

ROLE OF STANDARDS AND CERTIFICATIONS IN IMPROVING COMPETITIVENESS



Anil Jauhari
Director
National Accreditation Board for Certification
Bodies
QUALITY COUNCIL OF INDIA
New Delhi

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

INFORMATION



Quality Council of India
2nd Floor, Institution of Engineers Building
2, Bahadur Shah Zafar Marg
New Delhi - 110002
INDIA

Tel : +91-11-23379321/9260/0567/8057

Fax : +91-11-23379621

Email : info@qcin.org, dinabcb@qcin.org

Website : www.qcin.org



**THANK YOU
FOR YOUR ATTENTION!**