

# Standards

## Opportunity India

### Recommendations

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## The flow ...

- Key objectives
- Current Status
- Way forward

## Objectives ...

- Citizen safety and assurance
- Non tariff barrier – protection for domestic industry

## Current Status...

- Citizen safety and assurance – very limited success
  - Sub standard goods being imported/ manufactured and are freely available in the market place
  - Surveillance/ enforcement of standards is poor
  - Coverage by standards – safety, performance, hazardous substances is low and ineffective in comparison with several other countries
  - Consumer awareness regarding standards and her rights is low
  - Industry education needs regular updation

## Current Status...

- Non tariff barrier – protection for domestic industry
  - Rendered ineffective in most sectors
  - Testing infrastructure inadequate, expensive, time taking
  - Brands, established players report an increased cost of compliance
  - Unorganized players continue to supply sub standard goods aided by middlemen
  - The Chinese experience with CCC is very different from our scenario

# Way Forward...

- Reinforce Standards
  - Not only product, but also process (quality, environment, health & safety, energy) standards
  - Not just products → begin with components
  - Use rating platforms eg. ZED by QCI
  - Industry to engage more actively in standards formulation, notification & enforcement
- Infrastructure
  - Online portal that lists detailed test facilities costs, timelines, queue status etc.
  - Policy to encourage industry bodies' participation in setting up common test centres
- Enforcement
  - Strengthen the grievance reporting, whistle blower and enforcement mechanisms
  - Pay special attention to imports
  - Let's stop being defensive. It hasn't got us too far

## Way Forward...

- Leverage the pride in “Make in India”
- A voluntary declaration of local “value added” share in each product
- Consumer exercises his choice based on the extent of “Made in India”
- Global competition is no more within enterprises, its now between ecosystems
- In the debates on standards, let us go more with the manufacturers, less with the traders