

File No. W-11/26/2013-IPHW
Government of India
Ministry of Communications and Information Technology
Department of Electronics and Information Technology (DeitY)
(Industrial Promotion –Electronics Hardware Manufacturing (IPHW) Division)

Dated : 30/06/2014

NOTIFICATION

Subject: Usage of Brand “Electronics India” Logo by any Entity: Terms and Conditions thereof

1. **The National Policy on Electronics 2012 (NPE)** envisions:

“To create a globally competitive electronics design and manufacturing industry to meet the country’s needs and service the international market”

2. As a part of its efforts to promote the Electronics Sector under the NPE, Department of Electronics and Information Technology (DeitY), Government of India has adopted the following Logo of “Electronics India”, hereinafter also called as “EI Logo” with the Tagline, “Billion Needs Million Chips”:



3. The Department of Electronics and IT (DeitY), Government of India is pleased to allow the use of EI Logo and the Tagline, whether used together or separately, by any legal entity espousing the vision of National Policy of Electronics (NPE), hereinafter called as the User, subject to the detailed guidelines to be issued in this regard.

4. **Permission:** No specific permission is required by the User to use EI Logo and the Tagline, together or separately. The User is responsible for the compliance to the detailed guidelines in this regard.

5.1 **Rights and Ownership:** However, Department of Electronics and IT, Government of India shall remain the exclusive owner of the EI Logo and the Tagline, whether used together or separately. The use of EI Logo and the Tagline, collectively or separately, shall inure exclusively to the benefit of Government of India.

5.2 The User shall not do anything to compromise Government of India’s rights in and to the EI Logo and the Tagline, together or separately, such as filing as trademark application for EI Logo and the

Tagline, together or separately, or for any part of one, or for any confusingly similar mark anywhere in the world, now or in the future.

6.1 **Limited and Non-exclusive:** This freedom to use EI Logo and the Tagline, together or separately, under this policy is granted for the limited purpose in a non-exclusive, royalty-free basis.

6.2 The usage of EI Logo and the Tagline, together or separately, by any entity does not in any way provide any endorsement by the Government of India, of the product, service, or activity being carried out by that entity. It only reflects the endorsement of the NPE vision by the entity (the User).

7. **Verification:** The Government of India may request the User of EI Logo and the Tagline, together or separately, at no cost, with no obligation to return, for suitable specimens of usage of the EI Logo and/ or the Tagline, of the permission to verify conformance with the guidelines. If at any time, the Government of India is of the opinion that the use of the EI Logo and the Tagline, together or separately, does not conform to the Terms and Conditions of this policy and guidelines issued there under, the Government of India may, ask the User to modify or terminate the usage. The decision of the Government of India in this regard will be final and binding on the User.

8. **No Warranties:** The usage of EI Logo and the Tagline, whether used together or separately, is provided by the Government of India "as is" and the User is solely responsible for the use of the same. Government of India disclaims all warranties, express or implied, regarding the EI Logo and the Tagline, together or separately, including but not limited to warranties of title and of no-interference of third-party rights. In no event shall the Government of India be liable for any direct, indirect, incidental, special, consequential, punitive, or damages arising from or related to this policy, its termination or the User's use of the EI Logo and the Tagline, together or separately.

9.1 **Indemnification:** The User will defend Department of Electronics & Information Technology (DeitY), Government of India in any Court of Law or before any authority or legal assignee, in respect of all or any of the suits, claims, disputes etc. of whatsoever nature arising out of or due to this authorization filed anywhere in India or abroad.

9.2 The user will identify any hold Department of Electronics & Information Technology (DeitY), Government of India harmless including loss of reputation; goodwill; collateral damage; direct and vicarious liability of whatsoever nature in respect of all or any of suits, claims, disputes etc. arising out of use of EI Logo and Tagline, together or separately, in any manner or from any personal injury, product liability or other claim arising from the creation, promotion, provision, use, sale or offer for sale of the User's product, service or activity.

9.3 Any suit, claim dispute or otherwise arising out of this arrangement is subject to the jurisdiction of Courts at New Delhi, India.

10.1 **Modification, Restriction and Termination:** This policy is subject to review, modification or termination at any time at the sole discretion of the Government of India without liability or obligation to the User of any kind.

10.2 The Government of India may also restrict a specific User or a set of Users from using the EI Logo and Tagline, together or separately, in case of violation of the terms and conditions of this policy

and guidelines issued there under or for any other reason not specifically mentioned, if the Government of India is of the opinion that such use of the EI Logo and the Tagline, together or separately, is not in public or national interest.

10.3 The Government of India shall have the right to take action against any use of the EI Logo and the Tagline, whether used together or separately, that does not conform to the terms and conditions of this policy and or guidelines issued under this policy, infringes any of the Department of Electronics and IT's intellectual property or other rights or otherwise violates applicable law. In the event of any such notice from the Government of India regarding any such violation, the User would be obliged to remove the EI Logo and the Tagline, whether used together or separately, from all materials and items under its control within seven days after the date that notice was given.

11. **No Partnership:** The Government of India has no obligation to provide any type of support for the User's product, service or activity. The User acknowledges that no joint venture, partnership, employment, or agency relationship exists or is created between the Government of India and the User due to use of the EI Logo and Tagline, whether used together or separately.

12. Any dispute with regard to this policy shall be subject to final decision of the Secretary, Department of Electronics and IT (DeitY), Government of India.

13. This issues with the approval of the Competent Authority.


(Dr. Ajay Kumar)
Joint Secretary

To:

- 1) All GCs/ HoDs, DeitY
- 2) Electronics Industry Associations/ Apex Chambers
- 3) Department of Commerce/ Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, PIB
- 4) DeitY Website