

GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU
EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, JAMMU
Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

The Deputy Excise Commissioner,
Executive, Jammu/ Kashmir.

The Deputy Excise Commissioner,
Distilleries, Jammu.

The Principal,
Training Institute, Nagrota.

The Deputy Excise Commissioner,
Accounts, Jammu.

The Excise & Taxation Officer,
Erstwhile Toll Post, Lakhanpur.

No: EC/Adm-736-IV/ **6275-81**

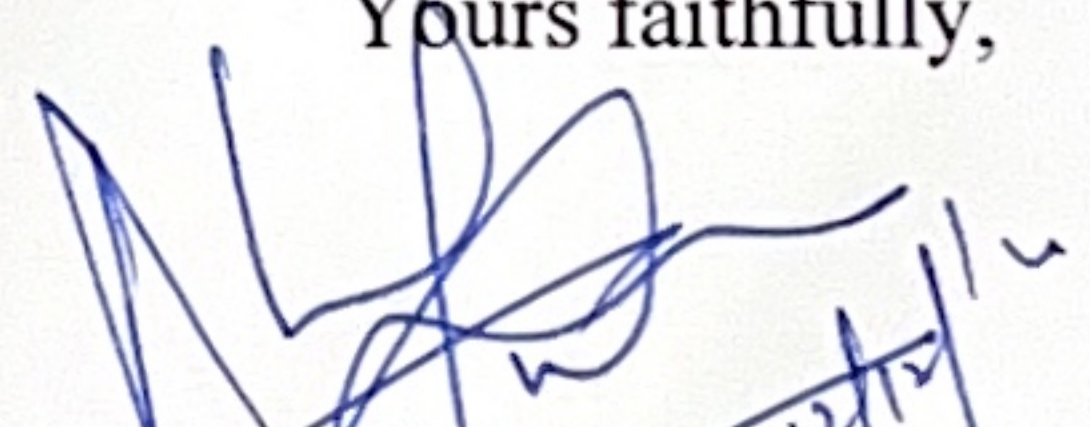
Dated: **12-12-2022**

Sub: Unveiling of G20 logo.

Sir/ Madam,

Kindly refer to the subject cited above. In this connection, I am directed to enclose herewith a copy of letter no. FD-Cord/320/2022-03 Dated: 06-12-2022 alongwith its enclosure received from Finance Department, Civil Secretariat, J&K for favour of information and further appropriate action in the matter.

Yours faithfully,


Technical Personal Assistant,
To the Excise Commissioner,
J&K Government, Jammu.

Encls: 05 leaves

Copy to the:

1. Programmer, I/c. website www.jkexcise.nic.in for information and further necessary compliance.

Government of Jammu and Kashmir,
Finance Department,
Civil Secretariat, Jammu/ Srinagar

1. Commissioner, State Taxes Department, J&K.
2. Managing Director, J&K and Ladakh Financial Corporation.
3. Excise Commissioner, J&K.
4. Director General, Accounts & Treasuries, J&K.
5. Director General, Audit & Inspections, J&K.
6. Director General, Local Fund, Audit & Pensions, J&K.
7. Director General, J&K Funds Organization, J&K

No:-FD-Cord/320/2022-03

Dated 06.12.2022

Subject:- Unveiling of G20 logo.

Sir/Madam,

I am directed to forward herewith a copy of O.M. GAD-SERV0IAS/199/2022-02 dated 28.11.2022 alongwith its enclosures received from General Administration Department regarding the subject cited above for further necessary action in the matter.

Yours faithfully,

Aparna Sharma
06/12/2022
Under Secretary to the Government,
Finance Department

Encls :A/A

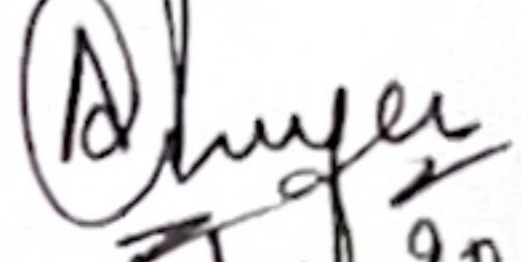
Copy for similar action to :-

1. Director General, (Budget), Finance Department.
2. Director General, (Codes), Finance Department.
3. Director General, Expenditure Division-I.
4. Director, Expenditure Division-II.
5. Director (Resources), Finance Department.

O.M. No. GAD-SERVOIAS/199/2022-02-
Dated: 28.11.2022

Subject: **Unveiling of G20 logo.**

The undersigned is directed to forward herewith a copy of D.O. No. 1/48/8/2022-Cab dated 08.11.2022 received from Mr. Rajiv Gauba, Cabinet Secretary, Government of India, regarding the subject captioned above to all Administrative Secretaries and request them to circulate it among their respective departments for its widespread use. Compliance in this regard shall also be ensured by the concerned departments.


28/11/2022
(Akshay Rajan) JKAS

Deputy Secretary to the Government

All Administrative Secretaries

Encls: A/A



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

D.O. No. 1/48/8/2022-Cab.

8th November, 2022

Dear Chief Secretary

As you are aware, Prime Minister has unveiled the G20 logo and the theme for India's Presidency of the G20 [1st December 2022 to 30 November 2023] today. Copy of the logo and theme are enclosed as **Annexure**.

2. This logo and theme will be the cornerstones around which the entire branding and publicity campaign for India's G20 Presidency period would be built. These will be used both to familiarise audiences about the relevance of the G20 as well as to disseminate messaging and outcomes from the G20 as widely as possible.

3. For achieving these objectives, both domestically and internationally, mainstreaming and extensive use of both the logo and the theme needs to be undertaken by all State Governments and their autonomous organisations/ PSUs, with a whole-of-Government approach. This may be done in the following manner:

- In all publications like annual reports, study papers, budget documents, periodicals and magazines.
- On websites of State Government and their autonomous organisations and PSUs.
- On stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
- For co-branding at national/international events that the State Government may be participating in.
- Social media handles, digital media.
- Any events, seminars and workshops being organized by Stakeholders during the Presidency year.
- Office buildings through outdoor publicity (hoardings, digital screens etc.).
- In Government signages and publicity/promotional material related to their schemes and programmes, whether digital, print, outdoor or audio-visual
- Use of the logo and theme may also be promoted amongst private partners of State Government for e.g., by hotel chains, transport agents, websites of these companies etc.

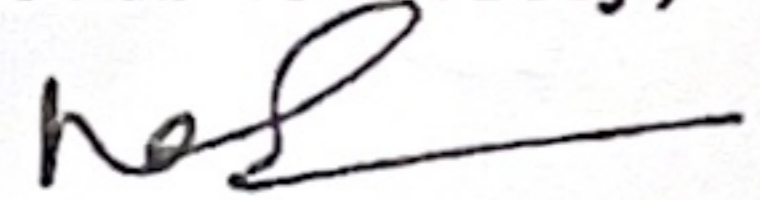
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- Government owned petrol pumps that are spread out across the country, may also prominently display the G20 logo and theme.
 - The G20 logo and theme may also be used at any art/craft/ cultural festivals and events being organized by Government stakeholders or where the Government is a co-sponsor.
4. The above are only indicative suggestions and the State Governments may explore all opportunities for publicizing the G20 logo and theme during India's Presidency.
5. I would, therefore, request you to advise all concerned for widespread use and mainstreaming of the G20 logo and theme during India's Presidency period.

with regards

Yours sincerely,



(Rajiv Gauba)

Encl.: As above

To,

Chief Secretaries of all State Governments



भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE