

No.CW-II-25/9/2024-CW-II (e-117734)  
Government of India  
Ministry of Women and Child Development  
(Child Welfare-II Section)

Room No.310, A-Wing,  
Shastri Bhawan,  
New Delhi-110001  
Dated: 25.06.2025

To,  
Principal Secretaries,  
Dept. of WCD/Social Welfare  
All States/UT Governments

**Subject: Logo for Child Helpline (CHL) under Mission Vatsalya scheme.**

Sir/Madam,

I am directed to refer to the subject mentioned above and to forward the approved logo of Child Helpline (**copy enclosed**) for wider dissemination. It is also requested to use the approved logo for all official purpose.

Yours faithfully,

**Encl. : As above**

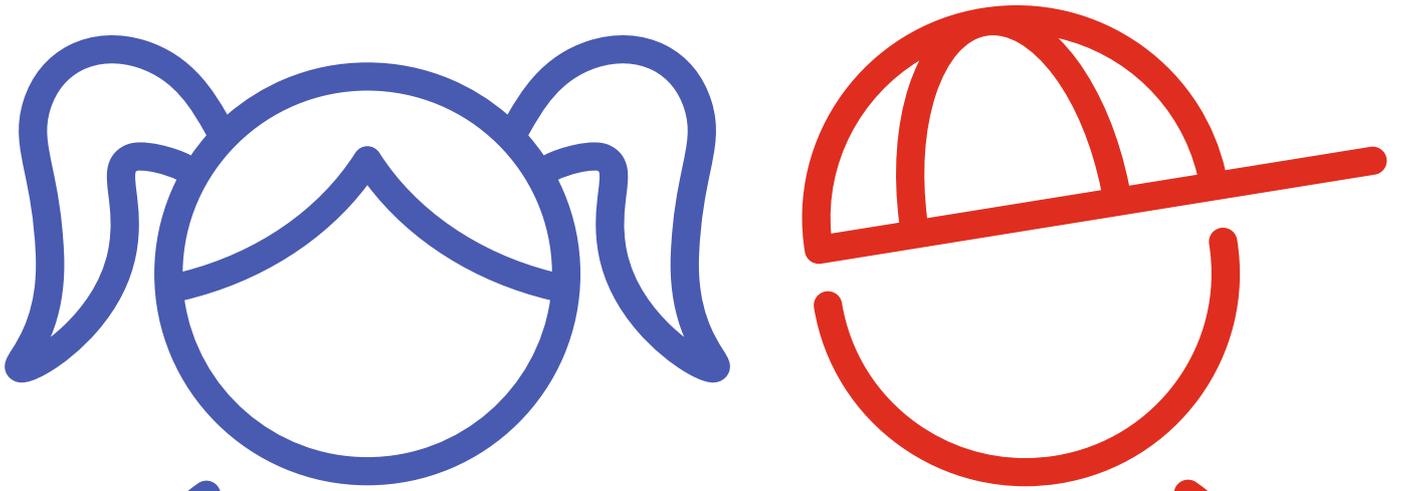


(Manoj Kumar Prabhat)

Under Secretary to the Government of India

Copy to:

1. PS to HMWCD
2. Sr. PPS to Secretary, WCD
3. PPS to JS (PP)
4. Senior Director, NIC with a request to use the logo on Ministry's official Website
5. Media division, MWCD



**1098**

**CHILD**

**HELPLINE**

**24X7**

