

# Building a National Strategy Framework for Standardization

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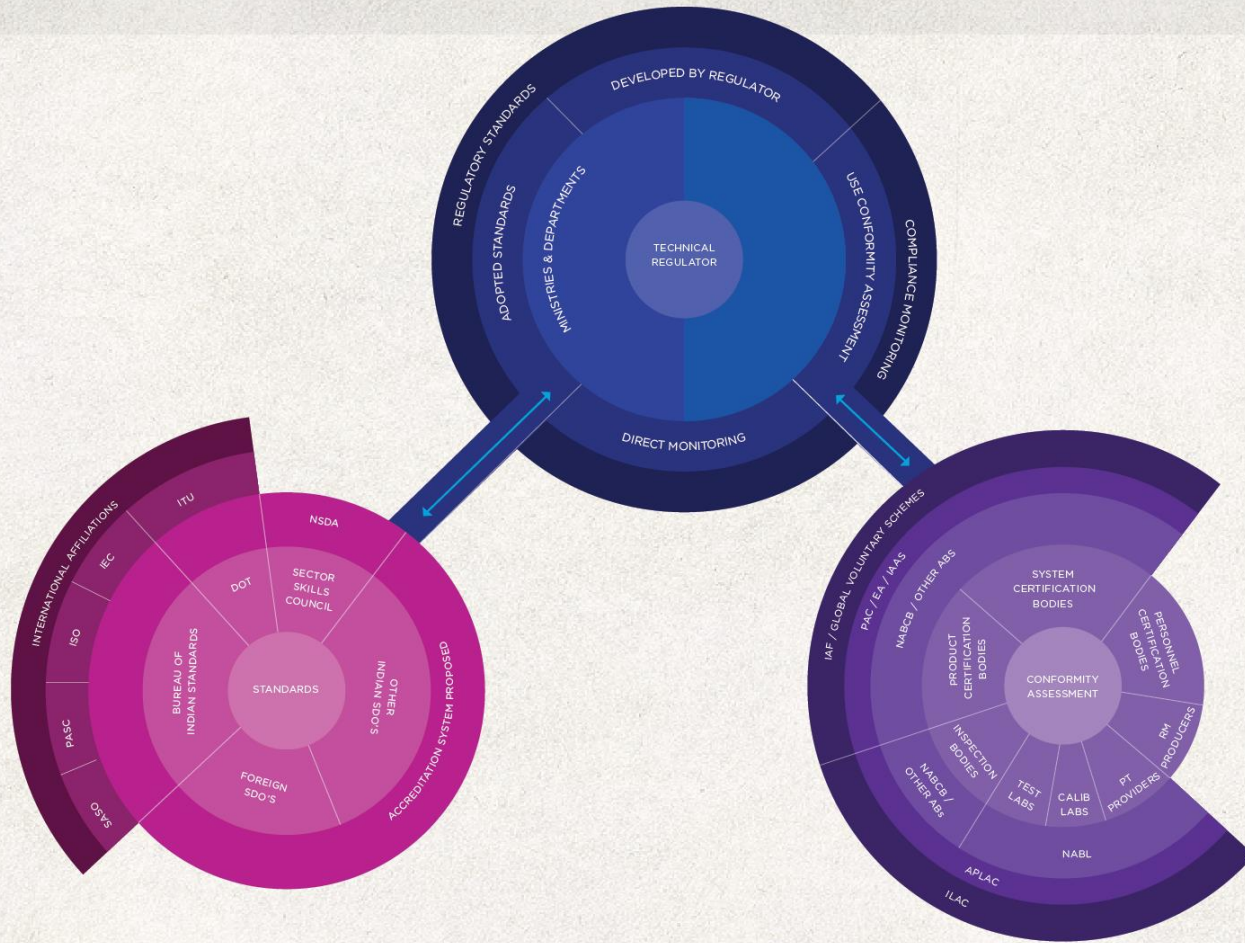
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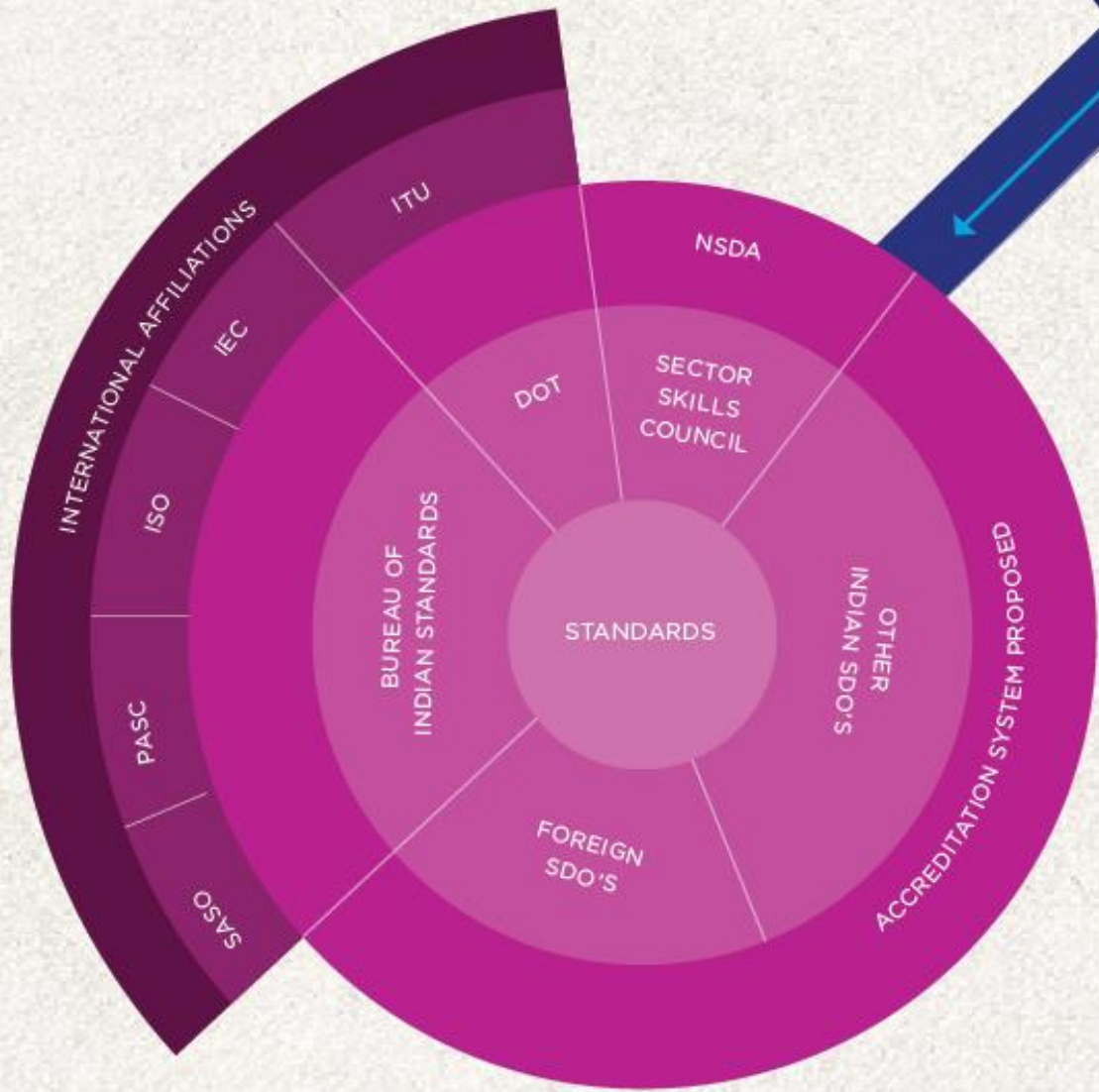


# Need for a National Strategy

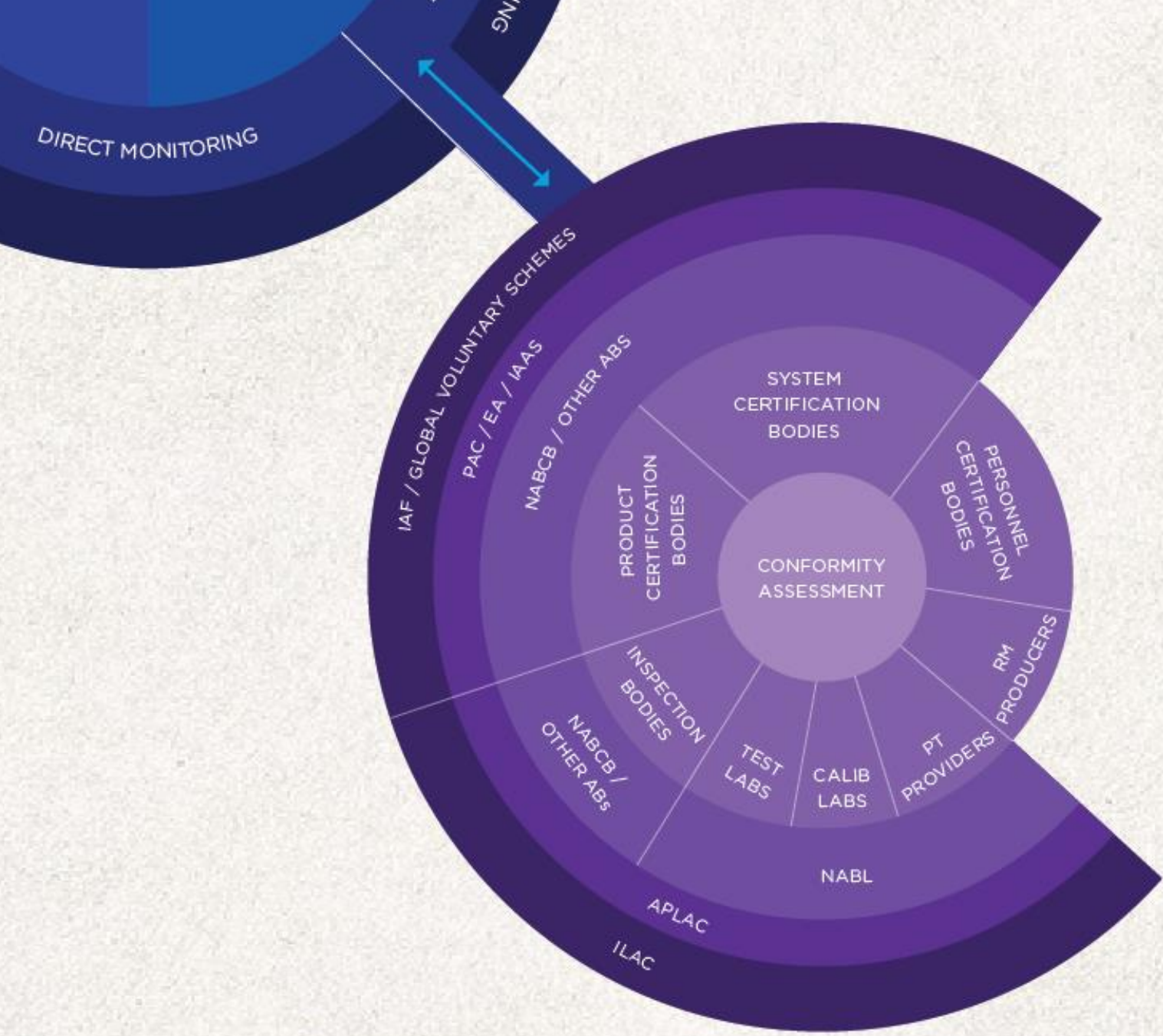
- Standardization is a complex subject and has deep linkages with industrial and economic development of nations, as well as the wellbeing of its citizens
- All commercial and many social activities are based on standards and their implementation
- Globalization of standards increases the complexity by impacting national competitiveness

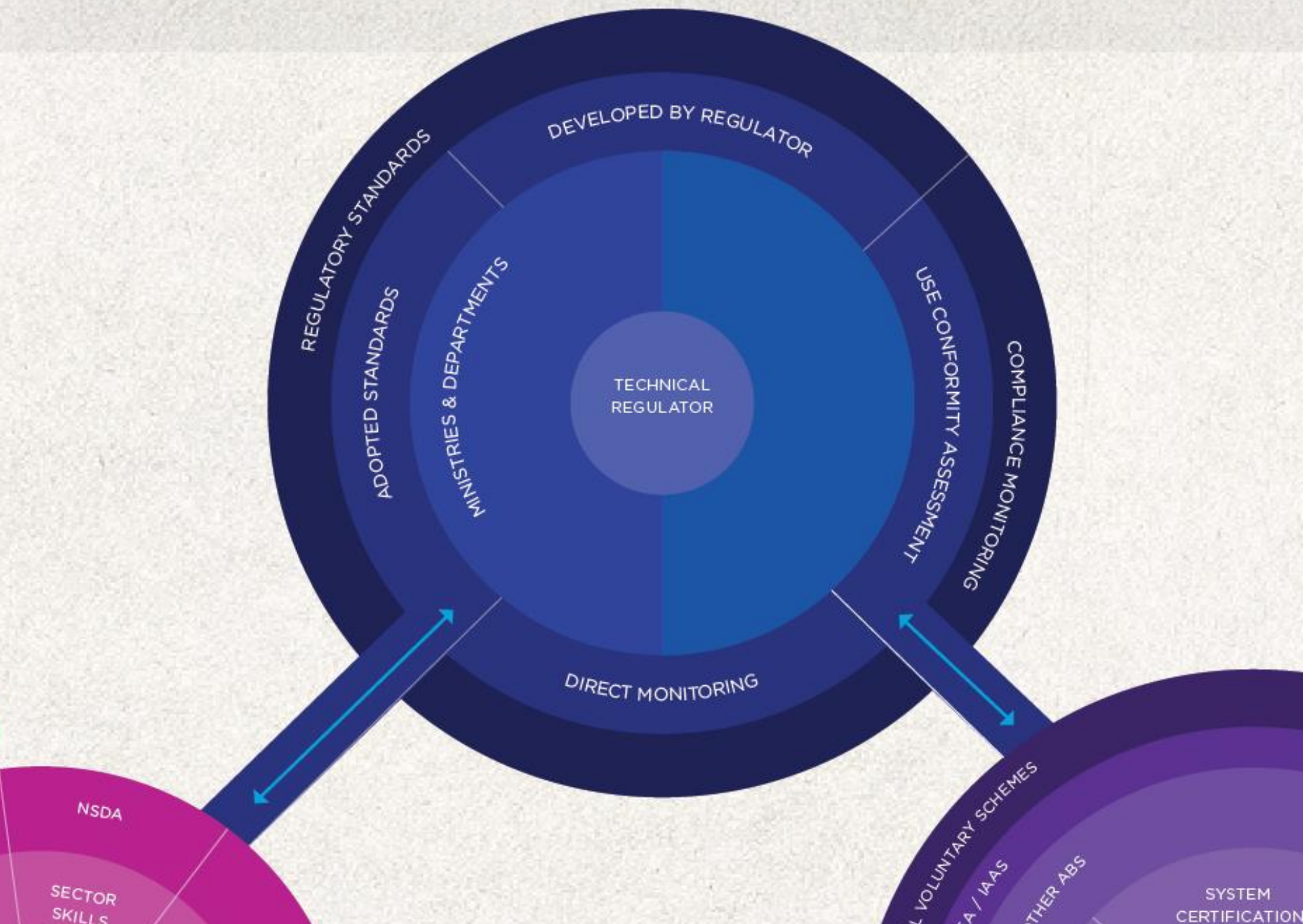
# India Quality Infrastructure





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# National Quality infrastructure

- Needs to be a homogenous, coordinated and synchronized system:
  - No gaps and overlaps of standards and authority
  - No conflicts of interest
  - Enabling, and not restricting businesses
- Unless dedicated, conscious and sustained efforts are made, none of the above will happen

# Impact at the national level

- Standards development is inadequate to meet business needs
- Conformity assessment does not attain the desired credibility
- Technical regulations are issued without taking into account risks, or absent where real risk exists
- The country loses for not being able to
  - meet foreign market access demands
  - protect domestic industry and consumers



Countries who recognized the complexity and the impact, responded with national positions articulated as National Strategies for Standardization

The strategy documents provide succinct guidance to all stakeholders involved and reflect national aspirations of taking leadership positions on standardization

# National Standardization strategies

Many countries have formally published national standardization strategies, enmeshed with the country's economic, social and developmental programmes.

# USA - United States Standards Strategy (USSS) first published in 2000 and updated in 2005

- Favours a market-driven, private sector-led approach to standardization
- Calls for active involvement of government at all levels federal, state, and local, for successful implementation
- Encourage Governments to rely on voluntary standards in regulation and procurement and to participate in the voluntary standards development processes
- Calls for promotion of US Strategy both by ANSI and State Departments in international forums
- Emphasizes on the need for standards on converging technologies
- Calls for flexible standards solutions but avoid duplication and overlaps
- *Work to prevent standards and their application from becoming technical trade barriers to U.S. products and services*

# UK - National Strategic Standardization Framework (2003)

- NSSF addresses 6 key areas of the economy viz Business, Government, Infrastructure, International, Innovation, Awareness & Education.
- Outlines the objective, strategic direction and implementation for each area
- Calls for influencing the development of European and international standards and standardization structures in order to improve the terms of market access, reduce technical barriers to trade for UK products and services
- Calls for using standardization strategically by UK businesses to create competitive advantage, spread best practice, enter new markets and promote innovation
- Proposes measurement indicators such as market relevance of standards, level of standardization in emerging fields, value of new business opportunities generated and government use of standardization in policy, regulation and procurement

# Japan – Standardization Strategy (2001)

Consists of two parts.

- General strategy, addresses three issues:
  - a) responding to various market and social needs,
  - b) a strategy for international standardization
  - c) the integration of R&D with standardization
- Sector specific strategies sets priorities for standardization in each sector
- Advocates utilization of voluntary standards as criteria for performance-based technical regulations
- Seeks government support to increase leadership positions, and secretariats of Technical Committees/ Subcommittees/ Working Groups in international standardization bodies from Japan
- Identified key sectors for development of standards :information technology, environmental protection and recycling, the elderly and people with disabilities, Industrial automation, and safety of machinery

# Germany - German Standardization Strategy (2004)

- Five strategic goals:
  - Standardization secures Germany's position as a leading industrial nation
  - Standardization as a strategic instrument supports a successful society and economy
  - Standardization is an instrument of deregulation
  - Standardization and Standards Bodies promote technical convergence
  - Standards bodies provide efficient procedures and tools
- Lays down an intended outcome, and a course of action for each strategic goal
- Calls for defining areas in which standardization could be applied at an early stage to promote technological convergence to the benefit of German products and systems.
- Recommends duplication of activities should be analyzed and duly eliminated and overlapping activities in different committees should be coordinated.

# Canada - Canadian Standards Strategy (2000 /2005)

- Has six goals – three international and three domestic, backed by a total of 12 objectives
- Identifies leads and measures to monitor progress
- International goals include influencing the operation of standardization bodies that are relevant to Canada and improve access to existing and new markets to Canadian goods & services
- Domestic priorities include meeting the needs of an evolving regulatory and political environment and bringing awareness on the role and benefits of standards and conformity assessment practices



# Common features

- All standards strategies emphasize the growing significance of standardization in economic development and its strategic importance in enhancing national competitiveness
- The strategies emphasize on the need of convergence of all stakeholders in the country and overseas to avoid duplication, overlap and to work together on identified priority areas / sectors
- Many strategies encourage the assertion of national standards and standardization approaches on trade partners, developing countries etc
- All strategies talk of convergence of national standards with international standards and want their country to play a leading role in global standardization and where possible influence them



# Common features

- Almost all strategy documents recommend the use of voluntary standards to be adopted for regulations and encourage regulators to participate in the standards setting process
- A common theme talks about reducing the trade barriers through common standards and conformity procedures
- Invariably each strategy document recommends inclusive and active participation of all stakeholder groups in standardization both at the national level as well as in international forums.

# Strategy development partners

All the strategy documents have been developed with collaboration of important stakeholders – the NSB, industry bodies, government, other standards bodies, consumers.

# India – Strengths

- Established and experienced National Standards Body and Accreditation infrastructure
- Presence of a large number of conformity assessment bodies
- Presence of a large number of conformity assessment bodies with international affiliations whose certification is accepted globally
- Harmonization of many sectoral product and test method standards
- WTO TBT/SPS compliance in notifying Technical Regulations

# India – Concerns

- Limitation of resources to all emerging needs for standardization in short time spans
- Missing framework to promote and consolidate standardization activity by other SDOs
- Lack of forums and process to articulate and prioritize needs for standards development – little coordination among agencies
- Duplication of standards (national and foreign) especially in sectors associated with exports
- Lack of adequate participation / representation of MSMEs in standards development processes
- Lack of leadership in international standardization

# India – Concerns

- Limited options in product certification schemes
- Losing credibility of management system certifications
- No domestic certification scheme has global brand value
- Many national level schemes not accredited
- Lack of awareness among regulators on how to utilize conformity assessment schemes for regulation
- Perception of Cumbersome procedures in many schemes
- Government agencies, buyers don't insist for accredited certification
- No instrument available with Government to control unscrupulous. fraudulent certifications

# India – Concerns

- Lack of a comprehensive regulation for notifying technical regulations and for selecting conformity assessment procedure
- Lack of technical regulations in many sectors / areas in comparison to EU, USA etc
- Lack of an agile response mechanism to deal with technical regulations issued by important trade economies
- Regulatory standards in some areas are not up to date with international or foreign standards
- Lack of dedicated regulators in many sectors. Line ministries are not equipped with the resources
- Lack of awareness of Good Regulatory practices and Regulatory Impact assessment

# India – Threats

- Many competing countries, especially Asian/ SAARC becoming favored suppliers of goods and services
- MSME sector getting increasingly challenged on meeting quality / price requirements of OEMs in competition with cheaper imports
- Increasing regulatory oversight in Europe poses stiff challenges for exports of Indian goods and services
- Unchecked dumping of sub-standard products severely impacts domestic industry and consumers
- Fast paced IT enablement of manufacturing and services widening the gap

# Proposed Strategy

Must respond to overcome the weaknesses and threats and capitalize on opportunities and enable

- A Policy for standards setting through inclusive and participative mechanisms
- A Policy for selection of goods for which technical regulations need to issue in public interest.
- A policy for selection of those services for which technical regulations are commonly notified (For example, Banking and Insurance)
- Strategies for effective utilization of accreditation and other conformity assessment activities carried out in India and by Indian entities outside the country.
- Milestones for the development of a harmonized, dynamic, and inclusive quality infrastructure.



W. Edwards Deming , 1986

“.....global private [standards] regulations should be understood and analyzed as an intensely political process, even if the politics may be hidden beneath a veneer of technical rhetoric.”

....thank you

