



GOVERNMENT OF KERALA

Abstract

Industries Department - Scheme of Kerala Brand - Sanction accorded - Orders issued.

INDUSTRIES (B)DEPARTMENT

G.O.(Ms)No.37/2023/ID Dated,Thiruvananthapuram, 02-06-2023

Read 1) Letter No.DIC/2568/2022-MA-M1 dated 02.05.2023 from the Director of Industries and Commerce.

ORDER

Developing Kerala Brand is one of the seven pivotal pillars of the Kerala Industrial Policy 2023. The State Industrial Policy, inter alia, aims to create a Kerala Brand and for establishing a voluntary system for testing the quality standards for indigenous products. Kerala Brand envisages to ensure the quality of products manufactured within the State and to promote their marketing. It is expected that Kerala Branding will be able to significantly improve the marketing opportunities for producers/manufacturers who are willing to comply with the criteria prescribed for ensuring the quality standards of products. The scheme of “**Kerala Brand**” lays down that the products obtaining Kerala Brand Certification will be able to market their products under the unique brand name “**Made in Kerala**” at domestic and international level.

2) In accordance with the declared objectives of the State Industrial Policy, the Director of Industries and Commerce has submitted a detailed proposal on Kerala Brand and requested Government to accord sanction for the same. Matters such as objectives, benefits and protocol of Kerala Brand, constitution of the State Level Committee for approving the Kerala Brand criteria and Taluk Level Committee for awarding Kerala Brand, validity and renewal of the Brand, suspension of Kerala Brand Certification etc, have been detailed in the proposal.

3) The salient features of the proposal on Kerala Brand as

furnished by the Director of Industries and Commerce are as follows:

(A) Kerala Brand

Understanding the needs and expectations of customers is the key for designing an appealing and compelling value proposition. Brand is a medium that helps to sketch a desirable image about an enterprise or its products in the minds of the customers. Using global branding can help enterprises to increase customer awareness, to reduce marketing and production costs and ultimately raise the profits. Kerala Brand is envisaged to deliver an appealing image of Kerala's products/services to the global customers. It will project Kerala's commitment to quality, ethical and responsible industrial practices and enable Kerala's enterprises in tapping the potential of global market by creating a unique identity "Made in Kerala" for the indigenous products of the state. Products/services which are being produced/offered in an environmentally sustainable way, following ethical practices and conform to specific quality standards and certifications, will be selected from suitable sectors for identification under the Kerala Brand.

(B) Objectives

Objectives of Kerala Brand are :

- Recognize the ethical and responsible industrial practices
- Develop a loyal consumer base across the globe
- Enhance marketing potential of homegrown enterprises that are into value addition of indigenous products
- Identify enterprises conforming to specific set of quality standards
- Improve export performance of enterprises in Kerala with limited exposure to global markets

(C) Unique Selling Proposition (USP)

The Kerala Brand will reflect the following USPs (unique selling proposition) of Kerala's industry :

- Raw material sourced from Kerala
- Manufactured in Kerala
- No Child Labour
- Women Workforce Representation
- Inclusive Workplace

- Workplace Safety
- Technology Enabled Manufacturing/ Service
- Dominantly uses Green/Clean/ Renewable Energy
- Environment friendly
- Social Responsibility

(D) Benefits of Kerala Brand

Kerala Brand will act as a mechanism of ensuring the availability of products which meet high quality standards, to consumers and improving the marketing potential of manufacturers/service providers committed to conform to these standards. As the consumer market is full of different brands, it is difficult for users/consumers to differentiate between brands having high-quality standards from those having low quality standards. Kerala Brand is expected to act as a differentiator for products/services of high-quality standards. This would be beneficial for both the consumers to identify better quality products/services and the manufacturers/service providers to market and export their products/services under a brand name having high credibility.

The products obtaining Kerala Brand certification will :

- be able to market under the unique “**MADE IN KERALA**” brand name at domestic and international levels
- enjoy free promotions at all e-marketplaces
- receive financial assistance for obtaining high quality certifications which shall further aid in improving exports
- be given preference for additional benefits linked to the existing schemes, new industrial policy, funding schemes etc.
- be able to expand their market and cater to a wider customer base
- be considered in the list of products/services showcased at International Trade Fairs, Marketing Expos etc.
- get an added advantage to reach out to the widespread Malayali diaspora in all major parts of the world

(E) Protocol

The protocol for selection of enterprises for Kerala Brand comprises of a set of general criteria/conditions which are to be satisfied by all enterprises/products/services regardless of the sector and sector specific criteria developed based on the inputs gathered from industry stakeholder consultations. Any department/agency can introduce products/services

pertaining to its sectors under the Kerala Brand. The products/services to be marketed under the Kerala Brand shall also conform to the existing quality standards adopted in the market. In case of products/services for which specific quality standards are not existing in the market, specific quality criteria will be prescribed by the State Level Committee, satisfying which the products will be considered for Kerala Brand.

(F) The Kerala Brand protocol for Coconut Oil is shown below for illustrative purpose

Product	Prerequisite Criteria - Specific	Prerequisite Criteria - General
Coconut oil	<ul style="list-style-type: none"> • Drying unit in Kerala • Agmark Certificate • Expressed Raw Grade I Coconut oil • BIS Certificate- IS 542:18 	<ul style="list-style-type: none"> • Raw material sourcing from Kerala • Manufacturing/Processing unit in Kerala • FSSAI Basic Registration - (Turnover of less than Rs.12 Lakh per annum) • FSSAI State License - (Turnover between Rs.12 Lakh and Rs.20 Crore per annum) • FSSAI Central License - (Turnover more than Rs.20 Crore per annum • Self Certification on Quality , Ethics & Responsible Industry practices

In the above case, any manufacturer involved in the production of coconut oil in the State will be eligible for submitting application for Kerala Brand, in case the manufacturing unit and the product satisfy the above mentioned general and specific criteria (both).

(G) Self-Declaration Checklist

To ensure that the enterprises selected for Kerala Brand resonates

with the quality, ethical and responsible industry practices, a self-declaration checklist is developed which encompasses the USPs of Kerala Brand. The enterprises applying for Kerala Brand will have to select from the following checklist at the time of application.

Quality	Ethics	Responsible Industry
<ul style="list-style-type: none"> • Undertakes periodic quality control and safety inspections • Provide equipment & utilities for personal hygiene – handwash, gloves, mask, etc. 	<ul style="list-style-type: none"> • No child labour • Women workforce representation • Zero tolerance to employee exploitation • Inclusive workplace accommodating employees of diverse backgrounds • Adopted workplace safety measures/ precautions 	<ul style="list-style-type: none"> • Dominantly uses Green/ Clean/ Renewable Energy • ZED Certification (Zero Defect Zero Effect) • Uses recycled / recyclable packaging /consumables • Designated area for waste storage & disposal • Follows water conservation measures • Takes measures to contain pollution – air, water, sound, etc.

The submissions in the self-declaration will be verified by the Taluk Level Committee for awarding the Kerala Brand while processing the applications.

(H) Kerala Brand Validity and Renewal

The Kerala Brand Certification is initially awarded for a period of two years or until the expiration of the required quality certifications (that are pre-requisites for Kerala Brand selection), whichever comes first. Once an entity is awarded the Kerala Brand Certification, it has the opportunity to renew it after the initial award period. To renew the certification, the entity must apply to the relevant department one month in advance of the expiration date of the Kerala

Brand Certification. Along with the application form, the entity needs to submit supporting documents such as valid (renewed) quality certifications and a self-declaration checklist. The renewal process ensures that the entity continues to meet the required quality standards and maintains the reputation associated with the Kerala Brand Certification. By renewing the certification, entities can demonstrate their commitment to maintaining the high-quality standards and continue to benefit from the recognition and opportunities that come with being a Kerala Brand-certified entity.

(I) Revocation or Suspension of Kerala Brand Certification

In the event of any non-compliance or violation of the prescribed quality or ethical standards subsequent to the award of the Kerala Brand Certification, the awarding authority reserves the right to revoke or suspend the certification. An inspection mechanism is envisaged to ensure compliance and to uphold the integrity of the Kerala Brand.

(J) Inspections

The Kerala Brand Certification will ensure compliance through regular monitoring, random unannounced inspections, complaint investigations, document verification, on-site audits, and corrective actions. If any non-compliance is found, entities have a chance to rectify the issues within a time frame. Failure to do so, may result in revocation or suspension of the certification. These measures will help in upholding the certification's integrity, promoting continuous compliance, and to maintain quality standards among certified entities.

- **Regular Monitoring:** The concerned department(s) shall conduct periodic monitoring and assessments to verify the continued compliance of the certified entity with the specified quality certifications and standards.

- **Random Inspections:** The concerned departments(s) may conduct unannounced inspections at any time during the validity period of the Kerala Brand Certification to ensure ongoing adherence to quality requirements.

- **Investigation of Complaints:** The concerned departments shall investigate any credible complaints received regarding the non-compliance of a certified entity. If the complaint is substantiated, it may lead to an immediate inspection to assess the extent of non-compliance.

- **Document Verification:** The concerned department(s) may request the certified entity to submit updated documentation, including quality

certifications, self-declaration checklists and any other relevant records, to ensure their validity and adherence to the prescribed standards.

(K) Revocation or Suspension Process

When significant non-compliance is identified, the following steps are to be taken :

- **Notice of Non-Compliance:** Upon the identification of significant non-compliance, the awarding authority will issue a written notice to the certified entity, clearly specifying the nature of the non-compliance, supporting evidence, and a designated timeframe for response.
- **Response and Remedial Plan:** The certified entity shall respond to the notice within the given time frame, providing a comprehensive explanation of non-compliance, proposed remedial actions, and a detailed plan to prevent future occurrences.
- **Evaluation and Decision:** The awarding authority will evaluate the response and the proposed remedial plan. Based on the evaluation, a decision will be made whether to revoke or suspend the Kerala Brand Certification, taking into consideration the severity, recurrence, and impact of the non-compliance.
- **Revocation or Suspension Notification:** If the decision taken is to revoke or suspend the Kerala Brand Certification, the certified entity will be formally notified in writing, stating the reasons for the decision, effective date, and any additional conditions or requirements for reinstatement, if applicable. This clause aims to ensure that the Kerala Brand Certification maintains its credibility and upholds the highest quality standards. It provides a transparent and systematic inspection mechanism, along with a clear process for revocation or suspension in the case of non-compliance, thereby safeguarding the reputation and integrity of the certification.

(L) Kerala Brand Logo

As part of the Kerala Brand Certification process, a distinctive logo will be created specifically for the Kerala Brand. This logo will be

designed to represent the unique identity and qualities of products or services associated with the Kerala Brand. To protect the logo and establish its ownership, it will be registered under the Trademarks Act 1999 which provides legal protection to trademarks, ensuring that they cannot be used or reproduced by others without permission from the owner. By registering the Kerala Brand logo under this Act, it gains legal recognition and safeguards against unauthorized use, infringement, or misrepresentation of the Brand.

4) Government have examined the matter in detail and are pleased to approve the proposal for implementation of the Kerala Brand furnished as per letter read and as detailed above. Government are also pleased to constitute a State Level Committee for approving the Kerala Brand criteria and Taluk Level Committees for awarding Kerala Brand, as follows

State Level Committee for approving the Kerala Brand criteria.

Principal Secretary, Industries Department	Chairman
Secretary of the concerned Department	Co-Chair
Director Industries and Commerce	Convenor
Representative of the concerned department s	Member
Managing Director, KSIDC	Member
Chief Executive Officer, K-BIP	Member
Joint Director General of Foreign Trade, Kochi	Member
Representative of KSSIA	Member
Representative of BIS	Member
Sector expert	Member

The State Level Inter Disciplinary Committee will approve the quality

criteria for products/services proposed by concerned department(s).

Taluk Level Committee for awarding Kerala Brand.

General Manager of concerned District Industries Center	Chairman
District Head of the concerned department	Co-Chair
Taluk Level officer of concerned department (ADIO in the case of Industries Department)	Convenor
Block Level officer of the concerned department (IEO in the case of Industries Department)	Member
Representative of Industrial Associations in concerned Sector	Member
Representatives of Research Institutes in concerned Sector (CTCRI, CFTRI, CCRI, IISR, etc.)	Member

Taluk Level Selection Committee will consider the applications for Kerala Brand, evaluate the applications based on the general criteria/conditions and sector specific criteria and will award the Kerala Brand based on the Selection Criteria for each department concerned.

5) The Director of Industries and Commerce shall take further necessary action for the implementation of the scheme of Kerala Brand in due course.

(By order of the Governor)
SUMAN BILLA
PRINCIPAL SECRETARY

To

The Director of Industries and Commerce, Thiruvananthapuram.
The Principal Accountant General (Audit /A&E/), Kerala,
Thiruvananthapuram

All Additional Chief Secretaries/Principal Secretaries/Secretaries to Government.

All Heads of Departments

The Chief Executive Officer, K-Bip, Thiruvananthapuram

Managing Director, KSIDC, Thiruvananthapuram

The Secretary, RIAB, Thiruvananthapuram

General Administration (SC) Department

The Finance Department

Planning & Economic Affairs Department

The District Treasury Officer, Thiruvananthapuram.

All sections in Industries Department.

The Information and Public Relation (Web and New Media) Department

Stock File/Office Copy

Forwarded /By order

Section Officer

Copy to :1) Private Secretary to Hon'ble Minister for Law, Industries and Coir

2) PA to Principal Secretary I/II Industries department

3) PA to Secretary Industries department

4) PA to OSD, Industries department

5) CA to Additional Secretary.