**Press Release** (Logos in English and Hindi attached)

**‘GRAM’ LOGO IS BASED ON RAJASTHANI  ‘MAANDANA’  ART FORM**

**Jaipur, 30 June:** The logo for ‘Global Rajasthan Agritech Meet (GRAM) 2016’ is inspired by Rajasthani ‘Maandana’  art form.  It was released by the Chief Minister, Smt. Vasundhara Raje on Wednesday.

The logo is a graphic representation of the Sun – since it is the source of all energy and life.  The ‘Maandana’ art is practiced in rural Rajasthan and captures the essence and the prime objective of ‘gram’ – prosperity, happiness and celebration of the farming community.

The green colour signifies productivity and prosperity. The contemporary fonts demonstrate modern and forward-looking approach of the event.

The Chief Minister said that ‘GRAM’ logo is simple yet elegant and well conveys the spirit of the event.