

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:3485  
ANSWERED ON:19.03.2013  
LOGO FOR AGRO AND HORTICULTURAL ITEMS  
Vijayan Shri A.K.S.

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

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

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FOOD PROCESSING INDUSTRIES (SHRI TARIQ ANWAR)

(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 IPR guidelines permit continued use of such brand names/trade marks/logos along with the ICAR logo.