



आराधना पटनायक, भा.प्र.से.  
अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)

**Aradhana Patnaik, IAS**  
Additional Secretary & Mission Director (NHM)



सत्यमेव जयते



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
निर्माण भवन, नई दिल्ली-110011  
Government of India  
Ministry of Health and Family Welfare  
Nirman Bhawan, New Delhi-110011

D. O. No. Z.18015/27/2022-NHM-II(Part-2)-Part(I)

Dated: 11th July, 2024

*Respected Sir/Madam,*

The National Quality Assurance Standards (NQAS) certification endeavours to ensure provision of quality services to the beneficiaries. There is a wide need to display the NQAS logo on the certified facilities to recognise the efforts of the state and public health facility and its commitment to provide quality care. In this reference, you are also requested to refer to DO letter vide no. NHSRC/13-14/QI/01/ QAP dated May 31,2019 regarding the display of NQAS logo at the entrance, on the registers, bed head tickets, hospital letter head, etc.

An advisory regarding the display of logo is attached as **Annexure-I** and the logo can be downloaded from QPS microsite (<https://qps.nhsrindia.org/>).

I look forward for your co-operation in this regard.

*With regards.*

Yours sincerely,

(Aradhana Patnaik)

To

Additional Chief Secretary( Health) / Principal Secretary (H&FW) / Secretary (Health) -  
All States and UTs).

**Copy to:**

1. PSO to Secretary (HFW)
2. Mission Director (NHM)- All States & UTs
3. ED, NHSRC
4. Advisor - QPS, NHSRC



**Advisory for displaying the NQAS**

**Logo:**

1. Only NQAS certified facilities are permitted to display the NQAS logo.
2. Use the official colour version of the logo wherever possible. If the colour printing is not available, black and white version is acceptable.
3. Do not alter the shape, colour, design of any element or proportions of the logo. Logo can be enlarged proportionally.
4. Avoid placing the logo near competing visuals or in a manner that may diminish its visibility.
5. Display the logo at the prominent and respectful position in relation to other elements.
6. Display the logo at the entrance of the hospital, waiting area, certified departments, etc.
7. Do not animate or add special effects on the logo.
8. Do not use the logo in a manner that suggests endorsement, partnership or affiliation without explicit permission.
9. Use the logo on the clean and white background to ensure its visibility.
10. For digital use ensure that the logo maintains high resolution and clarity.

*Adherence to this guideline is mandatory for all healthcare facilities granted permission to use the NQAS logo, failure to comply may result in strict actions.*



NQAS Logo

