



8. The seal logo cannot be used for other products produced by the same producer if the seal has not been awarded.
9. The awardees will produce the different forms of seal on their products according to the standards set by APIC.
10. The awardees will permit APIC the inspection procedures in their respective shops at any time.
11. The products of the seal awardees that violate the conditions of the seal in an outright manner will be cancelled and barred from availing/using the seal for three years before he/she reapplies for the seal.
12. Minor discrepancies and complaints will be put up to the Seal Committee/Dispute Settlement Committee to arbitrate and settle.
13. Awardees must also sign a Letter of Undertaking (LoU) to ensure that future production of seal products will be similar in all means to those that are awarded with the seal.



## SEAL OF ORIGIN

### APPLICATION REQUIREMENTS

- \* Applicants must submit the completed application form to the Agency for Promotion of Indigenous Crafts, RSPN Building 1st Floor, Kawajangsa, Thimphu.
- \* Completed application forms: Please provide all the requested information about the product. Any details provided will be treated with confidentiality and will not be made public.
- \* Application fee of Nu. 1500/- each will be charged to cover entry processing and administrative costs. To avail the seal Nu. 500/- per product line will be charged.
- \* The payment can be made in the form of cash or demand draft.



**Agency for Promotion of Indigenous Crafts  
(APIC)**

Ministry of Economic Affairs  
1st Floor, RSPN Building, Kawajangsa, Thimphu  
Tel: +975-2-334157, Fax: +975-2-333061  
[www.apic.org.bt](http://www.apic.org.bt)

## BHUTAN SEAL OF ORIGIN (HANDICRAFTS)

### BACKGROUND

Empowered and emboldened by the dramatic surge in the number of visitors to Bhutan, indigenous handicrafts have seen gradual development over the years. It is today a thriving industry, promoting the product and enhancing the livelihood of peripheral communities. Earlier, a few retail outlets sold a limited variety of products. The scenario has undergone a sea change now with retailers and dealers hard pressed to keep abreast with the rapidly growing market base.

Bhutanese artisans have also become more innovative and creative by way of design, presentation and marketing. This sector promises tremendous export potential which will inadvertently benefit the nation's low income communities. This is not to say that there are no challenges to the business. Bhutanese artisans face stiff competition from cheap imported products marketed as genuinely Bhutanese. Such intrusions into the market also make it difficult for buyers to distinguish between the two. The inundation of such products may on the one hand promote Bhutanese handicrafts but will inevitably deprive local communities from the opportunity to an enhanced income. The answer to this dilemma lies in allowing the buyers have a well informed choice.

It is hence paramount to safeguard and promote the individuality of genuine Bhutanese handicrafts. This will ensure that this sector becomes more sustainable and economically viable, therein benefitting Bhutanese artisans and dealers. In view of this critical need, the Agency for Promotion of Indigenous Crafts (APIC) would like to introduce the 'Made in Bhutan Seal' under the concept of 'Seal of Origin' for the Bhutanese handicrafts sector.



### BENEFITS:

The benefits of the seal are:

- \* Buyers can make an informed choice.
- \* Acts as a marketing tool.
- \* Protect and promote the genuine Bhutanese handicrafts.
- \* Motivate the Bhutanese artisans.

### GUIDELINES FOR SEAL OF ORIGIN

1. The seal is awarded by the Agency for Promotion of Indigenous Crafts (APIC).
2. The seal is open to individual craft producers, community groups, cooperatives, private businesses and agencies that produce commercial handicraft products, and are capable of maintaining adequate stock levels to fulfill sales orders.
3. The applicant must be a Bhutanese national/registered community groups/cooperatives/a business license holder.
4. The seal of origin is a benchmark for originality of the products, and it's not a business license.
5. Only "handicraft" products will be accepted. Please refer to the definition of handicrafts below.  
*"Handicrafts are defined as products that are produced either completely by hand or with the help of tools. Mechanical tools may be used as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. Handicrafts are made from raw materials and can be produced in unlimited numbers. Such products can be utilitarian, aesthetic, creative, culturally expressive, decorative, functional, traditional, consumable (not edible), religiously and socially symbolic & significant."*
6. Products submitted without a complete application form will not be considered for the seal.
7. The seal is for all Bhutanese art and crafts and the seal logo cannot be used for the promotion of similar inferior goods.