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 on 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 (CONT'D)

- 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

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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