



No.Q- 11013/1/2016-Instructions
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
Directorate of Marketing & Inspection

1138 to 1168
1089 1245 to 1257
1269 to 1297
1308 to 148)

Ph.No.040-24657446
www.dmi.gov.in

Regional Office
II Floor, Kendriya Sadan
Sultan Bazar, Hyderabad-500 095
Dated: 13th July, 2017

To,
As per list enclosed
(CA Packer list)

Subject – Introduction of GS1 barcoding standards for AGMARK products.

Gentlemen,

With reference to the subject cited above, Directorate of Marketing & Inspection, Department of Agriculture, Co-operation and Farmer welfare has decided to implement mandatory barcoding on AGMARK certified products with the objective of increasing consumer confidence on use of AGMARK products and bring packers closer to their consumers and technology.

Bar coding and further assistance on its implementation would be provided by GS1 India, a standards body, setup by Ministry of Commerce and Industry, Govt. of India along with leading Govt. Institutions & Industry chambers.

Adoption of barcoding would enable certification level validation on scan of barcode by "Smart Consumer" mobile app – a joint initiative of Department of Consumer Affairs and GS1 India. "Smart Consumer" mobile app is powered by "Datakart" - National Product Information Repository, developed by GS1 India. Through Datakart, all GS1 subscribers can upload, share product information (like Name & address of the manufacturer, MRP, consumer care contact details, FSSAI license number, AGMARK license details etc.) linked with product barcode.

The fee structure for subscribing to GS1 barcodes can be accessed at [http://gs1india.org/media/Fee for Barcodes.pdf](http://gs1india.org/media/Fee%20for%20Barcodes.pdf). Ministry of MSME provides the financial assistance for reimbursement of 75% of one-time registration fee and 75% of annual recurring fee for first three years paid by registered MSEs for barcode registration availed from GS1 India (attached details).

Contd... on page no.2

It is hereby advised that all packers may take necessary action in this direction and comply to this requirement at the earliest. Packers for any further assistance on barcode implementation can reach GS1 India offices at (between Monday to Friday, 9.45AM to 5.45PM):

Delhi	Mumbai	Bangalore
011-4289-0890	022-2857-6516/17	080-2340-5552
E-mail - agmark@gs1india.org	E-mail - agmark@gs1india.org	E-mail - agmark@gs1india.org

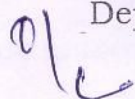
Encl: As stated above.

Yours faithfully,



(P. Melvin Roy)

Deputy Agricultural Marketing Adviser.



ly
25/11/17
वाक/DESPATCHED