



VISION BEHIND THE MAKING OF THE BBF ASF AGM 2023



Theme:

The **BBF ASF AGM 2023 logo** is simply one of the rhizomes of shared practices of cooperative spirit - a living tribute to the Bombay Stock Exchange Brokers' Forum (BBF) philosophy of One World One BBF "Vasudhaiva Kutumbakam" (a Sanskrit phrase) that is whole world is one family.

INDIA denotes:

The word "India" embodies the colours ORANGE which signifies strength and courage of the country, WHITE represents peace, unity and truth, GREEN stands for faith and fertility and BLUE symbolizes the sky and the ocean.

SDG logo signifies: (Placed above the letter "I")

The "Sustainable Development Goals" are a collection of 17 interlinked goals designed to be a "blueprint to achieve a better and more sustainable future for all."

The 17 SDGs are: (1) No Poverty, (2) Zero Hunger, (3) Good Health and Well-being, (4) Quality Education, (5) Gender Equality, (6) Clean Water and Sanitation, (7) Affordable and Clean Energy, (8) Decent Work and Economic Growth, (9) Industry, Innovation and Infrastructure, (10) Reducing Inequality, (11) Sustainable Cities and Communities, (12) Responsible Consumption and Production, (13) Climate Action, (14) Life Below Water, (15) Life On Land, (16) Peace, Justice, and Strong Institutions, (17) Partnerships for the Goals.

RED DOT implies: (Placed above the letter "I")

Red dot describes the tradition of "Atithi Devo Bhava" which is a Sanskrit verse, translated literally it means "The Guest is equivalent to God". What it has come to mean today is that no matter who you are and where you are from, in India you are welcomed warmly and treated with esteem. It epitomises the feeling of friendliness and kindness in the Indian people. Where everyone is welcome to share in the beauty of the country, its culture, and the delicious Indian flavours.