifications:***

Master's degree in Mass Communication/PG Diploma in Mass Communication/Journalism from a recognized university/Institute

**Experience:**

A communication professional having proven record of professional contribution of working in reputed press/media organization having at least 5 years' experience in content writing/development for social/digital media.

**Desirable Qualification & Experience:**

Excellent writing, editing, presentation and communication skills in English, Hindi and regional languages

Experience in content writing/development for social/digital media in agricultural and allied sector will be preferable

**9. Procedure for empanelment of press and media communication specialists:**

Through open advertisement in all format as per GFR provision

**10. Selection Criteria:**

The selection will be based on the basis of weightage of marks in Qualification, Experience in the relevant field and performance in the interview

**Criteria for awarding marks:**

S.N.	Parameters	Max. Marks assigned
2.	Master Degree	20*
3.	NET/Ph.D	10
4.	Experience	30
5.	Interview/Presentation	40
	<b>TOTAL</b>	<b>100</b>

*\*Basis of Calculating marks*

**a) For calculating marks:** in respect of net marks obtained by candidate in their academic qualification =  $\frac{\text{maximum marks assigned} \times \% \text{ score}}{100}$

**For example:** if a candidate has secured 70% marks in Master Degree in his/her net marks for the purpose of calculation of merit will be =  $\frac{20 \times 70}{100} = 14$

- b) For calculating Experience: 5 marks for each year and 2.5 marks for half year** of experience shall be assigned to candidate. However, in case of experience of more than 6 years maximum marks of 30 will be assigned to the candidate.

### **11. Remuneration**

A remuneration of Rs. 10,000/- (inclusive all) per article of about 3-6 pages (typed on A4 size paper on 1.5 spacing and font size of 12) could be paid with a ceiling of Rs. 60,000/- per month for all content writers, i.e. six articles per month. Tax will be deducted as per Govt. of India norms.

### **12. TA/DA :**

No TA/DA will be given.

## Annexure – VI

## Guidelines for use of ICAR Logo\*



- The ICAR logo symbolizes wheat in growing stage
- The encircling component shows the strength of research
- The logo was conceptualized and designed in 1958 and adopted in 1960-61

**LOGO** is a critical aspect of brand strategy of an organization. Logo is considered as “FACE” of an organization which is displayed graphically having unique identity, and through colors, fonts and images. Logo is also a short way of referring to organization in advertising and marketing materials. Logo is the prime visual component of an organizations overall brand identity. The logo applies to all visual communication, such as books, magazines, reports, stationery, websites, visiting cards and all advertising and marketing materials. The ICAR logo as indicated below would be used by all ICAR institutes in all official documents, posters, banners, extension materials, publications, website, social media content, identity cards, library cards, visiting cards, etc. brought out by ICAR or its subsidiary organisations and vehicles, buildings and other assets in the possession of ICAR or its subsidiary organisations through ownership, lease, rent agreement or *gratis*.

\*ICAR Logo usage guidelines (2016) Singh Rameshwar and Bharti V.K., ICAR, New Delhi

## COLOUR OF ICAR LOGO

The official colour of logo is green. Logo must be printed in green colour or in grey tone (in case of black and white publication) frequently on publications, websites, etc.

Correct green colour should be used as different vendors working on various media using different means for reproducing colors for example on Paper, cloth banner, flex, or glass. The ultimate reference point for the ICAR colors in the Pantone color specification system, developed for offset printing.

CMYK (Cyan=100, Magenta=0, Yellow=100 and Black=0);

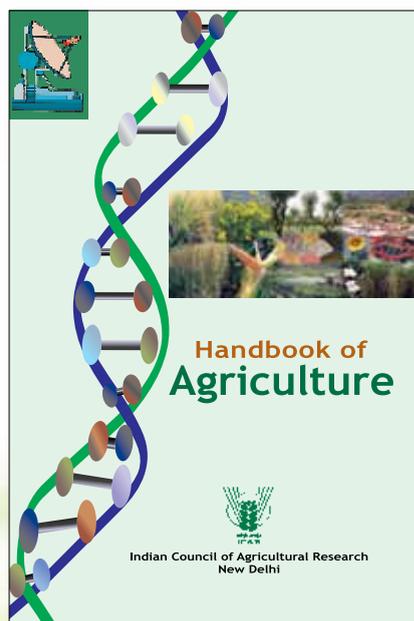
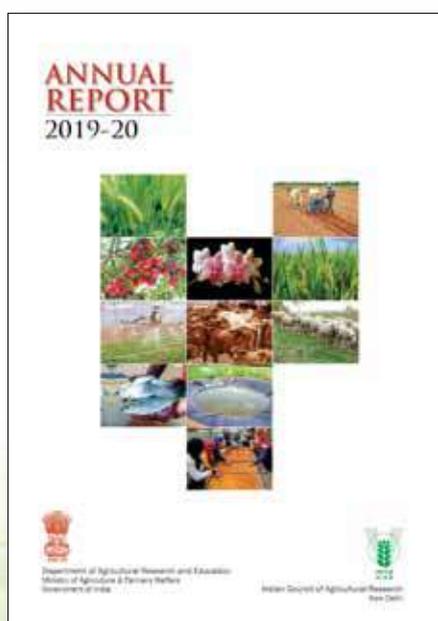
RGB (Red=0, Green=146 and Blue=63).



The logo must appear in a prominent location on all print and electronic communications of the Indian Council of Agricultural Research

### A. For print publication

**Books and Reports:** The logo should be placed on the front cover and title page appropriately

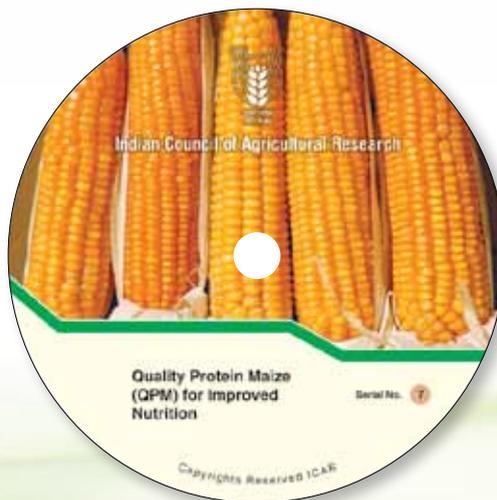




### C. For display electronically

**On a website:** The logo must be placed appropriately and prominently on homepage.

**CD:** The logo must be printed appropriately and prominently on compact disc and its cover.



## DON'Ts

- i. Do not attempt to construct the logo themselves
- ii. Always obtain authorized electronic files of the logo from ICAR
- iii. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and could alter the scale of the various elements
- iv. Printing of logo in reverse should be avoided in case;
  - a. Printing on low weight unglazed newsprint paper
  - b. Printing on smaller width size of book spine
  - c. Placing of text and other material with logo should be avoided

## INCORRECT USE OF LOGO

- Never manipulate or distort the logo by stretching or compressing it
- Never replace an element of the logo
- Never add any element to the logo, such as line or any other mark



Distort logo



Blurred logo



Manipulated logo with changed fonts

## SPACE AROUND LOGO

- Minimum 3 mm clear area should be left around the logo for clear visibility **SIZE OF ICAR LOGO**

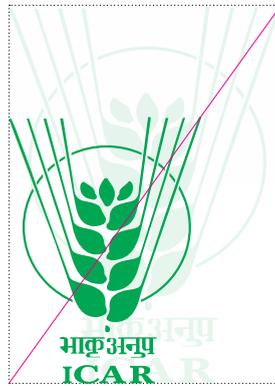


- The logo size is categorized according to the size of Books and Reports, Magazine, Journal, Fliers, Folders, Brochures, Stationery, Advertisement in Newspapers, Magazines, frequently printed:

Category of Publication	Publication Size	Preferred size of logo
Reports, Annual Report Magazine, Journal, Fliers, Folders, Brochures, Stationery	Demy Quarto (8.75x11 inches) And A-4 size (8.25x11.75 inches)	1.25 inches in height (3.17 cm)  The logo should be reduced and enlarged diagonally
Reports, Annual Report Magazine, Journal, Fliers, Folders, Brochures, Stationery	Crown Quarto (7.25x9.50 inches) And Royal Octavo Size (6.25x9.50 inches)	1 inches in height (2.54 cm)  The logo should be reduced and enlarge diagonally

### ENLARGMENT AND REDUCTION OF LOGO

- The logo should be enlarge and reduced diagonally
- Do not stretch or condensed



## WHO CAN USE THE LOGO

- ICAR headquarters, all ICAR institutes, Bureaux
- KVKs with direct ICAR funding
- Projects and programmes sponsored by ICAR – for the duration limited to the project/ programme.
- Third party who have procured licenses for production and/or sale of products based on ICAR technologies – limited to the scope of licensed product and terms of license.
- Third party who have test certificates for their product(s) issued by ICAR institutes – limited to the tested item/product and terms of testing.
- The principal colour of logo would be 'Green' on 'White' background. However, other colour imitations could also be sparingly used only under certain conditions viz. background colour cannot be altered, artistic representations, metallic replicas or souvenirs, animations etc.
- Every building and official vehicle of ICAR must have a logo of ICAR prominently placed at the entrance, all meeting halls, seminar halls, auditoriums and public meeting places (open or covered) should have a logo of ICAR conspicuously placed in such a way that it is visible to majority of spectators during the function. ICAR logo can also be placed on the building façade adjacent to public roads. Such façades could have illumination for night-time visibility.
- No person shall use the emblem or any colour imitation thereof in any manner which tends to create an impression that it relates to the ICAR or that it is an official document of the ICAR, without the previous permission of the ICAR or of such officer of that ICAR as may be authorized by it in this behalf.
- No person shall use the logo for the purpose of any trade, business, calling or profession or in the title of any patent, or in any trade mark or design, except in such cases and under such conditions as may be prescribed.
- The logo should not be used by any person on personal vehicles or personal stationery. Special cases of relief could be when an institute issues special stickers or passes to certain vehicles/ officials for the purpose of security or otherwise.

- In case ICAR logo is being used along with logo of ICAR Institute, the ICAR logo should be above the institute logo in usages as specified in the beginning of this document. In case both the logos are being used in same horizontal plane, ICAR logo should be on the left on the view page. Height of the ICAR logo should always be equal to or more than the height of Institute logo. This condition does not apply for use of ICAR logo with logo/ emblem of Govt. of India and/or other organizations.
- For all purposes, the softcopy of logo available on the ICAR website should be used in such a way that the logo doesn't get distorted, misprinted or remains unclear. The aspect ratio of the logo (height to width ratio) should not be altered, although size could be changed as per requirement.

**Annexure – VII****Guidelines for Participation of ICAR in National/International Exhibitions and Kisan Melas etc.**

**Subject:** Constitution of Committee to Consider Participation of ICAR in Exhibitions/*Kisan Melas* etc.

**Ref:** Office Order No. 3[22] 2015-PR dated 4<sup>th</sup> July, 2016

The Council regularly participate in various exhibitions, which are organized by the Govt. departments, prestigious associations, etc. at various places. The participation in exhibitions are meant to showcase the capacity, competence and strength of the Council for image-building, improving the visibility, help in promoting commercialization of technologies developed by Council and its institutes.

It has been decided by the Competent Authority that the following Committee shall be constituted comprising of the following officials to consider and monitor the participation of ICAR in exhibitions and Kisan Melas, etc.:

**i) Committee for State/Regional level exhibitions**

Chairman: Project Director, DKMA

Member: Director (ATARI) concerned

Member: Deputy Secretary (GAC)

Member: Under Secretary (DKMA)

Member: Business Manager, DKMA

Member Secretary: CP&PRO, ICAR

**ii) Committee for National/International and Special Events:**

Chairman: Deputy Director General (Ag. Extn.)

Member: Assistant Director General (TC)

Member: Assistant Director General (IR)

Member: Assistant Director General (Ag. Extn.)

Member: Director (Finance)

Member: Addl. Commissioner (Extn.), DAC&FW

Member Secretary: Project Director, DKMA

The above committee will be treated as a rolling committee. In case the exhibition/event is having a specific theme, then in such case the committee will be chaired by DDG from the respective SMD. The Committees will work on the basis of guidelines and checklist developed for this purpose.

This issues with the approval of Competent Authority.

Sd/-  
CP&PRO



**Indian Council of Agricultural Research, Krishi Bhawan, New Delhi**

File No. 3(22) 2015-PR

Dated 4<sup>th</sup> July, 2016

**Subject:** Guideline for Participation of ICAR in Exhibitions and *Kisan Melas* etc.

The guideline for participation of Indian Council of Agricultural Research in exhibitions and Kisan Melas, etc, approved by the Competent Authority is attached herewith for information. The guideline is also available on the ICAR's Website ([www.icar.org.in](http://www.icar.org.in)).

Yours sincerely

Sd/-  
CP&PRO

Encl: As above

Copy for information to:

1. All DDGs / ADGs, ICAR
2. Director (Finance), ICAR
3. Addl. Commissioner, DAC&FW, KB
4. Business Manager, DKMA
5. Sr. PPS to Secretary (DARE) & DG (ICAR)
6. PPS to Addl. Secretary (DARE) & Secy. (ICAR)
7. PS to Addl. Secretary & FA (DARE/ICAR)
8. PS to PD, DKMA



**Indian Council of Agricultural Research, Krishi Bhawan, New Delhi**

## **Guideline for Participation in Exhibitions, Kisan Melas and Agriculture Fairs etc.**

1. The exhibitions may be dealt under two categories only:
  - a. Regional Exhibitions, involving maximum expenditure up to ₹ 9.5 lakhs
  - b. National/International and Special Events, involving total expenditure above ₹ 9.5 lakhs.

*(The expenses will include rental charges for space, fabrication work in the pavilion, designing and printing of posters, arranging specific models or live material, transport and other miscellaneous items.)*

2. The Committees will work on the basis of guidelines and checklist developed for this purpose. The Check List is appended separately as Annexure VIII.

**i) Committee for Regional level exhibitions** will comprise of the following:

- Chairman: Project Director, DKMA
- Member: Director, ATARI of relevant region
- Member: Deputy Secretary (GAC)
- Member: Under Secretary (DKMA)
- Member: Business Manager, (DKMA)
- Member Secretary: CP&PRO, ICAR

**ii) Committee for National/International and Special Events:**

- Chairman: Deputy Director General (Ag.Extn.)
- Member: Assistant Director General (TC)

- Member: Assistant Director General (IR)
- Member: Assistant Director General (Ag.Extn.)
- Member: Director (Finance)
- Member: Addl. Commissioner (Extn.), DAC&FW
- Member Secretary: Project Director, DKMA

**iii) Institute and KVK level Committee:**

Chairman: Director for ICAR Institutes/ Director, ATARI of the relevant zone for KVKs

Member: Nominated Scientists (1 or 2) of the Institute or KVKs

Member: Nominees from Administrative/Finance side

Member Secretary: To be appointed by the concerned Director

The above committee will be treated as a rolling committee. In case the exhibition/event is having a specific theme, then in such case the committee will be chaired by DDG from the respective SMD.

The format of Check List (Annexure VIII) has been designed and is attached herewith separately. The details are to be filled up in the check list by the exhibitors/organisers of the event for evaluation by the Committee.

3. The theme of the exhibition should be in tune with the mandate of ICAR i.e. related to spread of agricultural technologies (including animal sciences, fisheries, agricultural engineering and other allied sectors), good practices, farm inputs, farm tools and machinery, contingency plans, marketing of farm produce, farmers welfare etc.
4. Priority is to be given to exhibitions organised by different ministries and govt. departments or reputed societies being supported by the government.
5. If the event is organised by NGO or private sector, the organiser should have a good background in this area as depicted by the record of events organised and activities carried out in the past.
6. Profiles of other exhibitors likely to participate in the exhibition may also be considered or have participated on previous events organised by the exhibitors.
7. Expected total footfall and profile of visitors/audience may be considered.

8. The date and venue of the exhibition should be considered in view of access, feasibility for the Council and clash with other activities/ events of the Council.
9. The infrastructure and facilities being provided by the exhibitor have to be defined and considered by the committee.
10. Rates quoted for rental charges of space should be reasonable and as per prevailing norms.
11. Sufficiency of funds for the particular exhibition.
12. Contract for designing the pavilion, developing the posters, display materials, exhibits, and other related expenditure will be incurred after following the provisions of GFR and orders/guidelines issued by ICAR/Gol from time to time.
13. Events incurring expenditure of 10.0 lakhs or more will be referred to the Dept of expenditure for seeking approval of the Secretary (Expenditure) as per MoF OM. dated 31 May 2010.
14. Expected outcome of participation must be considered in terms of value addition to our efforts related to showcasing and improvement in the visibility and image building of ICAR.

## Annexure – VIII

## CHECK LIST (PARTICIPATION OF COUNCIL IN EXHIBITIONS)

Title of the Exhibition	
Regional/National/International	
Date and venue	
Address of Organiser with contact number and email id	
Supported by	
Referred by any Ministry/Govt agency etc.	

## Other Details (To be filled in by the organiser)

S No	Details	Remarks
1	Does the theme have a distinct relevance to the ICAR mandate?	
2	Who will inaugurate the exhibition?	
3	Are date and venue suitable and convenient, any other event being held during the same period?	
4	What is the professional standing and track record of the proposing body/organizer?	
5	Last 3 years' annual turnover (please attach supporting document)	
6	Has the proposing body organized any such event in the past? If yes, then no. of events organized	
7	List of participating agencies in each event	
8	What type of infrastructure for display will be provided by organizer?	
9	Undertaking that the organising agency/NGO is not blacklisted by Central/State Govt. agencies is submitted or not?	

S No	Details	Remarks
<b>For Office use only</b>		
10	Total estimated area for display/ no. of stalls to be booked and likely expenditure?	
11	Is rate quoted by body justified in relation to the brand value, venue, infrastructure and facilities offered?	
12	If there is any special discount for ICAR or Government agencies?	
13	Suggested area for display space	
14	If sufficient fund is available?	
15	Expected outcome through participation of Council in the exhibition and does it aim at tackling national, regional or global issues?	
	Approval/Decision of the committee* (To be signed by members and Chairman of the committee)	

- Column 10-15 are for office use and not to be filled up by the organizer
- All the applications which are complete will be processed on file by the PR Unit of ICAR.
- Event/exhibition which do not satisfy the conditions or are incomplete will not be considered.
- A list of such applications will however, be put up to the Committee for information.
- The Director-General, Indian Council of Agricultural Research will have the power to relax any of the conditions mentioned above, for reasons to be recorded in writing.

# GLORIOUS MOMENTS FOR THE INDIAN COUNCIL OF AGRICULTURAL RESEARCH



किसान गाँधी 2019



मिश्रित खेती खुशियों की खेती 2018



Guidelines for  
Promoting  
Brand  
ICAR



INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
NEW DELHI

