



STANDARD OPERATING PROCEDURE FOR USE OF DEPARTMENT OF DEFENCE PRODUCTION LOGO

DEFENCE INVESTMENT CELL

DEPARTMENT OF DEFENCE PRODUCTION

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STANDARD OPERATING PROCEDURE (SOP) FOR USE OF DEPARTMENT OF DEFENCE PRODUCTION (DDP) LOGO

1. Background

The Department of Defence Production (DDP), Ministry of Defence (MoD), Government of India, has been established with the twin objectives of developing a robust defence production infrastructure and achieving substantive self-reliance in the design, development and manufacture of defence equipment, weapon systems and platforms. DDP administers sixteen (16) Defence Public Sector Undertakings (DPSUs), and promotes the growth of the defence industrial ecosystem comprising public sector undertakings, private industry, MSMEs, start-ups, academia including research institutions among others.

DDP has been, from time to time, receiving requests from private companies, industry associations, start-ups, educational institutions, media organizations, chambers of commerce, non-government organizations, not-for-profit organizations and other stakeholders for permission to use the DDP logo in connection with the events, conferences, exhibitions, seminars, workshops, publications and other activities being organized for defence sector industries, without any financial assistance and legal binding from the Department of Defence Production.

While DDP encourages initiatives that promote the defence manufacturing ecosystem, indigenization, innovation, exports and self-reliance, it is also essential to ensure that the DDP logo is not misused or used in a manner that creates any impression of Government endorsement, partnership, certification, sponsorship or financial support in the minds of Public.

Accordingly, the following Standard Operating Procedure (SOP) shall govern the use of the Department of Defence Production (DDP) Logo.

2. Objective

This Standard Operating Procedure aims to:

- i. Facilitate legitimate use of the DDP logo for activities that promote the objectives of the Department.
- ii. Ensure uniformity in the use of the DDP logo.
- iii. Protect the identity, integrity and reputation of the Department of Defence Production while its Logo is being used.
- iv. Prevent unauthorized or misleading use of the DDP logo.

3. Scope

This Standard Operating Procedure shall apply to:

- i. Offices and establishments under the Ministry of Defence, Government of India
- ii. All central Government Ministries/ Departments and State Governments/ UT Administrations
- iii. Defence Public Sector Undertakings (DPSUs) and other Central PSEs.
- iv. Indian Missions/Embassies abroad.
- v. Private companies.
- vi. Industry Associations.
- vii. MSMEs and Start-ups.
- viii. Academic and research institutions.
- ix. Chambers of Commerce.
- x. NGOs, Not-for-Profit Organizations and Trusts
- xi. Media organizations.
- xii. Any other organization seeking permission to use the DDP logo.

4. Ownership of the DDP Logo

The DDP logo is an official identity of the Department of Defence Production, Ministry of Defence, Government of India. The logo is the exclusive property of the Government of India and shall be used only in accordance with this SOP and applicable laws, including:

- The Emblems and Names (Prevention of Improper Use) Act, 1950;
- The State Emblem of India (Prohibition of Improper Use) Act, 2005 and Rules made there under;
- Any other applicable Government instructions issued from time to time.

Permission for use of the DDP logo shall not create any legal right, ownership, partnership or exclusive privilege in favour of the applicant.

5. Use of DDP Logo

A. Without Prior Permission:

- i. All offices, establishments and officers of the Ministry of Defence, Government of India.
- ii. All central Government Ministries/Departments and State Governments/UT Administrations, for use in programmes directly organized by them.
- iii. Indian Embassies/Missions abroad for defence-related promotional events organized or officially supported by the Ministry of Defence or the Department of Defence Production.
- iv. Official publications, reports, brochures, websites and social media handles owned and operated by MOD, DDP.

B. With Prior permission/Approval of DDP:

- i. Defence Public Sector Undertakings under the administrative control of DDP.
- ii. For Domestic Events, Conferences, Seminars, workshops, Exhibitions, Defence Expos, Trade Fairs, Vendor Development programmes, Innovation Challenges, Hackathons, Defence manufacturing Summits, Start-up events, Export promotion events, Skill development programmes, Awareness campaigns being organized by institutions other than those mentioned in Para 5(A) above such as Central Public Sector Enterprises, private entities/companies, Industry Associations, MSMEs and Start-ups, Chambers of Commerce, NGOs and Not-for-Profit Organizations, Trust, Media organizations, Academic and research institutions or any other organization seeking permission to use the DDP logo.
- iii. All events for which financial support is extended by the M/o Defence, Government of India

6. Cases Where Permission Shall Normally Not Be Granted

Permission shall ordinarily not be granted for use of the DDP logo by the organizations/establishments mentioned at para 5(B) above on Letter heads, Visiting cards, Certificates, Awards, Commercial advertisements, Product packaging, Product catalogues, Company profiles, Corporate websites, Personal websites, Company logos, Stationery, Merchandise, Business proposals, Tender documents or any publication or platform that may create the wrong impression to the general public about the credential of the publications, websites/portal, award, certificate, directory, catalogues, letter heads, visiting cards etc. or impression of Government approval, accreditation, certification, endorsement or partnership.

Permission shall also not be granted where:

- the event is likely to prejudice national security, public order or Government policy;
- the event has political, religious or sectarian content;
- the event is primarily commercial or promotional in nature;
- the organizer has previously misused Government logos.

7. Conditions for Grant of Permission for using DDP Logo

Permission shall be subject to the following conditions:

- i. Permission shall be non-exclusive, non-transferable and valid only for the approved purpose.
- ii. Permission shall not imply sponsorship, endorsement, partnership, accreditation or financial support by DDP.
- iii. The DDP logo shall not be used to solicit sponsorships, advertisements, donations or commercial contributions.
- iv. The logo shall be used only in the form approved by DDP.
- v. The logo shall not be altered, cropped, distorted, animated, recoloured or combined with any other logo without approval.
- vi. Appropriate dignity and prominence shall be maintained while displaying the logo.
- vii. The logo shall not be associated with any activity inconsistent with the policies, objectives or reputation of the Government of India.
- viii. The organizer shall ensure that no anti-national, unlawful or objectionable activity takes place during the event.
- ix. Wherever feasible, suitable space shall be provided for dissemination of information relating to DDP initiatives and programs, if required by DDP.
- x. Officers of DDP/MoD Establishment/DPSUs, if attending as speakers, panelists or guests in seminars/conferences/conclaves etc., a proper place on the dais should be offered to the officers.

- xi. In case of exhibitions or display of products etc., the organizer should provide at least one (1) stall/booth (measuring about 100 Sq.ft.) to the Ministry or its participating organization(s) free of cost. This space may be utilized for dissemination of the information about the various schemes / programs/exhibits of the organization participating and should be managed by the officials of the participating organization(s) of the Ministry.
- xii. A report on the event, including photographs and outcomes, shall be submitted to DDP within thirty days after completion of the event.
- xiii. Permission shall not involve any financial liability or legal obligation on the part of DDP.
- xiv. The applicant organization shall strictly abide or shall or wholly responsible for ensuring compliance of the provisions contained in “The Emblems and Names (Prevention of Improper use) Act 1950”
- xv. Proper respect and prominence shall be ensured to the logo of the DDP in accordance with applicable Government Instructions.

8. Design Guidelines of DDP Logo

- i. Specimen of DDP Logo is as under:



- ii. The DDP logo shall:

- be used only in the approved official format;
- maintain original colours, proportions and typography;
- not be stretched, compressed or distorted;
- not be used with effects, shadows or decorative additions;

- maintain adequate clear space around the logo;
- be displayed with due dignity and prominence.

9. Procedure for Seeking Permission for use of DDP Logo

- i. All requests in the format Annexed as 'I' shall be submitted to Joint Secretary (Defence Industries Promotion), Department of Defence Production, Ministry of Defence, Room No. 206089-90, Kartavya Bhawan-2, New Delhi-110001, E-Mail: jsx@nic.in or such Officer as may be designated by the Department of Defence Production, Ministry of Defence.
- ii. Applications should reach DDP at least 30 days before the proposed event along with complete details in format mentioned above.
- iii. Requests for use of DDP's logo would be processed by the Defence Investment Cell (DDP) and submitted for approval of the Competent Authority i.e. Secretary (DP).
- iv. Applications shall be examined on the basis of merits and above SOP, on case to case basis, with reference to:
 - relevance of the event to defence production;
 - contribution towards Aatmanirbharata /Self-reliance in Defence Manufacturing;
 - National interest/National Importance of the event;
 - profile and credibility of the organizer;
 - expected participants and Delegates;
 - visibility proposed to be provided to DDP;
 - likely benefit to the defence manufacturing ecosystem;
 - Defence Events organized in past and participation of DDP including DPSUs;
 - Participation in any DDP Event in last 3 Years;
 - public interest;

- Compliance with Government policies.
- v. DDP will be within its right to seek any additional detail/ information in respect of request for use of its logo before taking any decision.
- vi. DDP reserves the right to withdraw permission for logo support by giving sufficient notice without assigning any reason thereof.
- vii. Any violation or misuse of DDP Logo support would liable the concerned organizer to be blacklisted for a period of three years from the date of communication.

10. Right of DDP

DDP reserves the right to:

- approve or reject any request without assigning reasons;
- impose additional conditions;
- inspect promotional material;
- withdraw permission at any stage;
- require immediate discontinuance of logo usage;
- Initiate legal or administrative action in case of misuse.

11. Misuse and Penalty

Unauthorized or improper use of the DDP logo may result in:

- immediate withdrawal of permission;
- blacklisting of the organization for a period up to three years;
- debarment from future collaboration with DDP;
- legal proceedings under applicable laws;
- Any other action considered appropriate by the Government.

12. Disclaimer

Grant of permission to use the DDP logo shall not be construed as:

- endorsement of any organization;
- endorsement of any product or service;
- approval of any publication;
- certification of quality;
- partnership with the organizer;
- Financial support by the DDP.

The organizer shall prominently display the following disclaimer on all publicity material:

"Use of the Department of Defence Production (DDP) logo has been permitted solely for the approved event. Such permission shall not be construed as endorsement, sponsorship, certification or financial support by Department of Defence Production, Ministry of Defence."

Annexure-I

**Format of Application for Permission to Use the Department of Defence
Production (DDP) Logo**

Sl. No.	Particulars	To be filled by the Organizer (Supporting Documents also to be enclosed)
1	Name of the applicant organization/Establishment	
2	Category (DPSUs/ CPEs/ Private Company/ Industry Association/MSME/Start-up/Academic Institution/NGO/Media/Chamber of commerce/Others)	
3	Name of the event for which permission is being sought	
4	Objective of the event (Attach Event Brochure)	
5	Theme of the event	
6	Date and venue of the event (Attach Minute to Minute Program)	
7	Certification of Incorporation of Organization (Relevant Documents to be attached)	
8	Target participants and expected attendance	
9	Profile of Participants	
10	Details of Speakers, Delegates, VIPs	
11	Any Government organizations participating	
12	Whether any financial support from Government is involved (Relevant Documents to be attached)	
13	Past experience in Defence Events	
14	Details of Participation of DDP including DPSUs in any event organized in the Last 3 Years	
15	Details of publicity material on which logo will appear	
16	Benefits of Event to Defence Ecosystem	
17	Any other relevant information	

Undertaking

1. I have read and understood the Standard Operating Procedure (SOP) for the use of the DDP Logo available on DDP website.
2. I hereby certify that the information furnished above is true and correct.
3. I further undertake that:
 - i. The DDP logo shall be used only for the purpose approved by the Department of Defence Production.
 - ii. The logo shall not be altered or misused.
 - iii. Permission shall not be construed as Government endorsement, sponsorship or certification.
 - iv. All applicable laws, Government instructions and the conditions of approval shall be strictly complied with.
 - v. Any direction issued by the Department regarding withdrawal or discontinuance of logo usage shall be complied with immediately.
 - vi. No anti-national, unlawful or objectionable activity takes place during the event.
 - vii. If any information provided by me is found to be false at any stage, I accept full responsibility and shall be solely liable for any consequences arising there from.
 - viii. In the event of any violation of the SOP or misuse of the DDP Logo by me, I shall be liable for such action as may be taken under the terms and conditions mentioned in the SOP.

Name of the Applicant:

Designation:

Organization:

Date:

Telephone/ Mobile:

Email:

Postal Address:

Signature of the Applicant with Date and Stamp