

ROLE OF STANDARDS AND CERTIFICATIONS IN IMPROVING COMPETITIVENESS



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INTERNATIONAL SCENE



- Increasing use of standards for products, services, processes and systems – either by regulation – national security, health, safety, environment, deceptive trade practices - or voluntary
- Technical Regulations – sectors which are liable – agrifood, drugs, electrical appliance and goods, electronics and IT goods, telecom, chemicals, paints – lead content, toys – safety, safety equipment like helmets, safety jackets – most developed countries have regulations and entry to Indian products difficult
- Product standards being supplemented by system or process standards – good manufacturing practices to be adhered to – esp in food and drug sector

INDIAN SCENE



- Regulation deficit in India – many sectors not yet under regulation – exercise in Min of Commerce to identify products based on available BIS standards – amendments to BIS Act on the anvil - need for industry to prepare

VOLUNTARY STANDARDS



- ✗ Growing development of voluntary standards for certification
- ✗ Applicable to both regulated and unregulated sectors – e.g. ISO 22000/HACCP certification in food – domestic regulation does not demand it – yet many food businesses have gone for them
- ✗ Generally market pressure – in Europe strongly driven by retailers as in agrifood – Organized buyers as in automotive - number of private standards and certifications in vogue

VOLUNTARY STANDARDS (CONTD)



- ✗ Voluntary standards and certification cover various sectors
- ✗ Across sectors – ISO 9000/14000 etc certifications, SA 8000, OHSAS
- ✗ Agri – GlobalGap, Organic
- ✗ Food – BRC, IFS, SQF
- ✗ Textiles – WRAP, GOTS
- ✗ Automotive – TS 16949
- ✗ Telecom – TL 9000
- ✗ Aerospace
- ✗ Forest certification – handicrafts, furniture, paper

INDIAN SCENE



- ✗ Growing recognition of importance of promoting voluntary compliance - especially in the government – better compliance than by regulations
- ✗ Industry late to react but some initiatives beginning now
- ✗ Need to make it a sought after brand – like ISI Mark or QCI initiative in healthcare – hospital accreditation
- ✗ QCI helping design voluntary certifications in various sectors

GOVERNMENTAL INITIATIVES



- ✘ Department of AYUSH – Ayush products – Oct 2009
- ✘ FSSAI – Restaurant grading – Dec 2009 – HACCP, GAP certifications in the offing
- ✘ National Medicinal Plants Board – Medicinal plants based on GAP/GCP – Apr 2011
- ✘ Ministry of New and Renewable Energy - Solar energy – solar thermal sector – evacuated tube, collectors, heating systems – work in progress

INDUSTRY INITIATIVES



- ✘ Ready Mixed Concrete Manufacturers Association – own certification scheme for RMC Plants – MoU with QCI – Dec 2011 – scheme to be operated by QCI
- ✘ CII – MoU agreed to – to be signed – Complaints handling systems based on ISO 10002

ROAD AHEAD



- ✘ Design voluntary certification systems which are comparable to international systems
- ✘ Work for acceptance in domestic sector – by regulators (e.g. FSSAI – automatic renewal of licence if certified to a recognized standard of food safety) – in government procurement – insist on certified products – like in many cases insistence on ISI mark – in financial incentives to SMEs – DC MSME schemes an example – State government schemes

INTERNATIONAL ACCEPTANCE



- ✘ International acceptance a key aim of most of these schemes
- ✘ Acceptance by overseas regulators where domestic standards lower than international standards – like AYUSH Mark scheme
- ✘ Benchmarking with international scheme owners – GlobalGap, Solar Keymark, Forest certification

SUM UP



- ✘ In current market situation, no escape from standards and compliance (regulations) or certifications (voluntary)
- ✘ Need to be alert to developments taking place
- ✘ Prepare in advance rather than react

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FOR YOUR ATTENTION!**