



# Steel SCENARIO

January 2023

A JOURNAL ON FERROUS AND ALLIED SECTORS





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**Sakuntala, Editor & Publisher**

## How to create robust system for standards and regulation?

In India, the Trade Marks Act, 1999 (hereinafter referred to as 'the Act') inter-alia provides for registration, infringement and cancellation of 'Certification Trade Marks'. In simple terms, a 'Certification Trade Mark' refers to a mark on a product/service, to apprise the consumers or public at large that a particular product or service meets the standards/ quality certified.

Make in India has caught the fancy of industries across the country. The Indian government has vociferously promoted the project as a platform for states to engage in competitive federalism. To silence naysayers and skeptics who deride this initiative as a mere catchphrase and for Make in India to become an imperative tool to attract global investors, the manufacturing community has to take ownership, especially from a quality and 'global standards' perspective.

To accelerate towards the twin goals of product safety and quality for both the domestic and global market, industries in India must proactively participate to create a robust system of standards and regulations. While forced compliance may work to an extent, voluntary adherence to standards is the ideal solution to propel industrial and economic growth that is sustainable in the long run.

Certification is a long-term relationship. There are differences between certification and testing. Testing is a critical part of the certification process, as it determines product performance. Certification ensures that the product performs consistently at all times. Certification means that a product that leaves the factory will meet certain performance criteria, assuming it is installed the way it was in the test lab. To maintain certification, the production line must be checked annually.

While readying itself for a quality revolution, India has a lot of catching up to do in terms of the conformity assessment framework. In spite of well-developed standards for certain key items, there are significant gaps in their effective implementation. Several product categories have no regulations, thus resulting in the import and sale of products with unsure and untested compliance standards, potentially resulting in serious safety and performance issues for the consumer.

**“ To accelerate towards the twin goals of product safety and quality for both the domestic and global market, industries in India must proactively participate to create a robust system of standards and regulations. ”**

In today's complex and dynamic scenario, it is very challenging for the Government alone to create, enforce, manage and monitor a robust standards regime. We all agree that regulators and the government play an important part in ensuring product safety and quality. However, in free-market societies, the ultimate responsibility for investing the physical and managerial resources necessary for implementing appropriate controls, lies with the industry that continuously oversees manufacturing and processing of the products.

Quality certifications help to ensure that the daily operations are more efficient by reducing errors, resources and wasted time. Quality Management System generates the need to continually analyze the procedures and train the staffs in order to find areas where the company can improve. More improvements equate to greater operational effectiveness, reduced error rates, fewer performance problems, a better emphasis on process outcomes, decreased waste, quicker turnaround times, and lower operating costs. Operational effectiveness and a decrease in reworks also translate into higher business productivity. As a result, quality certifications eventually influence how well the company performs in terms of sales and profitability. Quality Management System ensures consumers' issues or inquiries are satisfactorily resolved consistently without leaving them feeling let down. Therefore, it becomes even more crucial for the company to integrate customer complaint management as a key component of quality management program after earning certifications. It will guarantee that attention is being paid to consumer complaints and use them as a chance to enhance the quality of the items and stop any similar problems from happening again in the future.

**Wishing you all a Happy and Prosperous New Year 2023**

**Sakuntala Chanda**

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