

# Webinar on Role of BIS in Ensuring Product Quality Through Standards



On 16th August 2024 IIA hosted an enlightening webinar, focusing on the **Role of BIS in Ensuring Product Quality Through Standards**. Featuring key Speaker **Shri Sudhir Bishnoi**, Director of BIS, who provided in-depth insights into the pivotal role BIS plays in maintaining and enhancing product quality across industries.

## Key Points Covered by Shri Sudhir Bishnoi

### 1. Understanding BIS and Its Mission:

Shri Bishnoi began by introducing the **Bureau of Indian Standards (BIS)** as the national standards body of India, tasked with formulating standards to ensure the safety, quality, and performance of products. He emphasized that BIS is not only a regulatory body but also plays a vital role in building consumer trust and enhancing the global competitiveness of Indian industries.

**2. Significance of Standards for Quality Control:** One of the key highlights was Shri Bishnoi's explanation of how **BIS standards** contribute to maintaining **product consistency, reliability, and safety**. He outlined the process through which BIS develops standards, ensuring they align with international norms, thus enabling Indian products to meet global expectations.

**3. Compliance and Certification Process:** Shri Bishnoi detailed the **certification procedures** that businesses must follow to comply with BIS standards. He elaborated on the significance of the **ISI mark** as a symbol of quality and compliance in the Indian market, and the **BIS Hallmark** for gold and silver. The session highlighted how MSMEs can benefit from obtaining BIS certification to improve product acceptance both domestically and internationally.

**4. Support for MSMEs:** The speaker emphasized BIS's commitment to supporting **Micro, Small, and Medium Enterprises (MSMEs)**. He discussed initiatives aimed at simplifying the certification process for MSMEs, reducing the compliance burden, and making it easier for smaller enterprises to meet quality standards. BIS offers various **training programs and workshops** to help MSMEs understand and implement standards effectively.

**5. Recent Updates and Future Directions:** Shri Bishnoi also covered the **recent amendments and updates** in BIS standards, specifically focusing on new product categories and emerging technologies. He highlighted the role of standards in evolving sectors like **electronics, renewable energy, and consumer goods**, which are seeing rapid advancements in India.

**6. Industry Engagement and Feedback Mechanism:** Shri Bishnoi stressed the importance of industry participation in



the standardization process. BIS encourages industry stakeholders to provide feedback and engage in the development of new standards to ensure that they are practical and beneficial for businesses.

### Interactive Q&A Session

The webinar concluded with an engaging **Q&A session**, where participants raised various questions on the implementation challenges faced by industries. Shri Bishnoi provided practical solutions and advice on how companies can streamline their compliance procedures while adhering to BIS standards.

### Key Takeaways:

- **BIS standards** are essential for ensuring product safety, quality, and marketability.
- Certification through BIS, such as the **ISI mark**, enhances product reliability.
- MSMEs can significantly benefit from simplified certification processes and support provided by BIS.
- Staying updated with **new BIS standards** is crucial, especially for industries dealing with emerging technologies.
- Active participation in the **standard-setting process** by industries is highly encouraged.

### Conclusion

The webinar on the **Role of BIS in Ensuring Product Quality Through Standards** proved to be highly informative and beneficial for the members of IIA. Shri Sudhir Bishnoi's expert insights and guidance provided valuable clarity on how businesses, particularly MSMEs, can leverage BIS standards to improve their product quality, foster consumer trust, and enhance their global competitiveness.

The Indian Industries Association extends its gratitude to Shri Sudhir Bishnoi for his time and expertise, and to all participants for making the webinar a success. ●

For insight on this topic key speaker contact details are shared :BIS Director Mr. Sudheer Bishnoi

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