



Letter of Undertaking (Seal of Origin)

The recipient of the Seal of Origin hereby agrees to adhere to the following:

1. The Seal is awarded by the Agency for Promotion of Indigenous Crafts.
2. The Seal of Origin is a benchmark for “originality” of the products, and is not a business license, but maybe used as a marketing strategy.
3. The Seal is awarded to individual craft producers, community groups, cooperatives, private businesses and agencies that produce handicraft products and is **NOT** to be considered as a **seal of excellence** or as a **seal of quality**.
4. The seal is awarded only for the handicrafts sector. *“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.”*
5. The Seal is for all Bhutanese arts and crafts only. The logo cannot be used for the promotion of other similar products/imitations which have been imported from other countries.
6. The awardees will produce the different forms of Seal on their products according to the standards provided by APIC.
7. The awardees will permit APIC inspection of their respective shops at any time.
8. Minor discrepancies and complains will be put up to the Seal Committee/Dispute Settlement Committee to arbitrate and settle. The decision of the Seal Committee/Dispute Settlement Committee shall be final and binding.
9. Awardees who violate the terms and conditions set in the guidelines shall be fined as follows:
 1. First violation: A lump sum fine of Nu. 10,000/-
 2. Second Violation: Another fine of Nu. 10,000/- and the awardees will be barred from availing the seal for a period of three years.
 3. Subsequent Violation: Case will be forwarded to Department of Trade, Ministry of Economic Affairs for copy right infringement.
10. The Certificate of the Seal of Origin will be renewed annually after 2014 on payment of a renewal fee of Nu. 300/-(Nu. Three Hundred Only).

(Lam Kezang Chhoephel)
Chief Executive Officer

Dated name and signature of Applicant:

Witness:

Witness: