

र सचिव

**SHARAT KHERA, I.A.S.**

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भूमि कुटुम्बम्  
ONE EARTH - ONE FAMILY - ONE FUTURE



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

भारत सरकार

उपभोक्ता मामले विभाग

कृषि भवन, नई दिल्ली - 110001

Government of India

Department of Consumer Affairs

KRISHI BHAWAN, NEW DELHI - 110001

D.O. No. EN-01/19/2024

Dated the 13<sup>th</sup> May, 2024

Sir/Madam,

As you are aware that the Emblems and Names (Prevention of Improper Use) Act 1950 prohibits improper use of certain emblems and names specified in the Schedule for the purpose of any trade, business, calling or profession, or in the title of any patent, or in any trade mark or design. No person can use or continue to use the names specified in the Schedule to the Act without prior permission of the Central Government. Also no competent authority can register such names without prior permission of the Central Government. Instructions are issued from time to time to the State Governments for strict compliance of the provisions of the Act.

2. However, it has been noticed that there is rampant use of various names in contravention of the provisions of the said Act. NGOs/Organizations etc. who contravene the provisions of the Act are liable to prosecution.

3. I shall, therefore, request you to kindly issue appropriate directions to the concerned authorities to take suitable and necessary action for strict compliance of the provisions of the said Act. In case the competent authority finds use of any name in contravention of the Act, appropriate action be taken immediately.

Regards,

Yours sincerely,

(Bharat Khera)