



GUIDELINE

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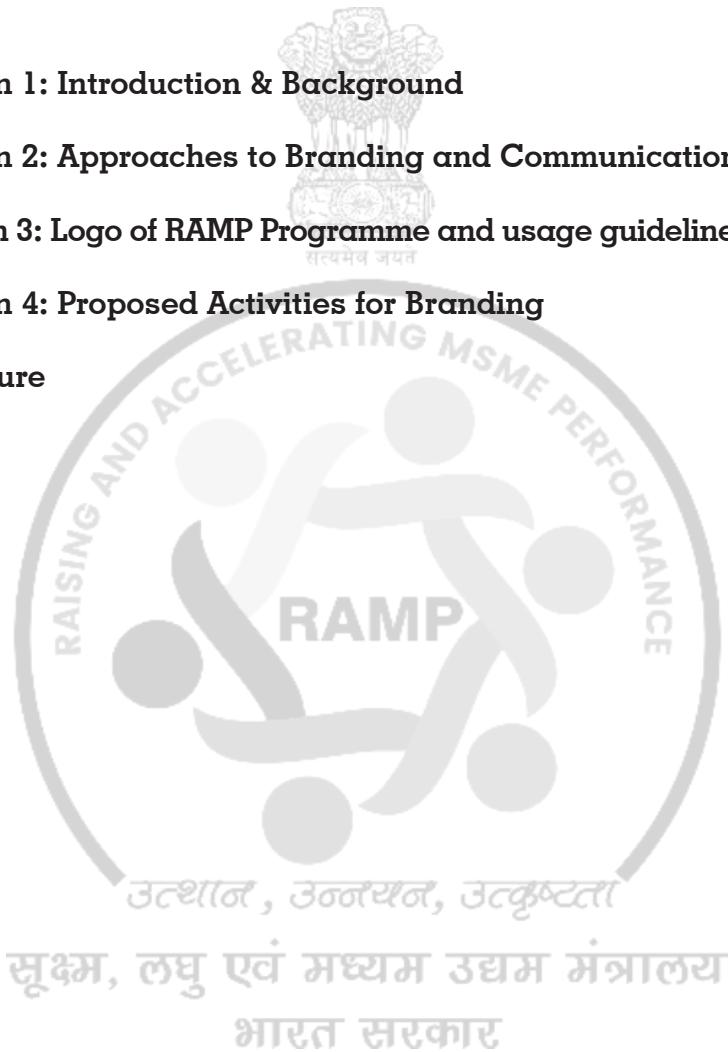
BRANDING AND COMMUNICATION RELATED ACTIVITIES (INCLUDING IEC)

SUPPORTED UNDER THE RAMP PROGRAMME

September 2024

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Section 1: Introduction & Background

The Ministry of MSME, Government of India is implementing a World Bank supported Central Sector Scheme called “Raising and Accelerating MSME Performance” (RAMP). The Programme commenced in June 2022 with an objective to increase MSME's access to market, technology and credit. The Programme has two Key Result Areas and Six Disbursement Linked Indicators as mentioned below:

- i. Strengthen Institutions and Governance of MSME programmes in the Centre and the States and
- ii. support to market access, firm capabilities and access to finance.

Six Disbursement Linked Indicators, the achievement of which shall trigger disbursement of funds by the World Bank. :

- 1. Implementing the National MSME Reform Agenda
- 2. Accelerating MSME Sector Centre-State collaboration
- 3. Enhancing effectiveness of MSME Champions Scheme
- 4. Strengthening Receivable Financing Market for MSMEs
- 5. Enhancing Effectiveness of CGTMSE and “Greening and Gender” delivery
- 6. Reducing the incidence of delayed payments

The Ministry of MSME has also designed and launched four new sub schemes under the RAMP programme, which include MSE Green Investment and Financing for Transformation (MSE GIFT), MSE Scheme for Promotion and Investment in Circular Economy (MSE SPICE), MSE Scheme on Online Dispute Resolution for Delayed Payments (MSE ODR) and MSME Trade Enablement and Marketing Initiative (MSME TEAM Initiative). In addition, under the Centre State engagement, grants were given to the States / UTs for the gap funding for selected projects proposed under their Strategic Investment Plans (SIPs).

The success of all these initiatives being undertaken under the RAMP programme will greatly depend upon the offtake of these sub schemes / initiatives which can be increased through better outreach to MSMEs. This can be achieved by reaching out to a large number of MSMEs and encouraging them to take benefits under the various schemes / sub schemes.

Since there are different Implementing Agencies (IAs) for sub schemes, and State Nodal Agencies (SNAs) for projects approved under SIP, there is a need to have standardised / common guidelines so as to maintain the consistency. With this objective, the Ministry is providing broad guidelines to be followed, with suitable customization, while undertaking IEC activities under the Programme.

It is suggested that the States / UTs /IAs prepare a short term and Medium term communication plan to reach MSMEs in all parts of the country. It is also suggested that the IEC activities are carried out in a vernacular language for wider outreach and participation of MSMEs from all parts of the country.



Section 2: Approaches to Branding and Communication

Branding is an important aspect of communicating the scheme among the stakeholders. All the States/ UT and Implementing Agencies of new sub schemes launched under RAMP need to brand their respective activities with collaterals for promotional activities in accordance with these Guidelines. Thus, under the Programme, various outreach activities will be required to be undertaken to create and increase awareness about the initiatives/ schemes / sub schemes being implemented.

The States / UTs and IAs shall also promote activities conducted in their Departments / offices centres on various social media platforms. The RAMP programme's other audience include Financial Institutions, individual MSMEs, Industry Associations, MSME DFO, Central and State Government department and agencies, State PSUs, CPSEs, Academic Institutions, Start-ups, Innovators etc.

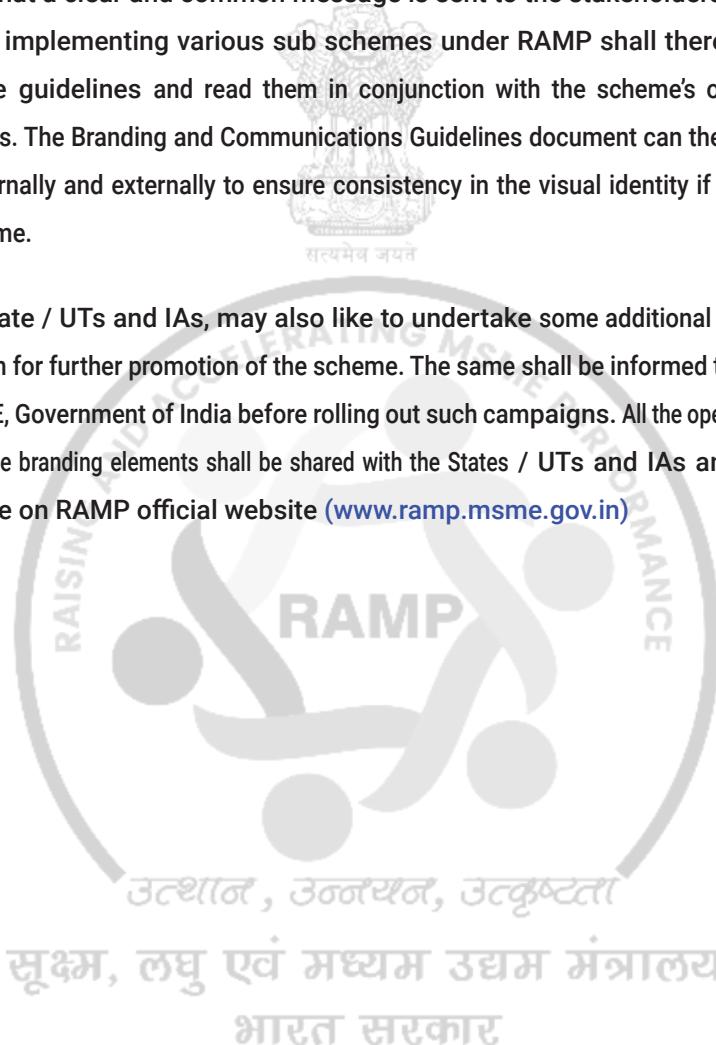
The approach should be to make use of and leverage diverse communication channels and tools available for promoting awareness about various initiatives being implemented under the RAMP programme. Some of them include making AV Films and videos, develop collaterals, advertising in print and social media, publishing articles, merchandise etc. The detailed activities are provided in Section 3.

It is important to prepare interesting and engaging content to evoke interest and encourage participation from MSMEs. It is also important to undertake personalised and continuous follow-up to ensure that the information gaps among the stakeholders is bridged.

This Branding and Communication Guideline document prescribes standardised branding for states and UTs and IAs, among others, for implementation of the RAMP scheme. The defined guidelines aim create a brand image for the Programme and to ensure that a clear and common message is sent to the stakeholders. The IAs who are implementing various sub schemes under RAMP shall thereby abide by these guidelines and read them in conjunction with the scheme's operational guidelines. The Branding and Communications Guidelines document can then be used both internally and externally to ensure consistency in the visual identity of the RAMP programme.

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The State / UTs and IAs, may also like to undertake some additional innovative approach for further promotion of the scheme. The same shall be informed to Ministry of MSME, Government of India before rolling out such campaigns. All the open (artwork) files of the branding elements shall be shared with the States / UTs and IAs and will be available on RAMP official website (www.ramp.msme.gov.in)



Section 3: Logo of RAMP Programme

The purpose of RAMP LOGO guidelines is to ensure consistency and recognition by standardizing the use of Brand Elements, Protecting, and Strengthening the Brand's Identity.



LOGO STRUCTURE / TYPE

Human figures joining hands symbolizes the collective effort of the Centre, North, East, Northeast, West, and South coming together for a unified cause of Raising and Accelerating MSME performance

A. Black (symbolizing central coordinating office)

B.: Yellow-Northern States (symbolizing fertility and agrarian economy)

C: Green: . Eastern States (symbolizing the greenery of North east and eastern coasts)

D: Violet: NorthEast states (mystical or spiritual quality with energy)

E. Southern States: Blue (symbolizing longest coastlines of the country)

F. Western States: Red (symbolizing the progress of industry and manufacturing)

The National Emblem of India, symbolizes the country's sovereignty, pride, authority, union and commitment to justice.



Slogan conveys the Core purpose of RAMP symbolizes development, modernization and excellence for all.

CLEAR SPACE:

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might distract from the signature's importance. The logo must be at least quarter the diameter, of the logo, away from every side from illustrations, photographs, rules, page edges or other type.

LOGO PLACEMENT - DO's

1. **The Top Center:** Preferred position to emphasise the brand identity right at the beginning.
2. **Center of the Page:** where the logo is the focal point.
3. **Background Placement:** If the logo is used as a watermark or background element, it can be placed centrally or offset, depending on the desired visual effect.
4. **Top Left Corner:** Traditional placement that aligns with the natural reading pattern (left to right). It's subtle yet ensures the logo is immediately visible.

Always ensure the logo is placed where it complements the content, maintains readability, and aligns with the overall design aesthetic.

LOGO PLACEMENT - DONT's

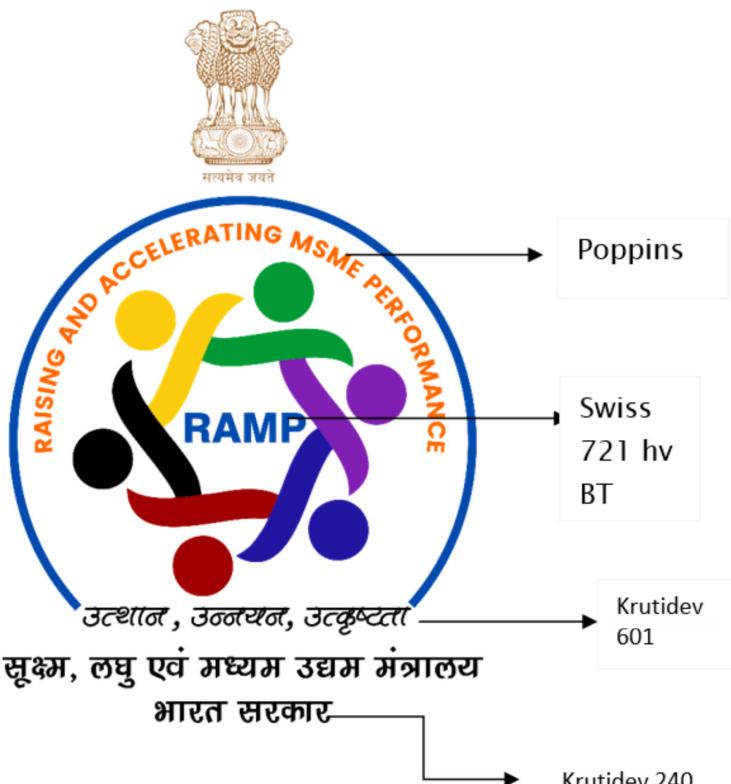
1. Don't stretch, condense, or change the dimensions of the identity.
2. Don't alter the placement or scale of the elements.
3. Don't add colors to individual elements.



राष्ट्रीय संविधान, राष्ट्रीय संविधान, उत्कृष्टता
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
भारत सरकार



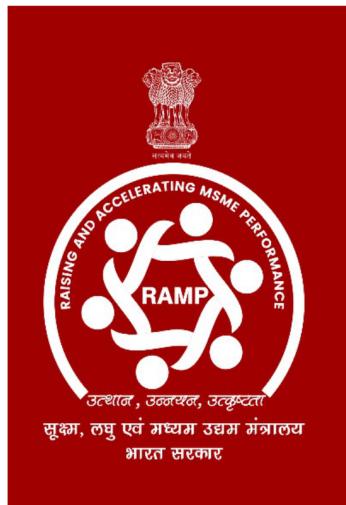
FONT PALETTE



LOGO ON LIGHT BACKGROUNDS (OTHER THAN WHITE)



LOGO ON DARKER BACKGROUNDS



LOGO IN BLACK AND WHITE



Section 4: Proposed Activities for Branding

The Ministry of MSME has developed a Logo for the RAMP programme conveying the intent and expected impact of the programme. In all documents and materials produced under this project, the full name of the project should be used. The project name will not be abbreviated in external communications.

Branding Channels and Tools:

1. **Audio Visual Films and Videos:** Long-form and short-form videos will inform and sensitise on new / existing products and workshops.
2. **Collaterals:** Collaterals like brochures, newsletters, posters, flyers, success stories, including beneficiary testimonials, programme collaterals (Presentation, Backdrop / standee etc) etc to brand, inform, train, and onboard stakeholders as reminders.
3. **Social media:** It is an important communication tool for generating awareness, increasing registrations, and encouraging stakeholders toward desired outcomes.
4. **Influencer & Media Partner:** Collaborating with Media Partners and Social Media influencers in generating awareness and promoting the interventions may be effective
5. **Merchandise:** Acts as a constant reminder, establishing brand image and encourage brand recall among stakeholders.
6. **WhatsApp & SMS:** It is an effective tool for targeting and communicating event details and workshops, following up with stakeholders, and prompting action. It is also effective for introducing new functionalities and running campaigns for new products.
7. **Media & Press:** This will be used in particular cases when we involve VIPs or launch new products.
8. **Advertisements, op-eds, and Articles:** may be utilised to expand reach, gain exposure to relevant stakeholders, and spread awareness.

Key messages for Branding:

- The RAMP is a Ministry of MSME's Govt. of India Initiative to support MSMEs
- The programme is in collaboration with the World Bank.
- The programme aims to improve the competitiveness of Indian MSMEs by improving access to finance, technology and market through series of interventions, with focus on Greening and women owned MSMEs.

Type of branding

Type of branding	Implication	Where would it be used	Guidelines for positioning
Co-Branding	The use of both the MSME and World Bank graphic identities	(i) Publications (reports and documents) (ii) Events (iii) Implementation related collaterals	(i) The RAMP Logo will be on top Centre. (ii) The World Bank Logo will be on Top right. (iii) The Left position may be given to other agencies (State, IAs etc) as and when applicable.

i. Marking Plan

The following table outlines the types of materials that will be produced under the RAMP Programme. Any materials that are not anticipated below, but are produced under the programme, will also be subject to branding guidelines.

Particulars	MoMSME	World Bank	States / IAs etc
Stationary			
Folders	Yes	Yes	Yes
Notepads / diaries	Yes	Yes	Yes
Communication collaterals			
Website	Yes	Yes	Yes
Newsletters	Yes	Yes	No
Brochures	Yes	Yes	Yes
Posters and Flyers	Yes	Yes	Yes
Advertisements	Yes	Yes	Yes
AV Films and videos	Yes	Yes	Depends
Events			

Particulars	MoMSME	World Bank	States / IAs etc
Backdrop, Standees & Signages	Yes	Yes	Yes
Podium branding	Yes	Yes	Yes
Media docket	Yes	Yes	Yes
Presentations	Yes	Yes	Yes
Technical Documents			
Reports and case studies	Yes	Yes	Yes
Training Material / Manuals	Yes	Yes	Yes
Policies, strategies, plans and guidelines	Yes	Yes	Yes

The events hosted by IAs and States will have their branding also.

Press and MEDIA RELATIONS

- The Ministry of MSME will engage with the national press in promoting program objectives and outcomes through press meetings, event launches and press releases and article placement. For each of these the program would develop a media briefing kit and press releases for approval by the Joint Secretary (AFI), MoMSME.Govt. These will be presented in the Newsletter as well on the website.
- The States / UTs and the respective Implementing Agencies will be responsible for their press and media relations, following the guidelines. These agencies will be required to share all the media news with Ministry.

उत्थान, उन्नयन, उत्कृष्टता
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
भारत सरकार

Annexure: Detailed list of activities

A. Electronic Media Campaigns:

- “Audio-Visual spots” , short films, animated films, anthems and other related broadcast activities shown on TV, OTT, digital / social media
- “Audio Spots/ Jingles, SRPs, RJ Mentions etc broadcast through radio.
- Talk shows, panel discussions, interviews and expert lectures on themes related to the scheme on national and regional channels, Podcasts
- Documentaries on success stories/ innovative best practices/ testimonials of successful beneficiaries etc
- In-show integrations
- Any other related activities on electronic media

B. Print media campaigns::

- Newsletters /flyers
- Advertisement/Advertisorials in newspapers and magazines (Regional/ National) including vernacular languages
- Coverage of events, success stories in newspapers (National/ Regional)
- Publication, printing & supply of IEC material like brochures, pamphlets, leaflets, flyers, flip charts, newsletter, etc highlighting initiatives taken up under the RAMP scheme
- E-newsletter, Journal and FAQ booklets

C. Outdoor publicity:

- Preparation and putting up of digital display boards, hoardings, standees, LEDs, and banners at public places like Airports, Railway Stations, Bus Stations, highways, Industrial estates, key roads, markets, near Banks, Post offices, State Industries Departments, etc through PR/media agencies and other bodies
- Road shows, Metro rail wraps/any other transit modes
- Digital Vans/cinema on wheels
- Wall paintings
- Audio announcement in transit modes

- D. New media:**
- Publicity through Internet, social media and mobile appliances
 - Mobile Messages (SMS, audio-telecom)
 - Digital and Social Media Marketing
 - Awareness through Whatsapp
 - Awareness through Influencers (social media, community etc)
- E. Public engagement activities:**
- Street theatre like puppet shows, nukkad natak, kathas, street plays, folk songs etc
 - Village meets
 - Awareness camps/ fairs/ exhibitions, publicity stunts, Celebrity endorsements
- F. Advocacy and Networking :**
- Media communication workshop with eminent journalists from print and electronic media
 - Sensitization workshops for journalists from print and electronic media
 - Sensitization workshops with Radio jockeys and programme production managers from Govt/pvt Radio channels etc
 - Press Conferences
- G. Associated essential activities:**
- Purchase of related equipment/ services
 - Fee/ expenses for hiring Technical and Managerial consultants/ experts to carry out the publicity activities as mentioned above.
 - Hiring/ Empanelment of PR/ multimedia agencies for publicity activities mentioned above under the media plan for RAMP scheme
 - Impact assessment through third party to assess the effectiveness of the communication activities. This can be carried out under the RAMP scheme or the SS&PR scheme of the Ministry
 - Leveraging extensive network of existing schemes of this Ministry and other Ministries, State Departments (for publicity in States), PSUs etc for joint publicity programmes

- Development of communication kit comprising of all communication and publicity material in connection with publicity of all activities under RAMP, like posters, hoardings, booklets etc
- Arrangements for coverage of conventions/ events/ press conferences
- Preparation of background material / content for various publicity events/ PIB etc
- Distribution of scheme related publications of any kind like reports, surveys, findings, etc.
- Distribution of electronic format of publicity material like short films, documentaries etc
- Coordination with officer of the Controller of Publications, Dept of Publication, M/o Urban development for sale of priced publications and for getting Symbol numbers etc
- Preparation of running Media Internship programme
- Coordination with writers/ contributors, translators, proof readers and printing presses.
- Coordination with Director of Printing, BoC/ RNI/NFDC and field office divisions of MoMSME and any other Ministry
- MSME stalls in Exhibitions
- Messages printing on inside and back cover pages of other publications

सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
भारत सरकार

