



# The Bharat Scouts and Guides

*Creating Better India*

## National Headquarters

Address: Lakshmi Mazumdar Bhawan, 16, M. G. Marg, I. P. Estate, New Delhi-110002

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To  
All the State Secretaries,  
State Association of  
The Bharat Scouts and Guides  
**INDIAN UNION**

**Circular No.: 171 /2024**  
**Date :09/09/2024**

### **SUB: GUIDELINES ON THE USE OF THE NEW BRAND, LOGO, AND EMBLEM OF THE WORLD ORGANIZATION OF THE SCOUT MOVEMENT (WOSM)**

Dear Sir/Madam,

This is to bring to your notice that the World Organization of the Scout Movement (WOSM) has recently launched a new brand, along with updated logos and emblems.

The WOSM Brand is Protected in INDIA Under the Trademark and Copyright ACT and The Bharat Scouts and Guides is the Custodians of the WOSM Brand in INDIA.

In this regard, we would like to reiterate the following guidelines concerning the use of the WOSM brand, logo, and emblem:

#### **1. No Commercial Use:**

The new WOSM logo and Emblem cannot be used for any commercial purposes under any circumstances. This includes, but is not limited to, usage on merchandise, advertising, sponsorship deals, or for generating revenue in any form.

#### **2. Non-Commercial Use Requires Approval:**

Any proposed non-commercial use of the WOSM logo or Emblem by State Associations or their associated units requires prior written permission from the National Headquarters (NHQ).

Requests for non-commercial use must be submitted to the NHQ in writing, detailing the purpose and scope of the intended use.

#### **3. Legal Consequences for Unauthorized Use:**

Any unauthorized use of the WOSM logo, emblem, or brand—whether commercial or non-commercial—will lead to immediate legal action. We urge all State Associations to strictly adhere to these guidelines to avoid any legal repercussions.

For further clarifications or to request permission for non-commercial use, please contact the NHQ at [info@bsgindia.org](mailto:info@bsgindia.org)

Thank you for your understanding and support.

Yours Sincerely,



(Amar B. Chettri)  
Executive Director

Encl: World Scouting Brand

**Copy to:-**

1. All the NHQ Office Bearers of the Bharat Scouts and Guides, National Headquarters.
2. Chairman/Secretary, Railway Scout and Guide Board, Rail Bhawan, New Delhi.
3. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shahid Jeet Singh Marg, New Delhi - 110016.
4. The Commissioner, Navadaya Vidyalaya Samiti, Institutional Area, B-15, Sector - 62, Noida, Uttar Pradesh - 201309.
5. The Director, DAV.
6. All the District Secretaries, District Association of Dammam, Riyadh, Muscat, Jamiat Youth Club and CWSN.
7. Assistant Director (RD & SA) for further follow-up