



Agency for Promotion of Indigenous Crafts
Ministry of Economic Affairs
Royal Government of Bhutan



Guidelines for Seal of Origin.

1. The SEAL is awarded by the Agency for Promotion of Indigenous Crafts.
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 and 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. Products of a purely artistic nature are not eligible.
"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 arts and crafts and the SEAL logo cannot be used for the promotion of other products produced by the same producer if these products have not been awarded the SEAL.
8. The awardees will produce the different forms of SEAL on their products according to the standards provided by APIC.
9. The awardees will permit APIC the inspection procedures in their respective shops at any time.
10. Minor discrepancies and complains will be put up to the SEAL Committee/Dispute Settlement Committee to arbitrate and settle.
11. 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.



Agency for Promotion of Indigenous Crafts
Ministry of Economic Affairs
Royal Government of Bhutan



Application Fees for availing the SEAL OF ORIGIN:

- Nu. 2500 for entry processing & administrative costs for all zorig chhusum product lines.
- Nominal fee of Nu.300 will be charged yearly to the business license holder for holding the seal.

Fee for violation of the SEAL:

- Nu. 10,000.

Reward for the informer:

- Nu. 3000