

No. F-17011/2/2025-ESTT-GAD
GOVERNMENT OF MIZORAM
GENERAL ADMINISTRATION DEPARTMENT
Mizoram Secretariat, Mizoram New Capital Complex, Aizawl-796001
Email: gadmizoram@gmail.com

Aizawl, the 22nd June, 2026.

OFFICE MEMORANDUM

**Subject: Mandatory usage of the Bana Kaih (Handholding) Scheme
Logo in official communications and publications.**

The Bana Kaih (Handholding) Scheme, launched by the Hon'ble Chief Minister on the 19th of September, 2024, is a flagship initiative of the Government of Mizoram aimed at fostering economic growth, promoting self-reliance and advancing inclusive socio-economic development throughout the State. Conceived as a whole-of-government intervention, the Scheme seeks to empower citizens by facilitating access to financial, technical, infrastructural and institutional support, thereby contributing significantly towards the realization of the Government's development vision and the national aspiration of *Viksit Bharat 2047*.

In order to enhance public awareness and visibility of the Scheme, strengthen its recognition as a flagship programme of the Government of Mizoram, and ensure uniformity in its representation across Government institutions and communication platforms, the Competent Authority has directed that the official Bana Kaih (Handholding) Scheme Logo be adopted and prominently displayed by all Administrative Departments, Heads of Departments, Government Offices, Boards, Corporations, Autonomous Bodies and other agencies under the Government of Mizoram. Accordingly, all concerned are hereby instructed to incorporate the **Bana Kaih (Handholding) Scheme Logo** in the following manner:

1. Official correspondence;
2. Office Memoranda, Notifications, Orders, Circulars and other official communications;
3. Government websites, portals and digital platforms;
4. Publications, reports, brochures, pamphlets and publicity materials;
5. Banners, backdrops, signages and display boards used for official programmes and events;
6. Presentation materials and other documents intended for public dissemination; and
7. Any other medium deemed appropriate by the concerned Department or Office.

Copy of the logo is enclosed as **Annexure (available for download at link/ enclosed)**. This instruction shall come into force with immediate effect.

Sd/- SUDHIR KUMAR
Principal Secretary to the Government of Mizoram
General Administration Department

Memo No. F-17011/2/2025-ESTT-GAD : Aizawl, the 22nd June, 2026.

Copy to:

1. Secretary to the Governor of Mizoram.
2. P.S. to Commissioner & Secretary to Chief Minister, Mizoram.
3. P.S. to Speaker/Ministers/Leader of Opposition/Deputy Speaker/Ministers of State/Vice-Chairman, State Planning Board/Deputy Govt. Chief Whip, Mizoram.
4. All Members of Legislative Assembly.
5. Chief Executive Member, MADC/LADC/ CADC.
6. Sr. P.P.S. to the Chief Secretary, Govt. of Mizoram.
7. All Principal Secretaries/ Commissioners/ Secretaries, Govt. of Mizoram.
8. Commissioner & Secretary, Mizoram Legislative Assembly Secretariat.
9. Secretary, MIC/MPSC/Lokayukta/MSEC/MSCPCR Mizoram.
10. All Administrative Heads of Department, Govt. of Mizoram.
11. All Heads of Department, Govt. of Mizoram.
12. Municipal Commissioner, Aizawl Municipal Corporation.
13. All Boards/Commissions/Agencies, Govt. of Mizoram.
14. Website Manager, GAD for uploading on the website.
15. Guard File.



(LALDINFELI)

Under Secretary to the Government of Mizoram
General Administration Department

Annexure - I



<https://tinyurl.com/yj5sw4vp>