NATIONAL HEALTH MISSION
राष्ट्रीय स्वास्थ्य मिशन

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सत्यमेव जयते

भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
कर्तव्य भवन-1, नई दिल्ली-110001
Government of India
Ministry of Health & Family Welfare
Kartavya Bhawan-1, New Delhi-110001

D.O.:NHSRC/13-14/QI/01/QAP
Date: 12th October 2026

Dear MDs,

National Quality Assurance Standards (NQAS) certification endeavour to ensure the provision of quality healthcare services to the beneficiaries through adherence to nationally defined standards for quality, patient safety and service excellence.

2. The display of the NQAS logo is a visible representation of the facility's NQAS certification. The logo serves as a recognisable symbol of assurance and confidence, enabling beneficiaries, visitors, and other stakeholders to readily recognise the facility's commitment to continuous quality improvement. It is also symbol of trust for the beneficiary and pride for the facility and its staff as a reflection of their achievement.

3. Following the integration of LaQshya and MusQan, the NQAS logo has now been revised to include the elements of both. This reflects the evolving and integrated approach towards quality improvement across public health facilities.

4. All national NQAS-certified facilities are to ensure the display of the integrated NQAS logo, along with the tagline "गुणवत्ता का विश्वास – NQAS".

5. A guidance note for the display of the revised NQAS logo is enclosed herewtih and this logo can be downloaded from the QPS microsite https://qps.nhsrcindia.org/national-quality-assurance-standards/nqas-logo.

6. In this regard, kindly also refer to DO letter No. Z.18015/27/2022-NHM-II(Part-2)-Part(I), dated 11th July 2024.

With regards,

Yours sincerely,

(Sibin C)

Encl: a/a

To
Mission Director (NHM),
All States/UTs

Copy to: SNO-QA, All States/UTs

Guidance note for displaying the NQAS Logo

1. Only nationally 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 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 facility, waiting area, certified departments etc.
7. The changes incorporated in the new logo are displayed in Figure 1.
8. The NQAS logo shall be prominently displayed at the front of the NQAS-certified facility, preferably at a higher and clearly visible location. The logo shall be illuminated during the night to ensure that it remains clearly visible after dark. Figure 2 represents some examples of display.
9. Do not animate or add special effects to the logo.
10. Do not use the logo in a manner that suggests endorsement, partnership, sponsorship, or affiliation without explicit permission.
11. Use the logo on a clean, white background to ensure its visibility.
12. For digital use, ensure the logo maintains high resolution and clarity.
13. The old NQAS logo shall be removed.
14. Separate branding or certification logos for LaQshya and MusQan will no longer be used.

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

Revised NQAS Logo



Figure1: The following changes have been incorporated into the integrated logo:

a) Representing icon from the LaQshya logo;
b) Representing icon from the MusQan logo;
c) Tagline "गुणवत्ता का विश्वास - NQAS".

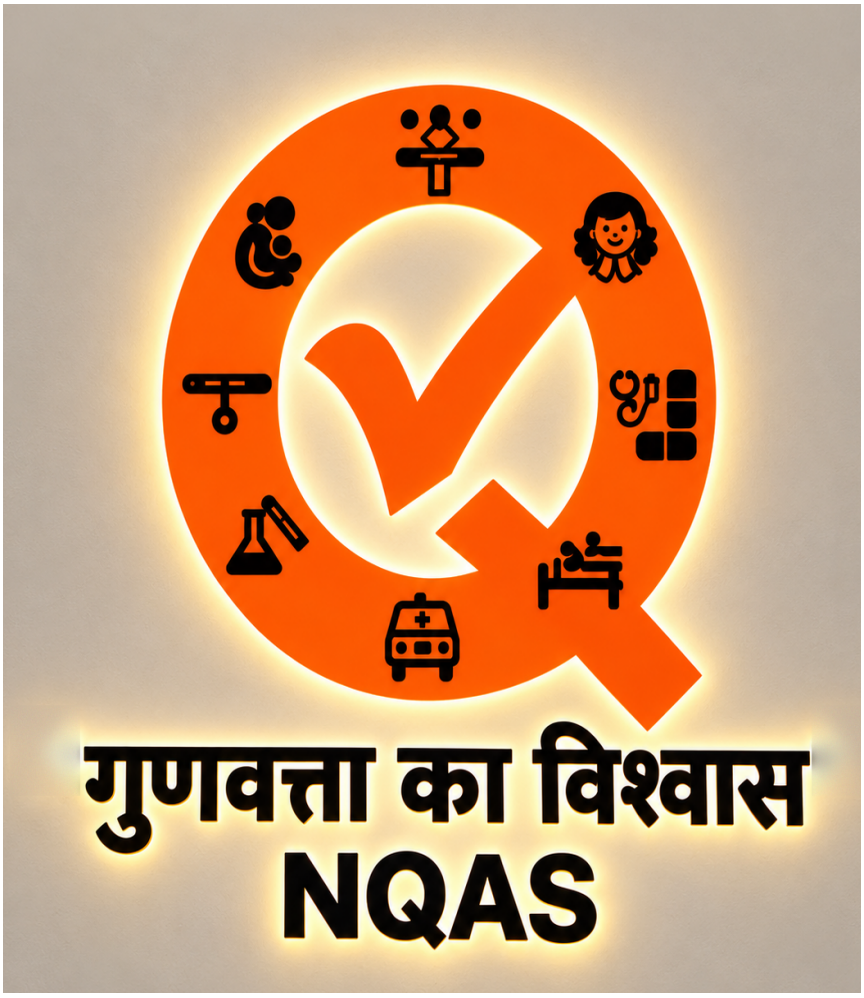




Figure 2: Examples for display of NQAS logo