

GENERAL INSTRUCTIONS TO THE APPLICANTS

1. The firm should be in business a minimum of two years before they apply for introduction of their products in CSD.
2. The items to be applied for introduction should be in the market for at least three months on the date of applying for introduction except for AFD-I category ie for all type of vehicles and white goods.
3. Assortment of colors / design and Fragrances, wherever applicable

Currently, Canteen Stores Department (CSD) identifies SKUs based on barcodes issued by GS-1 India. Variants of the same product with different barcodes are treated as distinct products, necessitating separate fees (both Stage-I & II) and allocation of separate index numbers for each variant. Orders are processed accordingly, reflecting demand from Unit Run Canteens (URCs).

To streamline operations with industry standards and enhance customer satisfaction, we are considering a proposal to allow assortment of product variants in case packs under specific conditions. This proposal would permit the inclusion of up to four variants of a product in a single case pack, provided they differ only in colors or fragrances while maintaining identical MRPs, trade rates, and procurement rates. It is important to note that such assorted case packs must already be available in the civil market.

All firms may take cognizance of the proposal and accordingly submit application for introduction of the products having variants. Additionally, firms should be prepared for payment of Stage-I and Stage-II fees for all four variants.

4. There should be considerable/significant presence of items to be introduced in Civil Market on Pan India Basis.
5. Firms planning to introduce products to be sold only in CSD are strictly prohibited for applying.
6. All Sorts of fees once paid are not refundable and non transferable.
7. Payment of fees and receipt of application form does not convey the approval for introduction of the products.
8. For liquor items, firm should get the label registered of the proposed items in at least five states while applying for introduction.
9. The complete details of the products proposed for introduction should be updated in the database of GS-I, a "NOT FOR PROFIT" registered society set up by ministry of commerce, GOI and the barcodes/UPC/GSTIN(EAN) of the products should be assigned by GS-I, so that the details of the proposed products can be fetched through Smart Consumer App.
10. The nomenclature of the product to be applied for introduction should be same as updated in the GS-I database and Smart Consumer Apps.
11. Presently there is a restriction on selling the imported items through CSD. In case products are getting manufactured in India from components derived from overseas, then the value addition in India should be at least 20%.
12. The shelf life of the products applied for should be at least six months except for aerated drinks. Please note that as the Supply chain of CSD is not having the infrastructure for cold storage, applicants should refrain from applying such products which needs support of cold storage or refrigeration.
13. Once an item is rejected by earlier Preliminary Screening Committee (PSC), the firm should not apply for the same item at least for six months from the date of rejection. If rejected twice, the same item will not be considered for introduction at all.
14. If a firm is found to have submitted false information / documents, Board of Administration of CSD can take action as deemed fit, including debarring them from applying in future.

15. APPLICATION FEES

Revised Fee structure applicable from 15th July 2023 towards application for introduction of non AFD-I items at two stages are mentioned below. Please make the payment accordingly:

	Fees applicable for Ex-Servicemen/ Entities which are owned 100% by Women/ Physically Challenged Persons (Divyangjan)	Fees applicable to MSME / Start-up Companies	Fees application for other companies
	(1)	(2)	(3)
Stage I	Rs. 4000/- per SKU	Rs. 6000/- per SKU	Rs. 26000/- per SKU
Stage II	Rs. 3500/- per SKU	Rs. 6000/- per SKU	Rs. 19000- per SKU

*** Startup / MSM Enterprises claiming fee concession as above should furnish relevant certificate / proof of their status, failing which fees as per Col (3) will be applicable to them.**

*** For Divyangjan, furnishing of the certificate with UDID No. issued from the State or Central Government will be mandatory.**

For AFD-I Category of Items

Please note that stage wise fees will also be applicable for applicants dealing with AFD-I category of items (Four Wheeler, Two Wheeler & White Goods). The application fees for AFD-I category applicants are as under :

	Fees applicable for Ex-Servicemen/ Entities which are owned 100% by Women/ Physically Challenged Persons (Divyangjan)	Fees applicable to MSME / Start-up Companies	Fees application for other companies
	(1)	(2)	(3)
Stage – I Fees (Along with Application Form)	Rs. 2500/- per SKU	Rs. 4000/- per SKU	Rs. 15000/- per SKU
Stage – II Fees (Post PNC & BoA)	Rs. 2500/- per SKU	Rs. 4000/- per SKU	Rs. 15000/- per SKU

16. BANK DETAILS

Beneficiary Name	CANTEEN STORES DEPARTMENT MAIN ACCOUNT INTRODUCTION FEE
Beneficiary Bank Name	PUNJAB NATIONAL BANK
Address of Bank where A/c is held	FORT, MUMBAI-400001
Bank A/c Number	0062002100156393
RTGS/NEFT IFSC Code	PUNB0006200