



# VRIKSH Certification Mark Standard

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**Export Promotion Council for Handicrafts**



**VRIKSH-STD-01-03 V1.3EN**  
**(July 2021)**

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# VRIKSH Timber Legality Assessment and Verification

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## Standard - India

VRIKSH standard is prepared for evaluation of the organizations against the requirements of various international timber legality agreements and requirements. The aim of the standard is to provide credibility to buyers ensure compliance with the requirements of the standard and importers of legal sourcing of timber by the VRIKSH certificate holders across their supply chains.

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# 1 VRIKSH Certification Mark Standard

## 1.1 Preface

The approved VRIKSH certification mark is intended for placing on certified products themselves as well as on their labels and packaging, known as “On- Product” claims, and includes application onto product tags, labels, stencils, retail packaging, protective packaging, plastic wrap, *etc.* In addition, one may use the VRIKSH certification mark on a wide variety of permissible “Off-Product” uses, including reproduction in brochures, leaflets, company prospectus and reports, promotion materials, web pages, *etc.*

This standard is a standalone document and entails all the necessary requirement for proper use of the VRIKSH Certification Mark which is a copyright of EPCH. The VRIKSH Certification Mark include following two components:

1. the VRIKSH logo, and,
2. VRIKSH text

This standard shall be a mandatory standard to be followed by all VRIKSH certified clients and any organization/individual who wishes to use the VRIKSH Certification Mark.

## 1.2 Scope

This Standard entails requirements on usage of VRIKSH Certification mark *on-product* as well as *off-product* *i.e.* for promotional purposes.

Such usages are restricted based on using body:

### 1.2.1. On product

The on product VRIKSH Certification Mark shall be only used by VRIKSH COC certified organizations.

### 1.2.2. Off product

The off product VRIKSH Certification Mark can be only used by following organizations

1.2.2.1. EPCH: Owner of the VRIKSH Certification Mark

1.2.2.2. VRIKSH COC certified organizations

1.2.2.3 Approved Certification Body of VRIKSH Standard

1.2.2.4 Any other trader, retailer or buyer of VRIKSH certified products

## 1.3 Effective Date

12<sup>th</sup> October 2021

## 2 VRIKSH Certification Mark

VRIKSH certification mark incorporates the following elements: the tree graphic element (logo) and the VRIKSH text.

EPCH recommends that the mark be used in the exact format provided and as laid down in this document. In any case, the VRIKSH Certification Mark intended to be used, must be submitted to Certification Body for prior review and approval, and the intended user shall only use the version as approved by Certification Body.



## 3 Requirements

- 3.1 On-product
- 3.2 Off product

### 3.1 On-product

The VRIKSH certified organizations may use the VRIKSH Certification Mark. Requirements to use VRIKSH Certification Mark on-the certified product must be met:

- 3.1.1 The organization intending to use this mark on any product must hold a valid certificate from EPCH for VRIKSH Chain of Custody
- 3.1.2 The organization shall have a valid signed copy of the EPCH License Agreement
- 3.1.3 The products displaying certification mark must be covered under scope of

#### VRIKSH certification

- 3.1.4 EPCH reserves the right to terminate permission to use the VRIKSH certification mark in case organization fails to meet the requirements of this standard and the VRIKSH COC standard.
- 3.1.5 Use of the trademark should not directly or indirectly convey any other superfluous claim on/about the product.
- 3.1.6 VRIKSH certification mark should not give an impression that the owner of certification mark, EPCH, is participating in or is responsible for the activities performed by the organization which are not covered in the scope of VRIKSH certification of the organization.
- 3.1.7 VRIKSH certification mark should not be a part of organization's name, website domain, or brand name. The certification mark shall only be used to describe the product certification.
- 3.1.8 VRIKSH Certification Code issued by EPCH to the organization shall always be used in all on-product VRIKSH certification mark usage
- 3.1.9 VRIKSH certification mark under no circumstances be written/inferred or translated in any other language.
- 3.1.10 VRIKSH certification mark used on packaging material or the certified product should be clearly visible
- 3.1.11 All on-product uses of VRIKSH certification mark shall be accompanied by organization's Certification code to be visible in logo.

### 3.2 Off product: Promotional Use of the VRIKSH Certification Mark

- 3.2.1 Organizations can use their VRIKSH certification mark for the promotion of their organization
- 3.2.2 Organizations can use VRIKSH certification mark on their website, company brochures, in trade fairs and exhibitions, e-mail signature and on other promotional materials. On such promotional usage, the organization shall clearly mark and link to VRIKSH certified product.
- 3.2.3 VRIKSH certification mark may be used in conjunction with other quality or any other certification mark with ample spacing (*refer Section 5 of this Standard*).

## 4 Color Reproduction

The VRIKSH certification mark has a green colour tree graphic element. This graphic element or logo maybe generated in color or in black and white, within certain guidelines.

The following versions of the mark are available for usage by the Certificate Holders:

1. black and white positive (BWP) for use in black and white reproductions,
2. green positive and green negative
3. black and white negatives (BWN) for use when the mark is required to be placed on a black background

## **5 Spacing requirements with respect to other marks**

To maintain the integrity and clarity of the VRIKSH certification mark, “clear space” dimensions have been established. No other graphic or text element shall encroach into this space. The minimum clear space around the certification mark is measured using “X”, where X equals 20% of the height of the mark.

## **6 Minimum size of the VRIKSH Certification Mark**

To maintain optimum clarity in reproducing the certification mark in a small size, the certification claim should in no case be reduced smaller than what can be seen with the naked eye. However, in no case, the height of the Certification Mark shall be less than 4 cm.

## **7 Avoiding misuse**

- 7.1 It is the responsibility of the certificate holder to avoid the use of any reference to VRIKSH certification mark, either on-product or off-product, that in any way is misaligned to the certification granted, or in reference to products/species that were not included within the certification scope.
- 7.2 The VRIKSH certification mark is not transferable for use by third parties without the written consent of EPCH and Certification Body.
- 7.3 Under no circumstances should the VRIKSH certification mark be used in conjunction with non-certified products, in any manner other than explicitly authorized by EPCH/Certification Body in writing.
- 7.4 VRIKSH certification mark should be able to explicitly express the purpose for which it is being used and not creating any misleading claims.





## **8 Infringements and Unacceptable use**



Following are infringements of the requirements of this standard, and are not permitted

- Alteration of the proportion of the Mark
- Alteration of the shape of the Mark
- Changing fonts within the Mark
- Alteration of the colour of the Mark
- Changing the Mark Information
- Screening/Blurring the Mark
- Distortion of the Mark
- Rotation of the Mark

### 8.1 Examples of unacceptable usages

Do not screen	Do not change the color
	
Do not Rotate	Do not distort dimensions
	

## 9 Approval mechanism

9.1 Contact the VRIKSH Certification Body to seek approval before usage of the certification mark.

9.2 All such approvals shall be retained by the organization for a period of five years.

## 10 Terms and Definitions

**Certificate:** A document issued under the rules of a certification system, indicating that adequate confidence is provided that a duly identified product, process or service is in conformity with a specific standard or other normative document [ISO/IEC Guide 2:1991 paragraph 14.8 and ISO/CASCO 193 paragraph 4.5].

**Certification Body (CB):** An assessment body appointed by EPCH to undertake VRIKSH certification audits and assessment of applicants for the VRIKSH certification scheme against the certification requirements.

**Chain of Custody (CoC):** The channel through which products are distributed from their origin to their end-use.

**Organization:** Registered legal entity that has signed an EPCH Trademark License Agreement and holds a valid VRIKSH certificate.

**VRIKSH certified product:** VRIKSH certified material that is eligible to carry VRIKSH label and promoted with the VRIKSH certification mark.

**VRIKSH certification code:** A four digit code issued to the VRIKSH certified organizations that have signed a License Agreement/undergone successful VRIKSH certification assessment. It is used to identify the organization on the VRIKSH database and must accompany any use of VRIKSH certification mark.