

OFFICE MEMORANDUM

SUBJECT: Policy regarding usage of certain words under Emblems & Names (PIU) Act, 1950 -reg.

The Department of Consumer Affairs deals with the Emblems and Names (Prevention of Improper Use) Act 1950 . The Act was enacted in 1950 to prohibit 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.

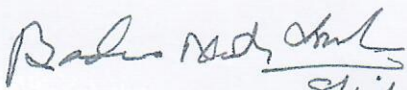
2. The Department receives communication from the offices of the Registrar of Societies across India, forwarding proposals for registration of societies and seeking clearance in respect of the proposed names, which appear to be in contravention of the provisions of the Emblems & Names (Prevention of Improper Use) Act, 1950.

3. In order to grant clearance to or raise objection against the names used in the said proposals, a committee constituted by the Department considers the proposals . However, a number of cases referred to this Department include usage of certain words like Bureau, Commission, Ministry, Centre, All India, National, Bhartiya by NGOs, Societies, Trade organisations, Firms and Private Establishments which, in the light of the Emblems and Names (Prevention of Improper Use) Act, 1950, prima- facie appear to depict patronage of Government at local, State or National level.

4. In order to standardize the guidelines for consideration of such names at the Central Government, it has been decided that all names or part of the names having a mention of the word Bureau, Commission, Ministry, Centre, All India, National, Bhartiya should clearly reflect private enterprise and purpose for such usage and should not explicitly or implicitly be suggestive of any government patronage to be classified as Improper Use according to the schedule under the Act.

5. The registrars of societies, trade marks, patents may therefore, appropriately examine the references and names for government patronage before sending such names for consideration and NOC under the Emblem and Names(Prevention of Improper Use), Act 1950 to the Central Government.

6. This issues with the approval of competent authority.


8/4/22

(B.N.Dixit)

Director to the Government of India

To

1. Chief Secretaries of all States/ UTs.
2. Technical Director (NIC), DoCA for publishing on this Department's website.