

Make in India logo designed by foreign firm

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BHOPAL: Going against the essence of Prime Minister Narendra Modi's much-touted initiative to promote India as a manufacturing hub, the logo of the Make in India campaign was designed by a foreign firm's India arm, a query under the Right to Information (RTI) Act has revealed.

This information came to light after Neemuch district-based RTI activist Chandrashekhar Gaur filed an application in this regard with the Ministry of Commerce and Industries, New Delhi.

The Make in India campaign was launched by the PM



■ **The logo was designed by the Indian subsidiary of Portland, Oregon-based Wieden+Kennedy.**

just months after he assumed office to give a push to India's economy.

However, controversy over its logo erupted soon after —

first over the logo's similarity to advertisements displayed by Zurich Cantonal Bank on local trains in Zurich and later when sections of media raised the

issue of it being designed by a subsidiary of a US-based consultant firm.

The logo was designed by the Indian subsidiary of Portland, Oregon-based Wieden+Kennedy, one of the largest independently owned advertising agencies in the world.

Responding to criticism over hiring a foreign firm for the Make in India logo, Amitabh Kant, secretary of Department of Industrial Policy and Promotion (DIPP), on Thursday tweeted, "Logo has been designed by young Indians led by an Indian creative director. This is d Indian subsidiary of W & K."

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RTI

Nonetheless, a report appearing on the website www.factly.in on February 6, 2015 had quoted the information obtained through the RTI application and noted that "given the concept and objectives of the Make in India Campaign, it is ironic that the campaign has been designed by an affiliate of a foreign firm."

As per the report, the firm was engaged by the DIPPI, the gatekeeper for foreign investment in India and a wing of the Ministry of Commerce and Industries, and was supposed to be paid a sum of ₹4.32 crore for a period up to March 31, 2015, of which the amount of ₹1.83 crore had already been released.

Speaking to HT, Gaur said the information he received earlier from the department did not mention the amount spent on the logo, hence he filed a fresh application. The department, in its reply in mid-December, said that no separate payment was made for creating the logo.

According to Gaur, the ministry informed that Weiden+Kennedy India Ltd was hired at a cost of ₹11 crore for advertising and promotion of the Make in India campaign for three years. "I am not opposed to the campaign. The Prime Minister has taken a good initiative. But I filed the application out of curiosity how the logo of Make in India campaign was designed and who designed it. India has a lot of talents in the country of 125 crore," Gaur said.