

## **Guidelines for IDA Collaboration & IDA Logo Usage – July 2018**

The objective of making the guidelines is to protect the integrity and credibility of Indian Dietetic Association (IDA).

### **Guidelines for IDA Collaboration**

IDA (either at the national or the chapter level) may decide on associating with another organisation / industry, if it stands to benefit for any of these reasons –

1. Improved visibility
2. Exchange of skill / knowledge / technical expertise
3. Common / similar agenda
4. Financial support

Criteria to be met when a collaboration is sought:

- There should be a written agreement / email agreement prior to the commencement of the program / research / study. A hard copy / soft copy of the formal letter with the specific deliverables from the organisation making the request on its letterhead is a requirement.
- The request for collaboration should be made at least 3 months before the program / conference / workshop. If the request is made closer to date, the National Executive Committee (NEC) of IDA will decide whether the collaboration is worth accepting or not based on the above reasons of benefit.
- The organising committee / advisory committee / scientific committee of the collaborator should have suitable representation from the IDA NEC, which will safeguard IDA's interest in the program and also ensure selection of appropriate speakers from among IDA members with the requisite expertise.
- The IDA logo should be prominently displayed and promoted as per terms decided in the contract.
- Privileges should be offered to IDA for its members - such as discount on registration, presence at the inauguration and other ceremonies. These need to be defined in the contract / agreement.
- IDA should not collaborate with programs that are supported / organised by industry dealing with infant feeding products and aerated beverages.

The above-mentioned clauses are general guidelines. In case there is an event with unique features that do not fit into any of the above category, then the NEC can take a decision.

NOTE: IDA can collaborate with government programs with prior permission from the NEC. IDA logo can be lent to Government organizations while collaborating with them with prior permission from the NEC.

### **Guidelines for IDA Logo Usage**

- The organizing committee of the IDA Annual National Conference, is allowed to display the IDA logo at the conference and the related materials.
  - The IDA logo and Dietetics Day logo should not be used to promote festivals and activities not related to the association, in the name of 'marketing'.
  - Chapter level activities should use IDA logo with the chapter name mentioned below the logo. This regulation holds also for any collaborative programs that a chapter organizes. Mementos are not mandatory but if presented for any chapter level activity should mention the chapter name below the logo.
  - The IDA national website and Facebook page can display the IDA logo and the Dietetics Day logo. The chapter website and Facebook page should have the name of the chapter below the IDA logo.
  - The WhatsApp groups of different chapters and discussion forums should not use the logo of IDA or Dietetics Day as their DP. Individual members and non-members of IDA are not permitted to use the IDA logo or the Dietetics Day logo on their WhatsApp DP or visiting cards or Facebook account or at their workplace or in their clinic or in any other manner / personal space.
  - If an individual is found using any of the above logos, she/he will be given a written warning from the IDA. If she/he continues to use the logo after the warning, IDA NEC would consider suspension of the member.
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