

File No J-17060/141/2013 Aajeevika Skills Part-I
Government of India
Ministry of Rural Development
(Skills Division)

New Delhi, dated 30th October, 2014

Notification No. 30 /2014

Subject: - New logo, tagline, colours and name of placement linked skill development program of Ministry of Rural Development-reg

It is stated that the Placement Linked Skill Development scheme, Aajeevika Skills, being implemented by the Ministry of Rural Development (MoRD), has been revamped as Pandit Deen Dayal Upadhyaya Grameen Koushalya Yojana (DDU-GKY). Accordingly, in partial modification of notification no. 25/2014 dated 21.10.2014 on branding of Placement Linked Skill Development scheme, the logo and tagline of Aajeevika Skills shall henceforth be replaced with logo and tagline for DDU-GKY as below:

Existing logo and tagline of Aajeevika Skills	New logo and tagline for DDU-GKY
	

2. The logo and tagline for DDU-GKY is available on website (<http://aajeevikaskills.gov.in>). A detailed brand manual to be followed in implementation of the said scheme shall be notified separately by the Ministry.

3. This notification comes into force with immediate effect.

4. This issues with the approval of Competent Authority.


(S B Tiwari)

Under Secretary to Government of India
Tel: 011-24603617

To:

1. All Secretaries (in-charge) of Rural Development in State governments
2. All State Nodal Agencies for Skill/SRLM
3. All Registered Project Implementing Agencies (PIA)
4. Technical Support Agencies
5. All officials in DDU-GKY Division, MoRD
6. All officials in Rural Livelihood Division, MoRD
7. Guard File
8. Shri Abu Osama- with a request to ensure that this notification is uploaded on the website and emailed.