



पौधा किस्म और कृषक अधिकार संरक्षण प्राधिकरण,
(संसद के अधिनियम द्वारा निर्मित सांविधिक निकाय)
Protection of Plant Varieties & Farmers' Rights Authority
(A Statutory Authority Created by an Act of Parliament)

कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार
Ministry of Agriculture & Farmers Welfare, Govt. of India
एन ए एस सी कॉम्प्लेक्स, डी पी एस मार्ग, निकट टोडापुर गांव, नई दिल्ली-110012
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F.No. PPV&FRA/Legal/02/2019

Dated: 27.01.2021

PUBLIC NOTICE
(1 of 2021)

Subject: - Guidelines to use the Logo of PPV&FR Authority.

In pursuance of the provision under Section 17 of PPVFR Act (2001) , Regulation 8(2)(a) of PPVFR Regulations, (2006), the following Guidelines are being issued to be followed by Registered Breeder/Agent/Licensee/Authorised Breeder on the packet/container or label on the package carrying the seed/seeding material of the registered variety for selling:

1. This notice is for immediate implementation from the date of issue of this Public Notice, and is mandatory for use on every packet seed or seeding material being marketed of a registered variety from 1st September 2021.
2. In the case of already registered varieties, all concerned Registered Breeders must obtain a printable non-editable softcopy version of the logo to be used on the outer side of the seed seeding material packet/packing of the variety along with the REG No. of the specific variety.
3. Henceforth, all new registration documents issued by the Registrar PPVFRA shall contain the logo softcopy related to the specific variety to be used on the seed or seeding material packet/container or label on the package of the variety.
4. Only the Registered Breeder of a variety who has registered the variety under PPV&FR Act, 2001 or his Agent/Licensee/Authorised Breeder who have signed an agreement with the registered breeder for marketing the variety is entitled to use the PPV&FR Authority logo carrying the REG No. at the base of the logo mandatorily on the outer side of the seed or seeding material packet/container or label on the package to be sold.
5. The PPV&FR Authority logo with the REG No. of the registered variety must be used only in relation to the registered variety. The logo shall be used as a visible

indication upon or in any physical or in any other relation whatsoever to such registered variety. The official logo is as hereunder: -



6. The PPV&FR Authority logo shall appear in a conspicuous place on the seed or seeding material packet/container or label on the package in connection with the particular registered variety whose REG No. is displayed at the base of the logo.
7. The color combination, appearance of PPV&FR Authority logo can be in Indian Flag green or black
8. The officials of PPV&FR Authority are entitled to use this PPV&FR Authority logo on official stationery, demi-official stationery, official correspondences, certificates and advertisements issued by PPV&FR Authority. The size of the logo can be increased or decreased depending upon the size of the material in which it is used in relation to a registered variety, but should be of a size that enables easy readability of the alphanumeric on the logo.
9. Unauthorized use of PPV&FR logo attracts legal action.

Nag - 27/1/2021
(T.K. Nagarathna)
Registrar