GENERAL INSTRUCTIONS TO THE APPLICANTS

1. The firm should be in business for 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 i.e. for all type of vehicles and white goods.

3. Assortment of Colors / Design and Fragrances, wherever applicable

3.1 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).

3.2 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 all variants of a product in a single case pack, provided they differ only in colors / size 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.

3.3 Firm can apply for items which consists of different sizes / colours / variants / fragrance etc. However, all the bucket of items on account of different sizes / colours / variants / fragrance etc. will be considered as one product for PSC. In case the product is shortlisted in PSC for further processing, requisite fees will be recovered for all the bucket of items (SKU wise) for both the stages (Stage-I & Stage-II).

3.4 A "bucket of items" refers to a group of product variants of the same item that differ only in size, color, fragrance or other similar attributes. During the evaluation process, all these variants are treated as a single item. However, if the item is shortlisted, the entire bucket of items will automatically be included in the approval upon payment of both Stage-I and Stage-II processing fees.

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. During the application stage, applicants must submit the Label Registration (LR) for five States / UTs, including the State / UT where they have applied for LR within the respective region. In case the LR has not yet been received, a copy of the acknowledgement of the LR application must be provided for initial application scrutiny. However, in order to be considered for the PSC, valid LRs from five States / UTs (one from each CSD's region) must be submitted prior to the day of the actual conduct of PSC. Refer CSD region details as given below :

Region	Depots	State/UT
Eastern	Baghdogra Dimapur Kolkata Masimpur Misamari Narangi Ramgarh	Assam, Arunachal Pradesh, Bihar, Jharkhand, Manipur, Mizoram, Nagaland, Orissa, Sikkim, Tripura and West Bengal.
Western	Ahmedabad Ambala Bikaner Delhi Hissar Jaipur	Chandigarh, Delhi, Gujarat, Haryana, Himachal Pradesh and Rajasthan.
Northern	B.D. Bari Bhatinda Jalandhar Leh Pathankot Srinagar Udhampur	Jammu & Kashmir, Ladakh and Punjab.
Southern	Bangalore Chennai Khadki Kochi Mumbai Area Port-Blair Secunderabad Vizag	Andaman & Nicobar Islands, Andhra Pradesh, Daman and Diu (Union Territory), Goa, Karnataka, Kerala, Lakshadweep, Maharashtra, Puducherry, Tamil Nadu and Telangana.
Central	Agra Bareilly Dehradun Jabalpur Lucknow Meerut	Chhattisgarh, Madhya Pradesh, Uttar Pradesh and Uttrakhand.

9. The complete details of the products proposed for introduction should be updated in the database of GS1, 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 GS1, so that the details of the proposed products can be accessed through Smart Consumer App.

10. The nomenclature of the product to be applied for introduction should be same as updated in the GS1 database and Smart Consumer App.

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% as per latest DPIIT norms. Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade (DPIIT), Pubic Procurement Section vide letter No. 45021/2/2017-PP (BE-II)-Part(4) Vol.II dated 19 Jul 2024 had issued definitions and explanatory notes for calculation of the percentage of local value addition content :-

> "Local content means the amount of value added in India which shall, unless otherwise prescribed by the Nodal Ministry, be the total value of the item procured (excluding net domestic indirect taxes) minus the value of

imported content in the item (including all customs duties) as a proportion of the total value, in percent".

11.1 The Nodal Ministry vide their letter No.702/Dir(G/GS-III) dated 26 Mar 2021, prescribed at least 20% value addition in India fit for it to be procured by CSD. Explanatory notes for calculation of local content :-

11.1.1 Imported items sourced locally from resellers / distributors shall be excluded from calculation of local content.

11.1.2 The License fee / royalties paid / technical charges paid out of India shall be excluded from calculation of local content

11.1.3 Procurement / supply of repacked / refurbished / rebranded imported products as understood commonly shall be treated as reselling of imported products and shall be excluded from calculation of local content.

12. Non usage of Single Use Plastic (SUP) - Central Pollution Control Board vide their letter No. B-17011/7/PWM/2022 dated 04 Feb 2022 had prohibited Production, Stocking, Distribution, Sale and Use of Single Use Plastic Items including polystyrene and expanded polystyrene, commodities. Accordingly, **applicants should refrain from applying such products.**

13. 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**.

14. 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.

15. 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.

16. <u>**Application Fees**</u>

Revised Fee structure applicable from 15 Jul 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 applicable for other companies**
	(1)	(2)	(3)
Stage-I	₹4000/- per SKU	₹6000/- per SKU	₹26000/- per SKU
Stage-II	₹3500/- per SKU	₹6000/- per SKU	₹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.**

<u>For AFD-I Category of Items</u>

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 applicable for other companies**
	(1)	(2)	(3)
Stage-I Fees (Along with Application Form)	₹2500/- per SKU	₹4000/- per SKU	₹15000/- per SKU
Stage-II Fees (Post PNC & BoA)	₹2500/- per SKU	₹4000/- per SKU	₹15000/- per SKU

<u>BANK DETAILS</u>

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

<u>NOTE</u> : Fee paid other than the above stipulated account, erroneous and excess will **NOT BE REFUNDED** as the fund is deposited with Consolidated Fund of India (CFI). **No** correspondence will be **entertained**.