

## **Annexure 2**

### **Made In Sri Lanka Logo**

#### **1. What is 'Made In Sri Lanka Logo'?**

The 'Made in Sri Lanka' concept was introduced to address the primary challenges faced by entrepreneurs, specifically products due to cheaper/ or low-quality substitute products, deficiencies in branding their products, and the complexity of certification procedures. This initiative aims to facilitate both domestic and international market access for Sri Lankan entrepreneurs, offering them opportunities to increase their export activities by showcasing high-quality designs to global markets. Ultimately, the goal is to strengthen entrepreneurs financially and boost foreign exchange earnings for Sri Lanka.

The 'Made In Sri Lanka' Logo was introduced by the National Enterprise Development Authority in 2020 as part of the Made in Sri Lanka concept. It is granted to products that meet certain criteria, allowing them to display the Logo for a period of two years. One of the main objectives of this initiative is to recognize and evaluate the contributions of Sri Lanka's micro, small, medium, and large-scale enterprises to exports and the national economy. The logo is registered with the National Intellectual Property Office, ensuring its authenticity and protecting it from unauthorized use.

Products made using local or imported raw materials will be considered for the award of the Made in Sri Lanka Logo, so long as they meet the stipulated requirements. The Logo will not be awarded for services, at the moment.

#### **2. What are the conditions to be fulfilled to obtain the Made in Sri Lanka Logo?**

- The entrepreneur must be an entrepreneur or industrialist.
- Business registration is mandatory, and basic legal requirements for the product must be completed.
- The business must have been actively running for at least two consecutive years.
- The product must have at least 60% domestic value addition, and if based on imported raw materials, it must have at least 30% domestic value addition. The locality should be confirmable, and in the case of knowledge capital, special attention will be given by the committee.
- The Made in Sri Lanka Logo is given only to a product manufactured, not to any particular organization.
- Use of the Made in Sri Lanka Logo on a product other than the one for which permission is granted will result in its cancellation.
- The Logo cannot be used if the actual manufacturer's name is not mentioned.
- The Logo cannot be transferred to another person or organization in any way.
- The entire manufacturing process will be analyzed to ensure accuracy.

- Entrepreneurs must maintain the quality of the product at all times, as the Logo confirms local identity, and the Made in Sri Lanka concept should not be harmed.
- Selections will be made by an independent committee, and the decision of the expert committee will be final.
- Any attempt to influence the selection process will result in the rejection of the application.
- Providing false information will result in revocation of the Made in Sri Lanka Logo.
- The colors of the Made in Sri Lanka Logo cannot be changed.
- The shape or nature of the brand logo should be used without any change, except for proportional enlargement or scaling.

### **3. How should you apply as an entrepreneur to get the Made in Sri Lanka Logo?**

- Meet the NEDA Enterprise Development Officer at your nearest Divisional Secretariat (where your business is located) if you meet the basic qualifications.
- Obtain an application form through our Regional Officer if you meet the basic requirements.
- Submit the duly completed application form and copies of relevant documents to the concerned NEDA Enterprise Development Officer.
- If the application information is properly provided, and the application is certified by the NEDA officer and the Divisional Secretary, it will be forwarded to the National Enterprise Development Authority after the field inspection.
- If you are eligible for the Logo after an evaluation process by the authority, it will be awarded to you.
- After approval to issue the Logo, it will be issued along with an agreement, and a registration number will also be provided.
- You will have the privilege to use the Logo on your products, letterheads, and promotional materials for a period of two years from the date of receipt.
- After receiving the Logo and registration number, or if you need to reapply for the Logo for your company's other product/s, you can apply again and update the product list.
- If there is any rectifiable defect in your application for any reason, the application will be forwarded for further processing after rectification through our regional officer.
- If your application is rejected after referral to the authority, you will receive a rejection letter.

### **4. At what point are you ineligible to receive the Made in Sri Lanka Logo?**

- If an entrepreneur has been accused or convicted of any fraudulent act under Exchange Control Acts, Customs Ordinances, Import/Export Control Acts, or any other relevant laws.

- If the applicant is a bank loan defaulter.
- If the product has less than 60% domestic value added or more than 30% imported value added.
- In the absence of business registration.
- If the active existence of the business is less than two years.
- If facilities are not provided for monitoring the manufacturing process.
- In case the correct data regarding the manufacturing process is not provided.

## **5. What documents do you need to submit to get the Made in Sri Lanka Logo?**

- I. Duly completed application  
(All the details of the products applied for getting the Logo should be mentioned here. It is necessary to read all the instructions before filling out the application form.)
- II. Copy of Business Registration (true copy to be submitted for verification)
- III. Copies of quality certificates relating to products (if any)
- IV. Copies of evaluation certificates received for products (if any).
- V. Few clear photographs of the products, labels, and other packaging materials.

## **6. Who decide the Awarding of the Made in Sri Lanka Logo?**

The applications forwarded to the National Enterprise Development Authority through regional officers will be re-examined and certified by the authority's Internal Committee before being referred to an Expert Committee established by the authority. The application and other related documents must be duly evaluated and approved by the committee to be awarded.

## **7. Who are the Members of the Logo Evaluation Committee?**

This committee consists of 07-10 prominent officials and dignitaries representing various fields, appointed through the NEDA.

The committee includes representatives from:

- I. National Enterprise Development Authority (NEDA)
- II. Ministry of Industries (MI)
- III. Sri Lanka National Intellectual Property Office (NIPO)
- IV. Sri Lanka Export Development Board (EDB)
- V. National Chamber of Commerce (NCCSL)
- VI. Sri Lanka Institute of Marketing (SLIM)
- VII. Sri Lanka Standards Institute (SLS)
- VIII. 03 Industry experts nominated by NEDA

**8. What are the charges for the Logo?**

Application	Free of Charge
For the first product	10,000.00
Other products (2 <sup>nd</sup> product onwards)	1,000.00 each
Renewal charges	50% of the initial charge per product.