

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:2293  
ANSWERED ON:27.03.2012  
LOGO FOR AGRO AND HORTICULTURE PLANT MATERIAL  
Maadam Shri Vikrambhai Arjanbhai

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) whether the Government has decided to brand all agro and horticulture plant material that have been developed by the associate institutes of the Indian Council of Agricultural Research (ICAR) with a logo;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government to evolve a common logo for ICAR and also to adhere to the guidelines on branding and use of logo?

**Answer**

MINISTER OF STATE FOR AGRICULTURE & FOOD PROCESSING INDUSTRIES (DR. CHARAN DAS MAHANT)

(a)to(c): Uniformity in the use of the ICAR logo amongst all its constituent units is encouraged by the ICAR. However, some brand names or logos used earlier are so well known and recognized that ICAR's Intellectual Propriety Rights (IPR) guidelines permit continued use of such brand names/trademarks/logos along with the ICAR logo.