



GOVERNMENT OF KERALA

Abstract

Industries Department - Scheme of Kerala Brand - Amended- Orders issued.

INDUSTRIES (B) DEPARTMENT

G.O.(Rt)No.760/2026/ID Dated,Thiruvananthapuram, 24-07-2026

Read 1 G.O(Ms)37/2023/ID dated .02.06.2023

2 G.O(Rt)1237/2023/ID dated .07.12.2023

3 G.O(Ms)1346/2025/ID dated .24.10.2025

4 Letter No.DIC/5859/2021-CW1 dated 02.05.2026 from the
Director of Industries and Commerce.

ORDER

Government had accorded sanction for implementation of the Kerala Brand Scheme as per Government Order read as 1st paper above with the objective of creating a distinct identity for products and services originating from Kerala and promoting the "Made in Kerala" brand in national and international markets.Subsequently, detailed selection criteria and inspection checklist for coconut oil manufacturers were issued as per Government Order read as 2nd paper above. Thereafter,as per Government Order read as 3rd paper above, selection criteria for ten additional product categories, namely Tea, Coffee, Ghee, Honey, Packaged Drinking Water, Plywood, Footwear, PVC Pipes, Surgical Rubber Gloves and Compounded Cattle Feed were also approved.

2) The Director of Industries and Commerce as per the letter read as 4th paper above has informed that during the process of inviting and scrutinising applications for Kerala Brand certification, it was observed that the response from eligible enterprises varied considerably across product categories. It was also found that the stringent selection conditions, particularly those relating to mandatory BIS certification and other product-specific requirements, had adversely affected participation by MSME's and limited the number of eligible applicants.In view of the above, the Kerala

Brand State Level Committee (SLC), in its meeting held on 04.03.2026, considered the matter in detail and approved revised certification protocols and product-specific selection criteria for the eleven notified product categories. The Committee also recommended suitable amendments to the Kerala Brand Scheme for ensuring uniform implementation and wider participation without compromising quality standards.

3) Government have examined the recommendations of the Kerala Brand State Level Committee and are pleased to amend the Government Order read as the 1st paper above as appended as Annexure I and to revise selection criteria for the eleven notified product categories under Kerala Brand as appended as Annexure II, to this Order, in supersession of the Government Orders read as the 2nd and 3rd papers above.

4) Thus the Government Order read as first paper above is amended to the above mentioned extent only.

(By order of the Governor)
A P M MOHAMMED HANISH
ADDITIONAL CHIEF SECRETARY

To:

The Director of Industries and Commerce, Thiruvananthapuram.

The Principal Accountant General (Audit / A&E/), Kerala,
Thiruvananthapuram.

The Chief Executive Officer, K-Bip, Thiruvananthapuram

The Managing Director, KSIDC, Thiruvananthapuram

The Member Secretary, BPT, Thiruvananthapuram

Planning & Economic Affairs Department

The District Treasury Officer, Thiruvananthapuram.

All sections in Industries Department.

The Information and Public Relations (Web and New Media)
Department

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Section Officer

Copy to:

1) Private Secretary to Hon'ble Minister for Industries & Information

Technology

- 2) PA to Additional Chief Secretary, Industries Department
- 3) CA to OSD, Industries Department
- 4) CA to Joint Secretary, Industries Department

ANNEXURE-1

Amendment in the G.O (Ms) No.37/2023/ID dated 02/06/2023

Sl. No.		Existing Clause	Revised Clause as per SLC dated 04/03/2026
1.	G.O.(Ms) No.37/2023/ID dated 02/06/2023	(E) Protocol Any department/agency can introduce products/services pertaining to its sectors under the Kerala Brand. The products/services to be marketed under the Kerala Brand shall also conform to the existing quality standards adopted in the market. In case of products/services for which specific quality standards are not existing in the market, specific quality criteria will be prescribed by the State Level Committee, satisfying which the products will be considered for Kerala Brand.	(E) Protocol Any department/agency can introduce products/services pertaining to its sectors under the Kerala Brand. The products/services to be marketed under the Kerala Brand shall also conform to the existing quality standards adopted in the market. In case of products/services for which specific quality standards are not existing in the market, specific quality criteria will be prescribed by the State Level Committee, satisfying which the products will be considered for Kerala Brand. An entity may apply for the Kerala Brand under the following scenarios: i. Single Manufacturing Facility: If an entity operates only one manufacturing facility under a single UDYAM registration, the application shall be submitted for that facility alone, along with supporting documents such as quality certifications and regulatory

details. The inspection will be conducted by the Industries Extension Officer (IEO) of the respective jurisdiction, and the report will be submitted to the Assistant District Industries Officer (ADIO), who will convene the Taluk Level Committee (TLC) for considering the application. In this case, the Kerala Brand certificate will be awarded to that specific manufacturing facility for which the entity applied.

ii. Multiple Manufacturing Facilities within Kerala:

If an entity operates multiple manufacturing facilities under a single UDYAM registration, separate applications shall be submitted for each facility within Kerala for which certification is sought. For example, if an entity has two facilities—one in district 'A' and another in district 'B' - two distinct applications must be submitted, each with supporting documents relevant to the respective facility in the concerned district. Both applications of the entity will be processed separately by the officers of the respective jurisdiction in

which the facilities operate. The concerned IEOs will conduct inspections and submit reports to the respective ADIOs, who will convene the TLCs in their jurisdictions. Kerala Brand certification will be awarded separately to the facilities, based on compliance with the selection criteria.

iii. Multiple Manufacturing Facilities within and outside Kerala: If an entity has multiple manufacturing facilities within and outside Kerala, the entity shall be eligible to apply for Kerala Brand only for those manufacturing facilities located within Kerala. These applications shall be processed as per the aforementioned process at (i) and (ii) above. Manufacturing facilities located outside Kerala are not eligible to apply for Kerala Brand.

iv. In cases where applications are submitted for multiple manufacturing facilities of a single entity operating under two different jurisdictions, and there is a difference of opinion among the decisions taken by the Taluk Level

		Committees pertaining to the respective jurisdictions, the District General Manager(s) may seek the intervention of the State Level Committee to decide on the final status of the applications. This measure is intended to eliminate any potential subjectivity that may arise from the judgment of individual officials during the evaluation process. v. For entities operating multiple manufacturing facilities within and/or outside the State, it is explicitly clarified that the Kerala Brand logo may only be used on the final products manufactured at the specific facility that has been granted Kerala Brand certification by the Taluk Level Committee. Products manufactured at other facilities shall not be permitted to use the Kerala Brand logo. Any misuse of the logo shall be treated as a violation of the Kerala Brand policy and will attract applicable penal measures.
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ANNEXURE-II

REVISED SELECTION CRITERIA FOR 11 PRODUCTS UNDER KERALA BRAND

The identified products that comprise both edible and non-edible products are as follows:

Edible products		Non Edible products	
1	Coconut Oil	7	Plywood
2	Tea	8	Footwear
3	Coffee	9	PVC Pipes
4	Ghee	10	Surgical Rubber Gloves
5	Honey	11	Compounded cattle feed
6	Packaged drinking water		

1. Coconut Oil Manufacturing Units**a) General Prerequisite Criteria**

- Raw material (Copra) sourcing must be from Kerala. For the avoidance of doubt, raw material for Coconut Oil manufacturing is the Copra obtained from drying of Coconut.
- Entire activities in the manufacturing process of Coconut Oil shall be conducted within Kerala, i.e., drying of Coconut to Copra, extracting Oil from Copra, and subsequent filtering and all activities upto packaging of final product.
- It is clarified that Units which procure Copra from other sources shall ensure that the Copra is produced within Kerala. Units using Copra sourced from outside the State will not be eligible under Kerala Brand.
- Must have FSSAI registration or license.
- Must have a valid UDYAM registration in Kerala.
- Must have GST registration.

b) Specific Prerequisite Criteria.

- Must be manufacturing "Expressed Raw Grade I Coconut Oil"
- Must have obtained at least one of the following certifications:
- IS 542.
- AGMARK.

- c) Self-Declaration on Quality, Ethical & Responsible Industry practices.
- i) Quality practices: must comply with all the following:
- Undertakes periodic quality control and safety inspections
 - Provides equipment & utilities for personal hygiene - hand-wash, gloves, mask, etc.
- ii) Ethical practices: must comply with at least 4 out of the following
- No child-labour (mandatory)
 - Representation for women and transgender in workforce
 - Redressal system for employee exploitation related grievances
 - Inclusive workplace without employee discrimination
 - Adopted workplace safety measures/ precautions (mandatory)
- iii) Responsible Industry practices: must comply with at least 4 out of the following
- Dominantly uses Green/ Clean/ Renewable Energy
 - Obtained ZED Certification (Zero Defect Zero Effect)
 - Uses recycled/ recyclable packaging/ consumables
 - Have proper system/ mechanism for waste storage & disposal
 - Follows water conservation measures
 - Takes measures to contain pollution - air, water, sound, etc.
- d) The validity and renewal of Kerala Brand for Coconut Oil manufacturers will be as follows:

- i) For manufacturing facilities having IS 542 certification:
- Validity of the Kerala Brand will be for a period of two years or until the expiration of the required quality certification (IS 542 certification), whichever occurs earlier.
 - Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid /renewed quality certification (IS 542 certification) and the self-declaration checklist.

2. Tea Manufacturing Units

a) General Prerequisite Criteria

- i) For manufacturing facilities: At least 80% of the raw material (tea leaves) must be from Kerala. Raw material sourced from outside Kerala shall be limited to 20% of the total raw materials used.
- ii) For blending facilities: At least 70% of the raw material (tea) used

for blending must be from Kerala. Raw material sourced from outside Kerala shall be limited to 30% of the total raw materials used.

iii) Applicable to both manufacturing and blending facilities:

- Manufacturing / processing facility must be in Kerala
- Must possess all requisite statutory licenses.
- Traceability details of raw material purchases must be maintained and produced for verification as and when required.

b) Specific Prerequisite Criteria

- The Manufacturing facility shall have a valid FSSAI registration or license as per applicable laws, based on its turnover and operational criteria, as prescribed and amended from time to time.
- The Manufacturing Facility must either possess the below BIS certification(s) (based on product type):
- IS 3633 for black tea (incl. tea bags)
- IS 15344 for green tea (incl. tea bags)

OR

- Test reports from NABL/ BIS/ Tea Board accredited Labs, adhering to the above BIS standards

c) Self-Declaration on Quality, Ethical & Responsible Industry practices.

i) Quality practices: must comply with all the following

- Routine testing every six months in NABL-approved labs
- Conducts regular quality control and safety inspections
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 25% workforce representation of women, transgender, and differently abled individuals.
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)
- Follows water conservation measures
- Use of recyclable or recycled packaging materials or Sustainable packaging practices:
 - Biodegradable tea bags
 - Recycled plastic materials
 - Food-grade plastic for product packaging
 - Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
 - Pollution control systems for air, water, and noise, compliant with PCB norms

d) The validity and renewal of Kerala Brand for tea manufacturers will be as follows:

i) For Manufacturing facilities having IS certification:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the required quality certification, whichever occurs earlier.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid IS certification and the self-declaration checklist

ii) For manufacturing facilities having Test reports confirming to relevant IS standards:

- The Kerala Brand Certificate shall have an overall validity of two (2) years, subject to compliance with periodic quality checks.
- During the validity period, the Manufacturing Facility must conduct quality tests every six (6) months through NABL/ Tea Board/ BIS-accredited laboratories and maintain records of compliance with prescribed IS standards.
- The Manufacturing Facility shall be responsible for submitting these test reports to the certifying authority within the stipulated intervals. Failure to submit or non-compliance will result in suspension or cancellation of the certificate.
- After the completion of the two-year period, any further extension shall require the Manufacturing Facility to obtain the relevant IS certification as specified in the selection criteria.
- Manufacturing facilities can apply for renewal one month in advance of

the expiration date of the Kerala Brand Certification with the supporting documents such as valid IS certification and the self-declaration checklist.

3. Coffee Manufacturing Units

a) General Prerequisite Criteria

- At least 80% of the raw material (coffee beans) must be from Kerala. Raw material sourced from outside Kerala shall be limited to 20% of the total raw materials used
- Manufacturing/processing facility where roasting, grinding, extraction, and packaging are done must be in Kerala.
- Must possess all requisite statutory licenses.

b) Specific Prerequisite Criteria

- The Manufacturing Facility shall have a valid FSSAI registration or license as per applicable laws, based on its turnover and operational criteria, as prescribed and amended from time to time.
 - The Manufacturing Facility must either possess BIS certification(s) noted below (based on product type):
 - IS 3077 for Roasted Coffee
 - IS 2791 for Soluble Coffee Powder
- OR
- Test reports from NABL/ BIS/ Coffee Board accredited Labs, adhering to the above BIS standards

c) Self-Declaration on Quality, Ethical & Responsible Industry practices

i) Quality practices: must comply with all the following

- Conducts regular quality control and safety inspections
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks
- Mandatory labelling of coffee-to-chicory ratio on product packaging

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 25% workforce representation of women, transgender, and differently abled individuals
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)
- Follows water conservation measures
- Use of recyclable or recycled packaging materials or Sustainable packaging practices
- Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
- Pollution control systems for air, water, and noise, compliant with PCB norms

d) The validity and renewal of Kerala Brand for coffee manufacturers will be as follows:

i) For Manufacturing facilities having IS certification:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the required quality certification, whichever occurs earlier.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid IS certification and the self-declaration checklist.

ii) For manufacturing facilities having Test reports confirming to relevant IS standards:

- The Kerala Brand Certificate shall have an overall validity of two (2) years, subject to compliance with periodic quality checks.
- During the validity period, the Manufacturing Facility must conduct quality tests every six (6) months through NABL/ Coffee Board/ BIS-accredited laboratories and maintain records of compliance with prescribed IS standards.
- The Manufacturing Facility shall be responsible for submitting these test reports to the certifying authority within the stipulated intervals. Failure to submit or non-compliance will result in suspension or cancellation of the certificate.
- After the completion of the two-year period, any further extension shall require the Manufacturing Facility to obtain the relevant IS certification as specified in the selection criteria.
- Manufacturing facilities can apply for renewal one month in advance

of the expiration date of the Kerala Brand Certification with the supporting documents such as valid IS certification and the self-declaration checklist.

4. Ghee Manufacturing Units

a) General Prerequisite Criteria

- At least 60% of the raw material (milk/cream/butter) must be from Kerala. Raw material sourced from outside Kerala shall be limited to 40% of the total raw materials used
- Manufacturing/ Processing facility must be located entirely within Kerala
- Must possess all requisite statutory licenses

b) Specific Prerequisite Criteria

- The Manufacturing facility shall have a valid FSSAI registration or license as per applicable laws, based on its turnover and operational criteria, as prescribed and amended from time to time.
- Must have obtained at least one of the following certifications
- AGMARK
- IS 16326

c) Self-Declaration on Quality, Ethical & Responsible Industry practices

i) Quality practices: must comply with all the following

- Conducts regular quality control and safety inspections
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks
- Use of SS 304 or other food-grade machinery and equipment

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 10% workforce representation of women, transgender, and differently abled individuals
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)

- Follows water conservation measures
- Use of recyclable or recycled packaging materials or Sustainable packaging practices
- Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
- Pollution control systems for air, water, and noise, compliant with PCB norms

d) The validity and renewal of Kerala Brand for Ghee manufacturers will be as follows:

i) For manufacturing facilities having IS 16326 certification:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the required quality certification (IS 16326 certification), whichever occurs earlier.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid /renewed quality certification (IS 16326 certification) and the self-declaration checklist.

ii) For Manufacturing facilities having only AGMARK certification:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of AGMARK certification, whichever occurs earlier.
- Manufacturing facilities will be eligible to apply for Kerala Brand renewal, subject to the entity obtaining IS 16326 certification.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid quality certification (IS 16326 certification) and the self-declaration checklist

5. Honey Manufacturing Units

a) General Prerequisite Criteria

- Entire raw material (honey) must be sourced from Kerala.
- Manufacturing/ processing facility must be in Kerala
- Must possess all requisite statutory licenses.

b) Specific Prerequisite Criteria

- The Manufacturing facility shall have a valid FSSAI registration or license as per applicable laws, based on its turnover and operational criteria, as prescribed and amended from time to time.
- Must have obtained at least one of the following certifications
- AGMARK
- IS 4941

c) Self-Declaration on Quality, Ethical & Responsible Industry practices

i) Quality practices: must comply with all the following

- Conducts regular quality control and safety inspections
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks
- Periodic test reports of Pesticide Residue Test, NMR Test, Antibiotic Test

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 10% workforce representation of women, transgender, and differently abled individuals
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)
- Follows water conservation measures
- Use of glass bottles / recyclable or recycled packaging materials or Sustainable packaging practices
- Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
- Pollution control systems for air, water, and noise, compliant with PCB norms

d) The validity and renewal of Kerala Brand for Honey manufacturers will be as follows:

i) For manufacturing facilities having IS 4941 certification:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the required quality certification (IS 4941 certification), whichever occurs earlier.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid /renewed quality certification (IS 4941 certification) and the self-declaration checklist.

ii) For manufacturing facilities having only AGMARK certification:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of AGMARK certification, whichever occurs earlier.
- Manufacturing facilities will be eligible to apply for Kerala Brand renewal, subject to the entity obtaining IS 4941 certification.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid quality certification (IS 4941 certification) and the self-declaration checklist.

6. Packaged Drinking Water Manufacturing Units

a) General Prerequisite Criteria

- Water source must be located within Kerala.
- Manufacturing / processing facility must be in Kerala.
- Must possess all requisite statutory licenses.

b) Specific Prerequisite Criteria

- The Manufacturing facility shall have a valid FSSAI registration or license as per applicable laws, based on its turnover and operational criteria, as prescribed and amended from time to time.
- Mandatory Certification for product (based on product type):
 - IS 14543 for Packaged Drinking Water
 - IS 13428 for Packaged Natural Mineral Water
- Mandatory Certification for packaging material:
 - IS 15410 for packing material certification
 - IS 17753 for tetra packs
 - IS 18285 for aluminium cans

c) Self-Declaration on Quality, Ethical & Responsible Industry practices

i) Quality practices: must comply with all the following

- Conducts regular quality control and safety inspections
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks
- Daily testing for:
 - pH levels
 - Total Dissolved Solids (TDS)
 - Turbidity
 - Microbiological contaminants
- Monthly chemical testing
- Quarterly testing for heavy metals
- Annual pesticide residue analysis
- Mechanized production processes (no hand contact)

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 10% workforce representation of women, transgender, and differently abled individuals
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)
- Follows water conservation measures
- Use of recyclable or recycled packaging materials or Sustainable packaging practices
- Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
- Pollution control systems for air, water, and noise, compliant with PCB norms

d) The validity and renewal of Kerala Brand for packaged drinking water manufacturers will be as follows:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the mandatory IS certification pertaining to the product (IS 14543 for Packaged Drinking Water, IS 13428 for Packaged Natural Mineral Water), whichever occurs earlier. Beyond 2 years, the Kerala Brand certification shall be extended subjected to the satisfaction of the pre-requisites for Kerala Brand selection.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid /renewed IS certification for both product and packaging material, and the self-declaration checklist.

7. Plywood Manufacturing Units

a) General Prerequisite Criteria

- Manufacturing facility must be in Kerala.
- Must possess all requisite statutory licenses.

b) Specific Prerequisite Criteria

- Product specific criteria given below:

i) General Purpose Plywood

- Required Certification: IS 303 (Mandatory)
 - A minimum strength standard of F30
 - Uses low-emission adhesives (E1 Formaldehyde standards)
- ii) Veneered Decorative Plywood
- Required Certification: IS 1328 (Mandatory)
 - Uses low-emission adhesives (E1 Formaldehyde standards)
- iii) Shuttering Plywood
- Required Certification: IS 4990 (Mandatory)
 - Uses low-emission adhesives (E1 Formaldehyde standards)
- c) Self-Declaration on Quality, Ethical & Responsible Industry practices
- i) Quality practices: must comply with all the following
- Conducts regular quality control and safety inspections
 - Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks
- ii) Ethical practices: must comply with at least 4 out of the following
- No child-labour (mandatory)
 - Redressal system for employee exploitation related grievances
 - Adopted workplace safety measures precautions (mandatory)
 - Minimum 10% workforce representation of women, transgender, and differently abled individuals
 - Inclusive and non-discriminatory workplace with equal opportunity for all
- iii) Responsible Industry practices: must comply with at least 4 out of the following
- Dominantly uses Green / Clean / Renewable Energy
 - Obtained ZED Certification (Zero Defect Zero Effect)
 - Follows water conservation measures
 - Use of recyclable or recycled packaging materials or Sustainable packaging practices
 - Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
 - Pollution control systems for air, water, and noise, compliant with PCB norms
- d) The validity and renewal of Kerala Brand for plywood manufacturers will be as follows:
- Validity of the Kerala Brand will be for a period of two years or until the expiration of the mandatory IS certification, whichever occurs earlier. Beyond 2 years, the Kerala Brand certification shall be extended subjected to the satisfaction of the pre-requisites for Kerala Brand selection.

- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid /renewed IS certification and the self-declaration checklist.

8. Footwear Manufacturing Units

a) General Prerequisite Criteria

- Manufacturing or assembling capacity must exist in Kerala.
- Must possess all requisite statutory licenses.

b) Specific Prerequisite Criteria

- ISO 9001 (Quality Management System) – Mandatory for all product types

- Product specific criteria given below:

i. Sandals

- Required Certification: IS 6721 (Mandatory)
- Product testing reports meeting BIS Type-1 standards

OR

- Product testing reports meeting BIS Type 2 standards, along with additional lab test reports:

a. For PVC soles: Lead content (mandatory) and Slip resistance / Coefficient of friction

b. For Rubber soles or others: Slip resistance or Coefficient of friction

ii. Sports Shoes/ Footwear

- Required Certification: IS 15844 (Mandatory)
- Product testing reports meeting BIS Type 1 standards

OR

- Product testing reports meeting BIS Type 2 standards, along with additional lab test reports as mentioned below:-

a. For PVC soles: Lead content (mandatory) and Slip resistance / Coefficient of friction

b. For Rubber soles or others: Slip resistance or Coefficient of friction

iii. General Purpose Shoes

- Required Certification: IS 17043 (Mandatory)
- Product testing reports meeting BIS Type 1 standards

OR

- Product testing reports meeting BIS Type 2 standards, along with additional lab test reports for Seam strength or whole shoe topline

strength

c) Self-Declaration on Quality, Ethical & Responsible Industry practices

i) Quality practices: must comply with all the following

- Conducts regular quality control and safety inspections
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks
- Product testing conducted at least twice a year to ensure consistent quality

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 10% workforce representation of women, transgender, and differently abled individuals
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)
- Follows water conservation measures
- Use of recyclable or recycled packaging materials or Sustainable packaging practices
- Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
- Pollution control systems for air, water, and noise, compliant with PCB norms

d) The validity and renewal of Kerala Brand for footwear manufacturers will be as follows:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the mandatory IS / ISO certification, whichever occurs earlier. Beyond 2 years, the Kerala Brand certification shall be extended subjected to the satisfaction of the pre-requisites for Kerala Brand selection.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid /renewed IS/ISO certification, BIS Type-1

standard product testing report and the self-declaration checklist.

9. PVC Pipe Manufacturing Units

a) General Prerequisite Criteria

- Manufacturing/processing facility must be in Kerala.
- Must possess all requisite statutory licenses.

b) Specific Prerequisite Criteria

- BIS Certification (based on product type):
- IS 4985 – UPVC pipes for potable water
- IS 7834 (Parts 1-8) – Injection moulded PVC socket fittings
- IS 13592 – UPVC pipes for soil and waste discharge
- IS 14735 – UPVC injection moulded fittings
- IS 9537 (Part 3) – Conduit pipes for electrical installations
- IS 3419 – Fittings for rigid non-metallic conduit pipes

c) Self-Declaration on Quality, Ethical & Responsible Industry practices

i) Quality practices: must comply with all the following

- Conducts regular quality control and safety inspections
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 10% workforce representation of women, transgender, and differently abled individuals
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)
- Follows water conservation measures
- Use of recyclable or recycled packaging materials or Sustainable packaging practices
- Waste segregation and management systems in accordance with

Pollution Control Board (PCB) guidelines

- Pollution control systems for air, water, and noise, compliant with PCB

norms

d) The validity and renewal of Kerala Brand for PVC pipe manufacturers will be as follows:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the mandatory IS certification, whichever occurs earlier.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid /renewed IS certification and the self-declaration checklist.

10. Surgical Rubber Glove Manufacturing Units

a) General Prerequisite Criteria

- Manufacturing/processing facility must be in Kerala.
- Entire raw material (natural rubber latex) procurement must be from Kerala.
- Must possess all requisite statutory licenses.

b) Specific Prerequisite Criteria

- ISO 13485 – Medical Devices Quality Management
- CDSCO MD 5 – License to Manufacture Class A/B Medical Devices
- BIS Certification (based on product type):
- IS 13422 – Disposable surgical rubber gloves
- IS 4148 - Surgical Rubber Gloves

c) Self-Declaration on Quality, Ethical & Responsible Industry practices

i) Quality practices: must comply with all the following

- Batchwise quality inspections and maintain regular inspection reports.
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks
- Powder content and protein content must be within admissible levels to minimize allergic reactions and meet export standards

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 10% workforce representation of women, transgender, and differently abled individuals
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)
- Follows water conservation measures
- Use of recyclable or recycled packaging materials or Sustainable packaging practices
- Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
- Pollution control systems for air, water, and noise, compliant with PCB norms

d) The validity and renewal of Kerala Brand for surgical rubber glove manufacturers will be as follows:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the mandatory IS / ISO / CDSCO MD 5 certification, whichever occurs earlier. Beyond 2 years, the Kerala Brand certification shall be extended subjected to the satisfaction of the pre-requisites for Kerala Brand selection.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid /renewed IS / ISO/ CDSCO MD 5 certification and the self-declaration checklist.

11. Compounded Cattle Feed Manufacturing Units

a) General Prerequisite Criteria

- Manufacturing/processing facility must be in Kerala.
- Must possess all requisite statutory licenses.

b) Specific Prerequisite Criteria

- IS 2052 – Specification for Compounded Cattle Feed

c) Self-Declaration on Quality, Ethical & Responsible Industry practices

i) Quality practices: must comply with all the following

- Conducts regular quality control and safety inspections
- Provides hygiene equipment and utilities for staff, including hand-wash stations, gloves, and masks
- Quarterly lab test reports for nutritional composition, contaminants, and safety
- Periodic testing for protein, fiber, fat, moisture, and aflatoxin levels

ii) Ethical practices: must comply with at least 4 out of the following

- No child-labour (mandatory)
- Redressal system for employee exploitation related grievances
- Adopted workplace safety measures precautions (mandatory)
- Minimum 10% workforce representation of women, transgender, and differently abled individuals
- Inclusive and non-discriminatory workplace with equal opportunity for all

iii) Responsible Industry practices: must comply with at least 4 out of the following

- Dominantly uses Green / Clean / Renewable Energy
- Obtained ZED Certification (Zero Defect Zero Effect)
- Follows water conservation measures
- Use of recyclable or recycled packaging materials or Sustainable packaging practices
- Waste segregation and management systems in accordance with Pollution Control Board (PCB) guidelines
- Pollution control systems for air, water, and noise, compliant with PCB norms

d) The validity and renewal of Kerala Brand for compounded cattle feed manufacturers will be as follows:

- Validity of the Kerala Brand will be for a period of two years or until the expiration of the mandatory IS certification, whichever occurs earlier. Beyond 2 years, the Kerala Brand certification shall be extended subjected to the satisfaction of the pre-requisites for Kerala Brand selection.
- Manufacturing facilities can apply for renewal one month in advance of the expiration date of the Kerala Brand Certification with the supporting documents such as valid / renewed IS certification and the self-declaration checklist.

4.0 Implementing Authority

The Directorate of Industries and Commerce, Government of Kerala will serve as the Implementing Agency for the Kerala Brand initiative. It will have the authority to formulate, revise, and enforce the Application form.

Inspection Checklist applicable to any product brought under the Kerala Brand certification.

