

No. DEV/Circular/2022

Date: 06.02.2023

CIRCULAR

Sub: To Suggest the Brand Name for Honey of Karnataka State reg.-

Ref: 1. E- Mail letter dated 27.01.2023 from The Additional Director of Horticulture (OPDP) & Nodal Officer for FPO, PPP-IHD, CHD & Apiculture, Lalbagh, Bangalore.

2. Approval of Vice-chancellor dated 3.2.2023.

Intending for recognition of Honey of Karnataka at the National and International market and also for promotion of Honey and other Hive products produced in Karnataka the Horticulture Department, Government of Karnataka has invited Expressions from interested to suggest a suitable brand name, logo and tag line for the Karnataka honey. The details are available at website address: **horticulturedir.karnataka.gov.in**

Hence the Chairman/Coordinator, Department of Botany, Zoology, Life Science and other Science departments are hereby informed to circulate the information among interested Faculty /Students of their department.


REGISTRAR 6/2/23

To,

1. The Chairman/Director/Co-ordinator of PG Department of Science Faculty, Bangalore University, Bengaluru.

Copy to:

- ✓ 1. Smt. Sujatha, System Analyst, Bangalore University, Bengaluru for uploading the above Circular on the University Website.
2. Office copy.

GOVERNMENT OF KARNATAKA
Department of Horticulture

No.DH/AD(OPDP)/ADH(Api)/17/2021-22

Directorate of Horticulture
Lalbagh, Bangalore
Dated: 24.01.2023

Dear Sir/ Madam,

**Sub: Development of a brand name, logo and tagline for the promotion of
Honey and other Hive products produced in Karnataka.**

A budget announcement was made during 2022-23 financial year for global promotion and popularization of Honey and other Hive products produced in the state of Karnataka. Accordingly, Horticulture Department is already implementing developmental activities through various schemes to improve the economic status of farmers / beekeepers with honey production as a new source of income along with horticulture/agricultural crop produce.

Further, Horticulture Department intends to develop and promote a Brand name, tagline and logo along with the packaging design for the promotion of Honey and other Hive products produced in Karnataka for the recognition of Honey of Karnataka at the national and international market and also to improve the economic status of beekeepers and also to ensure that consumers get quality honey.

Further, the Department of Horticulture intends to develop a brand name, tagline, logo and packaging design for the honey being produced in the State to promote and popularize it at the national and international level, to provide quality honey to the consumers and to increase the income of bee keepers.

Expressions are invited from interested to suggest a suitable brand name for Karnataka honey. Those who wish to suggest the brand name, logo and tag line (The suggested brand name should not be already registered in Trademark Registry office by any other agency) shall mail the same to the website address: horticulturedir.karnataka.gov.in of the Department of Horticulture along with their name, e-mail and telephone number on or before 10-02-2023.

Best five entries will be short listed. Among the shortlisted entries, top entry will be rewarded with a cash prize of Rs. 25,000/- and the rest four selected entries will get appreciation certificates.

It is requested to circulate this information among the staff and students in your esteemed University / Institutions. Anticipating more entries from your esteemed institution.

Thanking You,

Yours faithfully,

Sanjay Kumar
Director

Department of Horticulture

To
The Concerned.



Scan the QR code to suggest the brand name

Link to submit the Brand name :

https://docs.google.com/forms/d/e/1FAIpQLSdDc2z1etJ1L3tSXNlzAQdzp0EE7TGL0PquLuEuO6qL8MFaHA/viewform?usp=sf_link