

**GOVERNMENT OF MEGHALAYA**  
**EXCISE REGISTRATION TAXATION AND STAMPS DEPARTMENT**

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**NOTIFICATION**

**Dated, Shillong, the 15<sup>th</sup> October, 2024**

**No. ERTS (E) 32/2024/18** - Whereas Ease of Doing Business is a priority of the Government of Meghalaya, in consonance with the Business Reform Action Plan (BRAP), the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India;

Whereas to increase transparency and eliminate/ minimize physical touchpoints, it has been decided to deliver services relating to, namely, "Brand and Label Registration" in following manner-

Under the service "Brand and Label Registration", it is informed that; all the applications, from the date of notification, renewal of registered label approval based on self-certification where there are no changes required in the label shall be allowed.

Additionally, it is informed that, the State has single provision for Brand and Label so a separate system is not required for the same.

This will take effect from the date of its publication in the official Gazette.

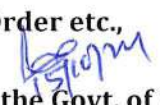
*Sd/-*  
**(S. C. Sadhu, IAS)**  
**Secretary to the Govt. of Meghalaya**  
**Excise, Registration, Taxation & Stamps Department**

**Memo No. ERTS (E) 32/2024/18-A**

**Dated, Shillong, the 15<sup>th</sup> October, 2024**

**Copy to:**

1. P. S. to Speaker of the Meghalaya Legislative Assembly.
2. P. S. to Minister in-charge Excise for favour of information of the Minister.
3. The P.S. to the Leader of Opposition of the Meghalaya Legislative Assembly.
4. The P. S. to Chief Secretary for favour of information of the Chief Secretary.
5. The P.S. to the Additional Chief Secretary for favour of information of the Additional Chief Secretary.
6. Principal Accountant General (Audit), Meghalaya (Attention: FINAT Section), Shillong-793001.
7. Accountant General (A & E), Meghalaya, Shillong-793001.
8. The Commissioner & Secretary to the Govt. of Meghalaya, ERTS Department.
9. The Secretary to the Govt. of Meghalaya, ERTS Department.
10. Senior Monitoring Officer & ex-officio, Deputy Secretary to the Govt. of Meghalaya, Planning Investment Promotion and Sustainable Development Department with reference to letter No. PLR 44/2020/Pt/237 dated 23.02.2024.
11. The Commissioner of Excise, Meghalaya, Shillong for favour of information and necessary action.
12. The Director, Printing and Stationery, Meghalaya, Shillong with a request to cause publication of the above Notification in the Gazette of Meghalaya Extra Ordinary issue and furnish this Department with 20 spare copies.
13. NIC, Shillong for uploading in the Meghalaya Website.

**By Order etc.,**  
  
**Joint Secretary to the Govt. of Meghalaya**  
**Excise, Registration, Taxation and Stamps Department**