Subject – Introduction of GS1 barcoding standards for AGMARK products.

Gentlemen,

With reference to the subject cited above, Directorate of Marketing & Inspection, Department of Agriculture, Co-operation and Farmer welfare has decided to implement mandatory barcoding on AGMARK certified products with the objective of increasing consumer confidence on use of AGMARK products and bring packers closer to their consumers and technology.

Bar coding and further assistance on its implementation would be provided by GS1 India, a standards body, setup by Ministry of Commerce and Industry, Govt. of India along with leading Govt. Institutions & Industry chambers.

Adoption of barcoding would enable certification level validation on scan of barcode by “Smart Consumer” mobile app – a joint initiative of Department of Consumer Affairs and GS1 India. “Smart Consumer” mobile app is powered by “Datakart” - National Product Information Repository, developed by GS1 India. Through Datakart, all GS1 subscribers can upload, share product information (like Name & address of the manufacturer, MRP, consumer care contact details, FSSAI license number, AGMARK license details etc.) linked with product barcode.

The fee structure for subscribing to GS1 barcodes can be accessed at http://gs1india.org/media/Fee_for_Barcodes.pdf. Ministry of MSME provides the financial assistance for reimbursement of 75% of one-time registration fee and 75% of annual recurring fee for first three years paid by registered MSEs for barcode registration availed from GS1 India (attached details).

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It is hereby advised that all packers may take necessary action in this direction and comply to this requirement at the earliest. Packers for any further assistance on barcode implementation can reach GS1 India offices at (between Monday to Friday, 9.45AM to 5.45PM):

<table>
<thead>
<tr>
<th></th>
<th>Mumbai</th>
<th>Bangalore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>022-2857-6516/17</td>
<td>080-2340-5552</td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:agmark@gs1india.org">agmark@gs1india.org</a></td>
<td><a href="mailto:agmark@gs1india.org">agmark@gs1india.org</a></td>
</tr>
</tbody>
</table>

Encl: As stated above.

Yours faithfully,

(P.Melvin Roy)
Deputy Agricultural Marketing Adviser.

[Signature]

23/7/11

dated/DESPATCHED