

## **“MADE IN SRI LANKA LOGO” - SELECTION CRITERIA**

### **i) Requirements /Eligibility Criteria**

1. The applicant should be an entrepreneur or industrialist.
2. The applicant should be the owner / major partner(s) or share holder(s) of the business.
3. The business entity should have been registered at the relevant authority ( Divisional Secretariat, Registrar of Companies, etc....) and must have fulfilled the product-related certification requirements (Trade Certificates, Environmental, etc. )
4. The business entity must have an operating history of more than 02 years.

### **ii) Conditions**

1. The composition of the product or process should be as follows:
  - a. *If the product is made using local raw materials*  
The local value addition should be 60% or more.
  - b. *If the product is made using imported raw materials*
    - i. If there is no significant design value, then the local value addition must be 60% or more.
    - ii. If there is a substantial design component, then local value addition of 30% is sufficient.
2. Certifications may be required depending on the type of product to apply for the MISL Logo.  
e.g.: *GMP/SLS/ISO certifications – For food-related products.*
3. The Logo will be awarded for a specific product and not for the business.
4. The Logo is permitted to use only for the awarded product/s. If it is found to be illegally used for any other products, the Logo will be revoked for the entity as a whole.
5. The Logo is not permitted to be used if the actual manufacturer is not stated explicitly.
6. The applicant should allow NEDA to examine the entire business process & documentation during the application evaluation stage and subsequently to ensure the accuracy of the information.
7. Inheritably, the Logo will represent the country of Sri Lanka, and hence it will be the ultimate responsibility of the awardees to uphold the integrity and accepted quality requirements and standards. Since it is a confirmation of the local identity, it should always be ensured that the ‘MADE IN SRI LANKA’ concept is not harmed or abused.
8. Final selection and approval will be made by a committee comprising of experts from state, private and professional bodies appointed by the purview of NEDA and the decision taken by the committee will stand to be final.

9. Any form of influence/canvassing on the selection procedure, will become grounds for immediate disqualification of the application.
10. If the information provided is found to be false/tampered with, the Logo will be revoked immediately.
11. The colors of the Logo cannot be changed/altered by any means.
12. The shape/nature of the Logo should be used without any change/distortion except for proportional enlargement/scaling.
13. The applicant has the right to appeal for reconsideration in the event of a rejection of the application within a period of 30 days with supportive evidence.

**iii) NEDA Obligations**

1. The applications will be scrutinized on a first-come-first-serve basis.
2. The NEDA reserves the right to request any additional documents/proofs if necessary.
3. The names of the selected awardees and rejections will be notified in writing. In addition, the awardees will be published in public domains.