



Government of Assam

ASSAM STATE URBAN LIVELIHOODS MISSION SOCIETY (ASULMS)

Dispur, Guwahati- 781 006, Assam

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No. ASULMS (SMMU)/IEC - 40/ 197 /2019/ 2550 Dated Guwahati, 16 June , 2019

PUBLIC NOTICE

This is to inform all concerned that a logo was designed to represent Assam State Urban Livelihoods Mission Society, DAY-NULM, Assam. The proposed logo along with the detail description is placed as below.



Description of various Elements of the logo:

The logo symbolically represents nurturing and up-lifting of the urban poor community through all the components of DAY-NULM.

- 1) The upper half circle gamusa is a symbolic representation of Assam.
- 2) The lower half circle denotes the skill development of the urban poor and at the top of both the ends the flourishing urbanization is signified.
- 3) Both the human hand signifies upholding the urban poor community.
- 4) The pink symbol represents the social mobilization & institution development of the urban poor women, attaching with the blue symbol which represents the urban poor men.
- 5) The pink and blue symbol also forms the shelter for the urban homeless people.
- 6) The two wheels along with the square above it represents the support for the street vendors of the Urban area.

Comments and suggestions are invited from all concerned until 20th June'2019. They are requested to email at nulmassam@gmail.com or write to State Mission Director, ASULMS, DAY-NULM, Assam, Dispur, Guwahati-6.

The suggestions & comments shall be looked into and decision shall be taken before finalizing the logo.

State Mission Director (ASULMS)
DAY-NULM, Assam,
Dispur, Guwahati-6