

Consumer Education Monograph Series 13

# Standards and Quality in Service Delivery

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CENTRE FOR CONSUMER STUDIES  
INDIAN INSTITUTE OF PUBLIC ADMINISTRATION

# Standards and Quality in Service Delivery

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## FOREWORD

In today's world consumer protection has become one of the major thrust areas of policy formulation. With the expansion of the service sector, the consumers are demanding better quality and standard products and services. Use of proper and accurate standards is very important for the effective functioning of any economy, as it plays an indispensable role in promoting the welfare of consumers. Standards ensure not only that the consumers are protected but the products are equally safe. In an era of competition the services are becoming as important as goods. The citizens need quality services and with specified standards.

Since consumers want the best products and services available at the least cost to most of the people, standards are there to ensure consistency of essential features of goods and services, such as quality, ecology, safety, economy, reliability, compatibility, interoperability, efficiency and effectiveness. They codify the latest technology and facilitate its transfer and are therefore an invaluable source of knowledge.

In today's society, standardization provides order and convenience. They are fundamental to ensuring success for organizations that use them and creating a better way of living for all. Standards also play an important role in planning and achieving higher level of quality which is fundamental to the successful operation of enterprises, which further necessitates understanding and managing various dynamics in an organization in order to set goals and deploy resources judiciously. As achieving customer satisfaction is the essential for business, quality management is the most effective strategy for which standards form an important prerequisite. A number of national and international agencies have been set up to determine and fix standards and to help in ensuring that they are adhered to.

Standards can also be applied to public service delivery through mechanisms like Citizens Charters and the Sevottam framework. It is against this backdrop that the Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi, has brought out the present monograph on "Standards and Quality in Service Delivery". I would like to thank the authors, Prof. Suresh Misra and Dr. Mamta Pathania for bringing out this monograph in its present form. It will help the readers to understand the need and importance of standards and the parameters of a quality service. I am sure the readers will find it of great use as a guide.

**Place: New Delhi**  
**Date: September 14, 2011**

**Rakesh Hooja**

## Preface

Consumers make innumerable choices everyday encompassing a wide variety of products and services. Consciously or not, these choices affect the quality of their lives thereby placing a huge burden on the consumer to make the right choices with very limited knowledge or information. Due to globalization and liberalization India has a huge buyers market and consumers have the liberty of an enormous variety of choices with regard to the products or services they want. But the quality of services being delivered remains a major area of concern. In such circumstances, it is essential for consumers to be protected in their developing the necessary skills to make informed choices. This is only possible if the consumers' are well aware of the laws and their rights as consumers.

Standardization of products and services is one of the best ways to protect the consumers. They ought to know the various standardized symbols and marks which guarantee safety of a product. The knowledge about standards is thus an important prerequisite for ensuring quality and safe transactions between consumers and sellers. In the recent past the impact of standards is being felt around the globe as they affect world trade and ensure public safety. Worldwide, there are over half a million published standards and approximately, \$1.5 (US) billion is being invested globally each year in the creation and management of standards. This is a major step towards consumer safety and welfare.

The present monograph will help the readers to understand standards, the standardization process, various aspects dealing with standards and quality service delivery. It is also true that the consumers also have a role in setting standards, hence it is important that they have adequate knowledge about standards and their various parameters.

We would like to thank Dr. Rakesh Hooja, Director, IIPA for his encouragement and support. We are also thankful to the Department of Consumers Affairs, Government of India for their support.

Date: 14.9.2011  
Place: New Delhi

Suresh Misra  
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# **Standards and Quality in Service Delivery**

## **Introduction**

Marking and quality certification of products and services have become very important in today's rapidly changing business scenario. This facilitates the production of quality goods/services as well as making them available for the satisfaction of consumers at large. Because of this, consumers get better choice and assurance of consistency in quality of product/ service with its timely delivery. Further, they also access monitoring of the position of firm's supplies and a clear indication of its capabilities. Hence, their time and money is saved in doing assessment of the suppliers. This system of certification and marking is also beneficial for producers as well. This helps them to gain a competitive edge in domestic as well as global market. Disruptions created in their routine due to multiple assessments by various customers are also reduced. They become more liable to produce quality goods matching international standards.

Today when we easily get light bulbs to fit our lamp; when 35mm is the universally accepted film size for all cameras; and our ATM card works internationally in all ATM machines, it's hard to imagine a time when almost nothing was "standardized." Infact historical evidence shows that, standardization can be traced back to the ancient civilizations of Babylon and early Egypt. The earliest standards were the physical standards for weights and measures. As trade and commerce developed, written documents evolved that set mutually agreed upon standards for products and services, such as agriculture, ships, buildings and weapons. Initially, these standards were part of a single contract between supplier and purchaser. Later, the same standards came to be used across a range of transactions forming the basis for modern standardization.

After the industrialization of the early nineteenth century, the absence of standardization was causing significant inefficiencies and endangering public safety. Some examples include varying railroad track widths, causing timely delays due to changing of wheels at connecting points; boiler explosions

reaching a high of 1,400 in 1910 and incompatible fire-hose connectors between cities—hindering fire companies from surrounding cities to assist fighting massive fires. These and other events resulted in effective efforts at standardization. As time and technology progressed so did standardization. Today, standards setters seek to achieve uniformity and great precision—the smallest micro-deviation from perfect tolerances can cause satellites to go off course and airplanes to malfunction. In today's society, standardization provides order and convenience. It's the reason why our PCs and laptops can be networked, our phone calls go through, our power stays on, and so much more. Over the past 100 years, standardization has expanded beyond manufacturing to service industries—from engineering departments to executive offices. As per the American National Standards Institute (ANSI), standardization today goes beyond product specifications and requirements to include global issues such as healthcare, environment and safety. Standards are fundamental to ensuring success for organizations that use them and creating a better way of living for all.

### **Standards and Standardization**

A standard is a document, established by a consensus of subject matter experts and approved by a recognized body that provides guidance on the design, use or performance of materials, products, processes, services, systems or persons. They can be developed by national, regional and international standards developing organizations and also by businesses or other organizations for their own internal use. They can also be developed by businesses to address a specific marketplace need, or by government departments to support regulations.

According to the International Organization for Standardization (ISO) and its sister organization, the International Electro technical Commission (IEC) (*ISO/IEC Guide 2: 1996*). "A Standard is a document, established by consensus and approved by a recognized body that provides, for common and repeated use, rules, guidelines or characteristics for activities or their results, aimed at the achievement of the optimum degree of order in a given context. It is a document that establishes uniform engineering or technical specifications, criteria, methods,

processes, or practices. Some standards are mandatory while others are voluntary.”<sup>1</sup>

Standardization is the process that encompasses the initiation, development and application of standards documents. It is a process of merging scientific research with application experience to determine the precise, optimum technical requirements for an aspect of technology. The output of this merger is an authoritative document called a “standard.” Standardization is recognized an essential discipline for all global marketplace players—who must strive to be competitive. Today, companies have integrated standardization as a major technical and commercial element in business planning. They are aware that they must play an active role to assert their interests—or be prepared to accept standards established without them.

Thus simply put, a standard is a published document that sets out specifications and a procedure designed to ensure that a material, product, method or service meets its purpose and consistently performs in accordance to its intended use. They solve issues ranging from product compatibility to addressing consumer safety and health concerns. Standards also simplify product development and reduce non-value-adding costs thereby increasing user’s ability to compare competing products. Standards are the fundamental building blocks for international trade. Only through the use of standards can requirements of interconnectivity and interoperability be assured and the credibility of new products and new markets verified—enabling the rapid implementation of the technology.

Briefly stated standards are agreements containing technical specifications or other precise criteria to be used consistently as rules, guidelines

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<sup>1</sup> Geospatial-Intelligence Standards: The Basics Part 1: Standards Fundamentals ,On-line training modules sponsored by the Geospatial Intelligence Standards Working Group (GWG)

or definitions of characteristics, to ensure that materials, products, processes and services are fit for their purpose. When such agreements are international, they become “International Standards”. Standards contribute to make life simpler and to increasing the reliability and effectiveness of the goods and services we use.<sup>2</sup>

### **Why Standards?<sup>3</sup>**

As consumers want the best products and services being available at least cost to most of the people, standards ensure consistency of essential features of goods and services, such as quality, ecology, safety, economy, reliability, compatibility, interoperability, efficiency and effectiveness. They codify the latest technology and facilitate its transfer and are therefore an invaluable source of knowledge. Accordingly, standards avoid having to reinvent the wheel: they can distil the expert knowledge and make it available to all. The standards thus:

- ❖ Help make the development, manufacturing and supply of goods and services more efficient, safer and cleaner
- ❖ Make trade between countries easier and fairer because the same specifications are adopted for use in different countries as national or regional standards
- ❖ Are an effective and commonly used support to national technical regulations
- ❖ Are coherent within a global system, either within a framework of mutually compatible standards, or as recognized formally by other standardizing bodies

### **The products should meet consumers’ expectations in terms of:**

- Protection of safety and health
- Fitness for purpose (performance)
- Environmental protection
- Ease of use

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<sup>2</sup> ISO; Your VOICE matters; Why Consumers need to Participate in Standards Making and how to get involved, ISO Central Secretariat, Switzerland, 2008, p3

<sup>3</sup> Consumers and Standards: Partnership for a Better World (module,) ISO Online COPOLCO

- Quality and reliability
- Compatibility between products (interoperability)
- Transparency of product information and labelling
- Protection from false or misleading claims
- Fair competition, hence choice among goods and services and competitive pricing
- Systems of redress, such as complaints handling and processing of claims
- Consistency in the delivery of services
- Suitability of products for vulnerable populations (such as children, persons with disabilities, and the elderly)

## **Benefits of Standardization and Standards**

The impact of standards can be felt around the globe as they affect world trade, ensure public safety and drive market developments. Worldwide, there are well over half a million published standards. Further, approximately, \$1.5 (US) billion is invested globally each year in the creation and management of standards. An extensive study initiated by DIN (German Standards Institute) and the German Federal Ministry of Economic Affairs and Technology in 1997 was completed in May 2000. The study provides insights into the economic benefits for standards—to the businesses and to the economy. Highlights of the study include: <sup>4</sup>

- Standards contribute more to economic growth than patents and licenses
- Standards are of strategic significance to companies
- Companies that participate actively in standards work have a head start on their competitors in adapting to market demands
- Research risks and development costs are reduced for companies contributing to the standardization process
- Businesses that are actively involved in standards work more frequently reap short and long term benefits with regard to costs, and competitive status than those who do not participate.
- Participating in standards development enables one to anticipate technology standardization thereby facilitating one's products progress simultaneously with technology
- Leaders in technology should become more involved in standards

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<sup>4</sup> The Benefits of Standardization, <http://www.loci.wisc.edu/bio-formats/about>

- Standards are a positive stimulus for innovation
- Standards are internationally respected

The goals of standardization should be to help with independence of single suppliers (commoditization), compatibility, interoperability, safety, repeatability, or quality. The existence of a published standard does not necessarily imply that it is useful or correct. Just because an item is stamped with a standard number does not, by itself, indicate that the item is fit for any particular use. The people who use the item or service (engineers, trade unions, etc) or specify it (building codes, government, industry, etc) have the responsibility to consider the available standards, specify the correct one, enforce compliance, and use the item correctly.

### **Involve Consumers in Standards Formulation**

Involving consumer's interest in standards activities is essential. Standards that are based on a consensus of all affected interests including end user consumers and those that address basic consumer needs will be more market relevant. This will enhance consumer confidence in the resulting products and enable them to be more easily disseminated into the market place. There is a need to involve consumer representatives which adds credibility to the standards setting process. The consumer representatives provide valuable inputs by feedback from the point of view of the end user.

According to International Organisation for Standardisation there are several ways that a consumer representative can influence the outcome of discussions, resulting in better, more relevant standards, and therefore more desirable end products. They;

1. Help ensure that standards produced are market relevant by identifying which standards or standards programmes are of priority interest to consumers;
2. Provide data on acceptable levels of risks for products defined in standards,
3. Give examples of how goods and services are actually used in practice,
4. Give advice on communication issues including labeling, product instructions and warnings

5. Suggest features that are needed by consumers with special needs such as children, older persons and people with disabilities.
6. Propose solutions to address consumer requirements such as safety, performance, quality, interoperability or enhanced consumer protection.<sup>5</sup>

## **Standards and Innovation**

Standards help innovation in a number of ways. In the area of new technologies in particular, standards are an essential tool to enable new ideas to take root and progress. The most basic contribution standards make is in establishing common vocabularies, enabling innovators working on the same technology in different organizations and locations to communicate with confidence about common subject matter without being hampered by the need to spend time and effort establishing what it is they are talking about. The nature of the standards framework frees innovators to concentrate on finding ways to differentiate their products and services.

Standards provide assurance of health, safety and other aspects crucial to the development of valuable markets in new technologies. Standards can encourage government to promote and use innovative products and services in its procurement process by allowing it to know clearly what those products and services are and how they can be measured against each other and existing products.<sup>6</sup>

## **Standardization and Public Service Delivery**

Standards play a central role in the provision of services. However simple or complex different services appear to be, they all depend on a wide variety of inputs and stakeholders that would not be able to come together effectively without the use of standards to lay some basic ground rules that ensure that everybody involved is speaking the same language.

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<sup>5</sup> ISO, Involving Consumers, Why and how, Practical Guidance for Standards Development Bodies, ISO Central Secretariat, Switzerland, 2011 pp 4-7.

<sup>6</sup> BSI, Innovation the Role of Standards, BIS Group Headquarter London, UK

For both customers and service providers, the development of effective standards for services provides immense benefits. For customers, the benefits of standards come in two main forms. First, they provide a degree of interoperability between different technologies and participants that allows services to be developed and delivered. Second, they give customers a way of making sense of the some times bewildering array of services, levels of support and pricing regimes available. Standards can help customers, to find their way through the complexities of today's service market place without the need for regulation. Standards are developed with real customer needs in mind, enabling service providers to shape their services to meet those needs and make their offerings as clear as possible.<sup>7</sup>

### **Developing Service Standards**

The development of service standards should be integrated with any other program or service delivery renewal initiatives. The process of establishing service standards is evolutionary. It is a continuous improvement strategy. The standards should be regularly reviewed and revised as as the service becomes more efficient and as delivery methods change.

In addition to the conventional services, where the citizens directly receive the benefit, the government also provides services when it regulates and when it purchases goods and services. The citizens have a right to expect that the government departments will meet a certain quality standard. In India many organisations are rethinking the way they do business. Re-engineering the services can often produce significant resource savings and result in improved services for the citizens. In such cases the service standards should not simply mirror current performance but should be sufficiently challenging to encourage the achievement of the benefits of reengineering. Consulting the staff and clients

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<sup>7</sup> BSI, Services the Role of Standards, BSI Group Headquarters, London, UK.

to establish service standards is a useful step in the re-engineering process, because these people often have valuable suggestions for improving services.

Research has shown that citizens regard the following factors as critical to good service: (1) Responsiveness (2) Competence (3) Easy Access (4) Courtesy (5) Good Communication (6) Credibility (7) Reliability and Accuracy (8) Security (9) Appearance of Staff providing the services and (10) Attractive Physical Facilities.

These characteristics should be kept in mind while developing service standards. Service delivery targets dealing with responsiveness, reliability, accuracy and complaint mechanism should be openly displayed and available to the citizens. Service standards are meant to be monitored, changed and improved over time.

Service standards are intended to let the citizens know what to expect when they deal with the organization. They can help moderate clients' unrealistic expectations for service. Reporting to the citizens on the performance against standards is critical if the services standards are to be made credible. It is equally important to measure the performance against the standards and develop a quality service improvement plan. Service standards grow from four fundamental service qualities i.e. timelines, accessibility, reliability and responsiveness. Many government services have formal complaint mechanisms; while the service standard initiative is intended to include these types of complaint mechanisms, it is also aimed at improving more informal complaint mechanisms.

### **Total Quality Management in Public Service**

The concept of TQM was introduced in the 1920's and was first used in quality control in the factories in America. This concept was later introduced to the corporate managers in Japan in the 1950's. This concept received a further impetus in the 1980's with the increasing awareness world wide on the importance of quality. The application of TQM not only benefits the customers in that they receive quality products but also benefits the organisation in terms of cost savings and enhanced operational efficiency.

TQM is a continuous process that involves the whole organization and is customer driven. This process is aimed at creating a culture of excellence in any organization. The objective of TQM is to provide customer satisfaction. This is attained by producing outputs that conform to the requirements of the customer and meeting customer expectations. Government departments can successfully practice TQM if they have a conducive work environment. Under the TQM process, the quality improvement efforts will result in changes in the ways a department operates. For this the departments must set quality standards for each output. In specifying such standards and objectives, departments must ensure that they really reflect the level of quality excellence which will contribute to customer satisfaction.

### **Citizens Charter and Principles of Public Service**

A major theme associated with improving performance is the development of a customer or a client focus or service quality initiative in the public sector. Citizens Charter is probably the best known example. This will improve access to public services and promote quality. It does this by helping people to understand what an organization does, how to contact it, what to expect by way of service and how to seek a remedy if something goes wrong. It does not in itself create legal rights. But it helps users to claim existing rights, and may create new rights that are enforceable through non-legal means (for example through a complaint procedure or an independent adjudicator). The key features of a charter are : a statement of the standards or service users can expect to receive; the arrangements for seeking a remedy, should something go wrong; and brief information on the service provided. Charters help the staff of the departments as well, by setting out clearly the services their organization provides. But their main audience is the user, and they should not be seen as management tools.

The charter should clearly set out the standards of service that users can expect to receive. Good standards are vital for an effective charter, and should be expressed in a way that is meaningful to all users. Above all the standards set out should be relevant, meaningful, challenging, simple, measurable, monitored, published and reviewed. These initiatives aim to improve performance of service

delivery as well as to provide services which meets people's needs. Commitments to provide a certain type, volume and quality of services may be made and performance measured against their commitments. A number of central government departments and undertakings have framed citizens charter. Some of the State Governments have also taken the initiative in this regard. So far the results are not very encouraging. Perhaps the current prevailing work culture/environment does not translate these initiatives into reality. The real issue, however, is the need to bring about a total change in the attitude of public servants towards redressal of public grievances at all levels and to pin-point responsibility for action on grievances of the people. <sup>8</sup>

It would also be worthwhile if we could incorporate the nine principles of public service delivery into our system as is being followed in the U.K. Every public service should;

1. Set standards of service
2. Be open and provide full information
3. Consult and involve
4. Encourage access and the promotion of choice
5. Treat all fairly
6. Put things right when they go wrong
7. Use resources effectively
8. Innovate and improve
9. Work with other providers

These measures will help redress the grievances of the citizens relating to delivery of public services atleast to some extent. Today the citizen is unaware or helpless in front of the service providers. He is unable to get the desired service even though he is paying for it. With the rising expectations of the people the demand will exert enough pressure on the system. It is better if the managers of the system feel the pressure and initiate reforms.

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<sup>8</sup> Mohan Kaul: Civil Service Reforms; Learning from Commonwealth Experiences, *Public Administration and Development*, Vol. 16 No. 2, 1996, p. 144

## **Improving the Quality of Services**

We have to embark on a journey towards developing a quality culture. Quality management is the creation of a culture of commitment to identifying and meeting customer requirements throughout the whole organization, within available resources. The approach defines standards for each area of activity, from which performance standards are set for each member of the staff and the limit of management performance is then regularly assessed against customer expectations and satisfaction. Commitment to quality management is openly avowed and performance is made public. The idea of quality management originated in the private sector but has become increasingly relevant to government as rising expectations have highlighted areas of unacceptable low standards of service to the public. This change in work culture and systems will encourage respect for excellence at all levels.

Creating a work culture based on quality, performance, openness and transparency necessarily involves employees and the public in the change process. The new civil service reforms are aimed at developing the organizational culture to manifest itself in strengthened employee involvement, consistency in the change process, rewards for team work and individual perfection and consultation with clients and users.<sup>9</sup>

Total quality management (TQM) must be adopted as an approach to mobilize all available resources in public sector agencies to meet customer requirements. These agencies have to institutionalize a district customer orientation in the delivery of services.

Another important aspect which is of immense importance is public service delivery. As the institutional structures of top down management and isolated managerial efforts have proved inadequate for satisfying performance i.e. delivery of results and outcomes. Institutional norms and practices become

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<sup>9</sup> Suresh Misra, Rajvir S. Dhaka: "Humanising Development Trends in Public Administration", *The Changing Roles of the State and Issues in Governance – An Overview*, 2001, pp 52-53.

habits and routines and have to be consciously analyzed, confronted and substituted with alternate institutionalized practices. This perspective of purpose is important also for determining the type of Performance Related Incentive Scheme (PRIS) developed and adopted. It is expected that by including public service accountability as a performance criterion the attitudes and behavior of government employees towards the public will change. To this end, Sevottam is one such model which involves the identification of the services delivered to the citizens, the quality of service, its objective, improvement of quality, by using innovative methods for developing business process, and being more informative with the help of information technology.

The citizen centric governance commitment of Government of India has led to development of a model for public service delivery (Sevottam). The model has been developed through extensive consultations with multiple stakeholders and it has led to development of Indian Standard IS: 15700: 2005. By doing that, India has become the first country to have a published standard for Public Service Delivery. Based on the Indian Standard on Service Quality by Public Service Organization namely IS 15700: 2005 Quality Management Systems – Requirements for services delivery by public service organizations the BIS Service Quality Management Systems (SQMS) Certification was launched during April 2007. The Indian Standard on Service Quality by Public Service Organization focuses mainly on the following 3 key elements:

- Formulation of a realistic Citizen's Charter through a consultative process.
- Identification of services rendered, Service delivery processes, their control and delivery requirements.
- An effective process for complaint handling.

This standard has been specifically designed for public service organizations and prescribes a system that service organizations should install with focus on Citizen's Charter, Public Grievance Redressal and Service Quality to deliver quality service. This standard focuses on delivery of quality service across the counter. BIS has also developed a Guidelines Standard IS 15800:

2007 to help public service organization in adopting and implementing IS 15700: 2005. IS 15700: 2005 ' Quality Management System.

The Department of Administrative Reforms and Public Grievances has developed this model for benchmarking Excellence in Public Service Delivery (Sevottam). It provides the frame work to organizations to assess and improve the quality of service delivery for the citizens. The Sevottam framework was designed by DARPG in 2006 as an assessment improvement framework for public service delivery. Sevottam literally is the combination of Hindi words 'SEWA + UTTAM', meaning uttam sewa i.e. excellence in services .This Model was developed with expert support after studying international best practices, stake-holder consultations and field validity. It has basically three modules - Citizen Charter, Public Grievance Redress Mechanism and Service Delivery Capability. Each of the modules is further divided into three criteria and eleven elements each. The framework helps Government Departments towards improving their public service delivery.

The frame work is a best-in-class in the world wide scenario and effective in the Indian Industrial scenario for achieving the expected targets, grievance redressal and service oriented towards citizens/ clients and for fulfilling the commitment of the organization.

Initially, Sevottam framework was undertaken from April 2009 to June 2010 in ten Departments of the Government having large public interface. These are, Department of Post, CBEC, CBDT, Railways, Passport office, Pensions, Food Processing, Corporate Affairs, Kendriya Vidyalaya Schools and EPFO. All these organizations have declared standards and implemented them in pilot locations. The Project is now being extended to 62 ministries of the Government.

### **Sevottam in Operation**

The Central Government's Sevottam scheme was initiated as a mechanism to assess initiatives and best practices relating to service delivery. It

is a model of service delivery standards based on experiments in e-governance. The model synthesizes ground realities in India with international best practices and has created an assessment system suitable for government organizations in India. The Second Administrative Reforms Commission (ARC) in its 12th Report "Citizen Centric Administration – The Heart of Governance" has recommended that Union and State Governments should make the Seven Step Model mandatory for all organizations having public interface which was accepted by the Government of India. The Seven Steps to Sevottam are - Define all services which a department provides and identify clients; Set standards and norms for each service; Develop capability to meet the set standards; Perform to achieve the standards; Monitor performance against the set standards; Evaluate the impact through an independent mechanism and continuous improvement based on monitoring and evaluation results.

Seven Steps to Sevottam Compliant Grievance Redress System are well established system of receipt of grievances; Convenient for all users and its wide publicity; Timely acknowledgement; Time norm for redress; Communication of action taken on redress; Platform for Appeal and Analysis of grievance prone areas for making systemic improvements. Thus the basic aim of Sevottam is modernizing governance through better and enhanced results oriented Public Delivery System to the Citizens/Clients/Stakeholders.

Four States namely, Himachal Pradesh, Karnataka, Madhya Pradesh and Orissa have adopted Sevottam for capacity building for poverty reduction pilot projects of quality management system.<sup>10</sup> The Sevottam framework has been developed with the overarching objective of improving the quality of public service delivery in the country. The framework has three components: Citizen's Charter, Grievance Redress Mechanism and Service Delivery Capability. The first component of the framework requires effective charter implementation thereby opening up a channel for receiving citizen's inputs into the way in which organizations determine service delivery requirements. Citizen's Charters

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<sup>10</sup> Sevottam for Ensuring Excellence in Services , Ravinder Singh, Director ( M & C), Press Information Bureau, Friday, November 26, 2010 ,w Delhi,.

publicly declare the information on citizens entitlements; making citizens better informed and hence empowering them to demand better services. The second component of the framework, Public Grievance Redress requires a good grievance redress system operating in a manner that leaves the citizen more satisfied with how the organization responds to complaints/grievances, irrespective of the final decision. The third component Service Delivery Capability, postulates that an organization can have an excellent performance in service delivery only if it is managing the key ingredients for good service delivery well, and building its own capacity to continuously improve delivery. <sup>11</sup>

### **Quality Management**

The concept of quality as we think of it now first emerged out of the Industrial Revolution. Previously goods had been made from start to finish by the same person or team of people, with handcrafting and tweaking the product to meet 'quality criteria'. Quality, as a profession and the managerial process associated with the quality function, was introduced during the second-half of the 20th century, and has evolved since then. Quality control activities were predominant in the 1940s, 1950s, and 1960s. The 1970s were an era of quality engineering and the 1990s saw quality systems as an emerging field.

Quality management is becoming increasingly important to the leadership and management of all organizations. It seems necessary to identify Quality Management as a distinct discipline of management and lay down universally understood and accepted rules for this discipline. In the modern business scenario, quality is considered as the most powerful factor to capture, retain and enlarge customer base. As achieving customer satisfaction is essential for business, quality management is the most effective enterprise strategy. Planning and achieving higher level of quality is fundamental to the successful operation of

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<sup>11</sup> Guidelines for Designing and Implementing Sevottam Compliant Citizen's / Client's Charter & Grievance Redress Mechanism By Central Ministries / Departments ,Government of India, Chapter 7 Ensuring Sevottam Compliance August, 2010[http://darpn.nic.in/darpgwebsite/cms/Document/file/Sevottam\\_RFD\\_Guidelines\\_August\\_2010.pdf](http://darpn.nic.in/darpgwebsite/cms/Document/file/Sevottam_RFD_Guidelines_August_2010.pdf)

enterprises, which necessitates understanding and managing various dynamics in an organization in order to set goals and judiciously deploy resources. The efficiency and effectiveness with which resources are obtained and utilized will depend upon the good management practices that the organization follows.

Quality management also necessitates how well the system measures, monitors and improves different metrics related to the business processes. Interrelationships among the business processes, their metrics and the organizational achievement are influenced by how well an organization deals with issues related to quality. A number of innovative approaches are required for balancing the objectives of the partners of the enterprise and the requirements of customers, as there are many conflicting goals such as high customer service, low inventory, low unit cost etc.

BIS is also operating Quality Management Systems Certification Scheme as per IS/ISO 9001 standard. The scheme was launched in 1991 covering a wide range of industry as well as service sectors including engineering, chemicals, pharmaceutical, cement, ceramics, food, textiles, automotives, mechanical, metallurgical, electrical, electronics, aeronautics, hospitals, financial, banking services, construction, wholesale & retail trade, education & training, hotel, power, printing, telecommunications, testing laboratories and information technology.

### **ISO 9000 Quality Standard<sup>12</sup>**

ISO is the International Organization for Standardization. It is located in Switzerland and was established in 1947 to develop common international standards in many areas. Its members come from over 150 national standards bodies.

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<sup>12</sup> Quality Management Standards & Publications <http://www.bsi-emea.com/Quality/Standards/index.xalter>

ISO 9000 is a generic name given to a family of standards developed to provide a framework around which a quality management system can effectively be implemented. It is an internationally recognized standard of quality, and includes guidelines to accomplish the ISO9000 quality standard. Organizations can be optionally audited to earn ISO9000 certification. The ISO 9000 family of standards relate to quality management systems and are designed to help organizations ensure they meet the needs of customers and other stakeholders (Poksinska *et al*, 2002). The standards are published by ISO, the International Organization for Standardization and available through National standards bodies.

It deals with the fundamentals of quality management systems (Tsim *et al*, 2002), including the eight management principles (Beattie and Sohal, 1999; Tsim *et al*, 2002) on which the family of standards is based. ISO 9001 deals with the requirements that have to be fulfilled by organizations, wishing to meet the standard. Independent confirmation that organizations meet the requirements of ISO 9001 may be obtained from third party certification bodies.

The eight quality management principles are defined in ISO 9000:2005, Quality management systems Fundamentals and vocabulary, and in ISO 9004:2000, Quality management systems Guidelines for performance improvements.

These principles are <sup>13</sup>

- Principle 1: Customer focus
- Principle 2: Leadership
- Principle 3: Involvement of people
- Principle 4: Process approach
- Principle 5: System approach to management
- Principle 6: Continual improvement
- Principle 7: Factual approach to decision making
- Principle 8: Mutually beneficial supplier relationships

This document gives the standardized descriptions of the principles as they appear in ISO 9000:2005 and ISO 9004:2000. In addition, it provides examples of the benefits derived from their use and of actions that managers typically take in applying the principles to improve their organizations' performance. Thus, the ISO 9000 family addresses "Quality management". This means what the organization does to fulfill:

- The customer's quality requirements,
- Applicable regulatory requirements, while aiming to
- Enhance customer satisfaction, and
- Achieve continual improvement of its performance in pursuit of these objective

Thus the ISO 9000 family of standards represents an international consensus on good quality management practices. It consists of standards and

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<sup>13</sup>Qualitymanagementprinciples,,[http://www.iso.org/iso/iso\\_catalogue/management\\_and\\_leadership\\_standards/quality\\_management/qmp.htm](http://www.iso.org/iso/iso_catalogue/management_and_leadership_standards/quality_management/qmp.htm))

guidelines relating to quality management systems and related supporting standards. The ISO-9000 series of standards was developed by the International Organization for Standardization.

**Table 1**  
**ISO9000-2000's Standards and Guidelines<sup>14</sup>**

<b>Standards and Guidelines</b>	<b>Purpose</b>
<b>ISO 9000:2000</b> Quality Management Systems - Fundamentals and Vocabulary	<ul style="list-style-type: none"> <li>- Establishes a starting point for understanding the standards</li> <li>- Defines the fundamental terms and definitions used in the ISO 9000 family to avoid confusion in their use</li> </ul>
<b>ISO 9001:2000</b> Quality Management Systems - Requirements	<ul style="list-style-type: none"> <li>- Defines the requirements for assessing the ability to meet customer</li> <li>- and applicable regulatory requirements and thereby address customer satisfaction</li> <li>- Now the only standard in the ISO 9000 family</li> <li>- against which third-party certification can be carried out</li> </ul>
<b>ISO 9004:2000</b> Quality Management Systems - Guidelines for performance improvements	<ul style="list-style-type: none"> <li>- Provides guidance for continual improvement of the quality management system to benefit all parties through sustained customer satisfaction</li> </ul>

ISO-9000 currently has three quality standards: the ISO-9000:2000, the ISO-9001:2000, and the ISO-9004:2000. Of these, only the ISO-9001:2000

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<sup>14</sup> ISO 9000 family (ISO 9000 – Quality management)  
[http://www.iso.org/iso/iso\\_catalogue/management\\_and\\_leadership\\_standards/quality\\_management.htm](http://www.iso.org/iso/iso_catalogue/management_and_leadership_standards/quality_management.htm)

outlines specific requirements for compliance, while the ISO-9000:2000 and the ISO-9004:2000 merely present information or guidelines. All of these quality standards are process-oriented, and not product-oriented. This means that ISO-9000 is more particular about how a company conducts its processes, and not what products it ships or level of product quality it has. The main objective of ISO is to facilitate international trade by providing a single internationally-accepted set of standards for everybody's reference.

The first ISO standards were published in 1987, which were revised in 1994 as the ISO-9000:1994. The next and latest revision of ISO standards was released in 2000, and is therefore referred to as "ISO-9000:2000 Standards". ISO-certification not only brings about customer orders, it also brings about efficiency and cost-effectiveness as a result of better process controls, operational systems, and problem resolution mechanisms. The process of getting ISO 9000-certified generally consists of the following steps:

- 1) development of a quality management system that meets the ISO 9000 standards;
- 2) conduct of internal audits to ensure that the quality system is working as planned;
- 3) invitation of an accredited external auditing body to audit the quality system and its implementation;
- 4) receipt of accreditation if the external auditor approved of the system; and
- 5) conduct of regular surveillance audits to maintain the certification.

ISO 9001 is a global quality management standard. Thousands of companies in over 100 countries have adopted it, and many more are in the process of doing so. ISO 9001 applies to all types of organizations. It can help both product and service oriented organizations achieve standards of quality that are recognized and respected throughout the world. ISO 9001:2008 is the standard that provides a set of standardized requirements for a quality management system, regardless of what the user organization does, its size, or whether it is in the private, or public sector. It is the only standard in the family against which organizations can be certified – although certification is not a compulsory requirement of the standard. The other standards in the family cover

specific aspects such as fundamentals and vocabulary, performance improvements, documentation, training, and financial and economic aspects.

## **Quality and Standards**

Quality professionals use the term “standards” to mean many things, such as metrics, specifications, statements, categories, segments, groupings or behaviors. But usually when they talk about standards, they’re talking about quality management. Management standards address the needs of organizations in training, quality auditing and quality-management systems. The ISO 9000 Series, for example, is a set of international standards for quality management and quality assurance and were developed to help companies effectively document the elements they need to maintain an efficient quality system. They are not specific to any one industry

- ISO 9000 were originally published in 1987 by the International Organization for Standardization (ISO), a specialized international agency for standardization composed of the national standards bodies of 90 countries.
- Underwent major revision in 2000.
- Now includes ISO 9000:2005 (definitions), ISO 9001:2008 (requirements) and ISO 9004:2009 (continuous improvement).<sup>15</sup>

## **Other Standards**

Standards addressing the specialized needs and circumstances of certain industries and applications also exist. These are:

**Environment. The ISO 14000 series** of international standards integrate environmental considerations into operations and product standards. The standards specify requirements for establishing an environmental policy, determining environmental impacts of products or services, planning environmental objectives, implementation of programs to meet objectives, corrective action and management review.

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<sup>15</sup> ISO 9000 andOtherStandards,<http://www.ask.com/bar>

**Aerospace. AS9100**, the international quality management standard for the aerospace industry, was released in November 1999.

**Automotive. QS-9000** is a quality management system developed by Daimler-Chrysler, Ford and General Motors for suppliers of production parts, materials and services to the automotive industry.

**ISO/TS 16949**, developed by the International Automotive Task Force, aligns existing American, German, French and Italian automotive quality standards within the global automotive industry.

**ISO 14001 environmental standards** are being applied by automotive suppliers as a requirement from Ford and General Motors.

**Statistics.** Statistical standards provide methods for collecting, analyzing and interpreting data. ANSI/ASQ Z1.4-2008 establishes sampling plans and procedures for inspection by attributes. ANSI/ASQ Z1.9-2008 establishes sampling plans and procedures for inspection by variables.

**Telecommunications. TL 9000** defines the telecommunications quality system requirements for the design, development, production, delivery, installation and maintenance of products and services in the telecommunications industry. It uses ISO 9000 as a foundation but goes a step further to include industry-specific requirements and metrics.

## **Certification**

ISO does not itself certify organizations. Many countries have formed accreditation bodies to authorize certification bodies, which audit organizations applying for ISO 9001 compliance certification. Although commonly referred to as ISO 9000:2000 certifications, the actual standard to which an organization's quality management can be certified is ISO 9001:2008. Both the accreditation bodies and the certification bodies charge fees for their services. The various accreditation bodies have mutual agreements with each other to ensure that

certificates issued by one of the Accredited Certification Bodies (CB) are accepted worldwide.

The applying organization is assessed based on an extensive sample of its sites, functions, products, services and processes; a list of problems ("action requests" or "non-compliance") is made known to the management. If there are no major problems on this list, or after it receives a satisfactory improvement plan from the management showing how any problems will be resolved, the certification body will issue an ISO 9001 certificate for each geographical site it has visited.

An ISO certificate is not a once-and-for-all award, but must be renewed at regular intervals recommended by the certification body, usually around three years. There are no grades of competence within ISO 9001: either a company is certified (meaning that it is committed to the method and model of quality management described in the standard), or it is not.

Thus, it is widely acknowledged that proper quality management improves business, often having a positive effect on investment, market share, sales growth, sales margins, competitive advantage, and avoidance of litigation. The quality principles in ISO 9000:2000 are also sound, according to Wade and also to Barnes, who says that "ISO 9000 guidelines provide a comprehensive model for quality management systems that can make any company competitive implementing ISO often gives the following advantages:<sup>16</sup>

1. Create a more efficient, effective operation
2. Increase customer satisfaction and retention
3. Reduce audits
4. Enhance marketing
5. Improve employee motivation, awareness, and morale
6. Promote international trade
7. Increase profit
8. Reduce waste and increases productivity.

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<sup>16</sup> ISO 9000, [http://en.wikipedia.org/wiki/ISO\\_9000#cite\\_note-clifford-27](http://en.wikipedia.org/wiki/ISO_9000#cite_note-clifford-27)

A common criticism of ISO 9001 is the amount of money, time and paperwork required for registration. ISO 9001 is not in any way an indication that products produced using its certified systems are any good. A company can intend to produce a poor quality product and providing it does so consistently and with the proper documentation can put an ISO 9001 stamp on it. The standard is seen as especially prone to failure when a company is interested in certification before quality. Certifications are in fact often based on customer contractual requirements rather than a desire to actually improve quality. Another problem reported is the competition among the numerous certifying bodies, leading to a softer approach to the defects noticed in the operation of the Quality System of a firm. ISO 9004:2009 provides guidance on quality management approach for the sustained success of an organization. Neither of these standards can be used for certification purposes as they provide guidance, not requirements.

### **ISO COPOLCO<sup>17</sup>**

COPOLCO is the Committee on Consumer Policy of the International Organization for Standardization (ISO). It is one of ISO committees established by ISO General Assembly which undertakes matters related to consumers. COPOLCO membership is open to ISO members. Established in 1978, COPOLCO's membership includes some 105 national standards bodies from countries around the world. Delegates typically are representatives from the national standards bodies and consumer organizations in the various countries. The International Electro technical Commission (IEC) is also represented.

It provides a forum for the exchange of information and experience on standards and conformity assessment issues of interest to consumers. COPOLCO identifies standardization areas of priority interest to consumers and works to promote and coordinate consumer representation in those areas. It also

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<sup>17</sup> ISO COPOLCO ([http://www.ansi.org/consumer\\_affairs/iso\\_copolco.aspx?menuid=5](http://www.ansi.org/consumer_affairs/iso_copolco.aspx?menuid=5) accessed on 2-Feb.,2011)

influences ISO's programme of work by proposing new areas for standardization where there is a perceived need for enhanced consumer protection. In response to COPOLCO proposals, ISO has undertaken standards projects on:

- customer satisfaction, including guidance for organizations on how to develop codes of conduct, complaints handling mechanisms, and external customer dispute resolution systems
- environmental management systems
- social responsibility
- tourism and related services
- trading of second hand goods

While COPOLCO itself does not write standards—that work is carried out by ISO's technical committees—it does produce standards development guides, policy statements and informational publications on issues of importance to consumers such as:

- Child safety
- Comparative testing of consumer products and services
- Consumer participation in standardization
- General safety guidelines
- Graphical symbols
- Packaging
- Product information and instructions
- The needs of the elderly and people with disabilities
- Development of standards for services – Recommendations for addressing consumer issues

Each year COPOLCO convenes an open workshop on an issue of concern to consumers. Follow-up actions are considered by COPOLCO during its annual plenary meeting. COPOLCO also conducts training in standardization in conjunction with its meetings. It has developed a distance learning module Consumers and standards: partnership for a better world<sup>18</sup> that provides user-friendly information on how standardization benefits consumers and how consumers can contribute to standards development. It provides closer links between standards world and consumers, the ultimate customers and beneficiaries of standards

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<sup>18</sup>Consumers and Standards: Partnership for a Better World,  
<http://www.iso.org/sites/ConsumersStandards/index.htm>

## Objectives of COPOLCO<sup>19</sup>

Through the ISO Committee on consumer policy (COPOLCO), ISO undertakes to:

- Make COPOLCO's services available to ISO members worldwide
- Support its members in developing consumer participation in standards-making
- Study how consumers can benefit from standardization
- Promote the positive role of standards in consumer protection
- Encourage the exchange of experience on standards work of consumer interest
- Channel consumers' views into both current standards projects and proposals for new work in areas of interest to consumers.

## Areas of Focus for Consumers within Standards

Each year, COPOLCO sets priorities on aspects of technical work within ISO or IEC (International Electrotechnical Commission) of most interest to consumers. It updates its Priority Programme annually. Areas of priority interest for consumers are divided into two categories:

- **Key or emerging priorities:** new areas of technical work, or fields with new implications for consumers;
- **Watching brief priorities:** mature areas of work which have or have had active and successful consumer representation - consumer issues have been addressed to a large extent and/or have been reassessed by the working group as a lesser global priority at present.

Reporting and coordination of work on these priorities happens through "Key Persons. COPOLCO develops a report about monitoring its priorities on a yearly basis.

## National Standards Body

In general, each country or economy has a single recognized National Standards Body (NSB). These may be American National Standards Institute (ANSI), Korean Agency for Technology and Standards (KATS), South African

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<sup>19</sup>Objectives of COPOLCO, [http://www.iso.org/iso/resources/resources\\_consumers/copolco\\_s\\_objectives.htm](http://www.iso.org/iso/resources/resources_consumers/copolco_s_objectives.htm) accessed on 2 feb,2011)

Bureau of Standard (SABS), Standardization Administration Of China (SAC), Standards Council of Canada, (SCC), Swedish Standards Institute (SIS), Bureau of Indian standards (BIS), etc .An NSB is likely the sole member from that economy in ISO. NSBs may be either public or private sector organizations, or combinations of the two. The determinates of whether an NSB for a particular economy is a public or private sector body may include the historical and traditional roles that the private sector fills in public affairs in that economy or the development stage of that economy. In the case of India, the NSB is Bureau of Indian Standards.

### **Bureau of Indian Standards<sup>20</sup>**

Bureau of Indian Standards (BIS) came into existence, through an Act of Parliament dated 26 November 1986, on 1 April 1987, with a broadened scope and more powers taking over the staff, assets, liabilities and functions of erstwhile Indian Standards Institution (ISI). Through this change over, the Government envisaged building a climate for quality culture and consciousness and greater participation of consumers in formulation and implementation of National Standards. The Bureau is a Body Corporate consisting of members representing both Central and State Governments, Members of Parliament, Industry, scientific and research institutions, consumer organizations and professional bodies with Union Minister of Consumer Affairs, Food and Public Distribution as its President and with Minister of State for Consumer Affairs, Food and Public Distribution as its Vice-President.

### **Organization Network**

The organizational network consist of BIS Headquarters at New Delhi with a network of 5 Regional Offices (ROs) at Kolkata (Eastern), Chennai

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<sup>20</sup> Bureau of Indian Standards, [http://india.gov.in/sectors/consumer\\_affairs/bureau.php](http://india.gov.in/sectors/consumer_affairs/bureau.php)

(Southern), Mumbai (Western), Chandigarh (Northern) and Delhi (Central) and Branch Offices (BOs) at Ahmedabad, Bangalore, Bhubaneswar, Bhopal, Coimbatore, Faridabad, Ghaziabad, Guwahati, Hyderabad, Jaipur, Kanpur, Lucknow, Nagpur, Parwanoo, Patna, Pune, Rajkot, Thiruvananthapuram, Vishakhapatnam and Dehradun which serve as an effective link between State Governments, industries, technical institutions, consumer organizations, etc of the region.

Bureau of Indian Standards (BIS) is a national standards body engaged in the preparation and implementation of standards, operation of certification schemes both for products and systems, organisation and management of testing laboratories, creating consumer awareness and maintaining close liaison with international standards bodies. Bureau of Indian Standards (BIS) is the main authority which has been promoting the industrial development in the country by formulation of National Standards, Operation of Product Certification Scheme, Management Systems Certification Schemes and Training.

### **Bureau of Indian Standards Act<sup>21</sup>**

In India, the Bureau of Indian Standards Act, 1986 (BIS Act, 1986) is the main Act governing the preparation and enforcement of standards for goods. It extends to the whole of India. It has been enacted to provide for the establishment of a Bureau for the harmonious development of the activities of standardization, marking and quality certification of goods and for matters connected therewith or incidental thereto. Under this Act, the Bureau of Indian Standards (BIS), being the National Standards Body of India, became functional as a statutory body with effect from April 1987, taking over staff, assets and liabilities of Indian Standards Institution (ISI). Since then, the Bureau has been actively and successfully engaged in promoting and nurturing the standardization movement in the country. It has been formulating need-based Indian Standards in line with the national priorities as a time bound programme. The Act defines

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<sup>21</sup> Bureau of Indian Standards Act, [www.bis.org.in](http://www.bis.org.in)

'Indian Standard' as the standard (including any tentative or provisional standard) established and published by the Bureau, in relation to any article or process indicative of the quality and specification of such article or process; and any standard established and published, or recognized, by the Indian Standards Institution and which is in force immediately before the date of establishment of the Bureau. While the term 'mark' includes "a device, brand, heading, label, ticket, pictorial representation, name, signature, word, letter or numeral or any combination thereof".

Some of the salient features of the BIS Act, 1986 are as follows:

- As per the Act, the Bureau has been assigned the following functions:-
  - To establish, publish and promote 'Indian Standards' in relation to any article or process;
  - To recognize as an 'Indian Standard' any standard established by any other Institution in India or elsewhere, in relation to any article or process;
  - To specify the design and other particulars of a Standard Mark to be called the Bureau of Indian Standards Certification Mark;
  - To grant, renew, suspend or cancel a licence for the use of the Standard Mark and to levy fees for this purpose;
  - To make inspections and take samples of any material or substance to see whether any article or process in relation to which the Standard Mark has been used conforms to the Indian Standard or whether the Standard Mark has been improperly used in relation to any article or process with or without a licence;
  - To establish, maintain and recognize laboratories for the purposes of standardization and quality control of articles and processes;
  - To undertake research for the formulation of Indian Standards in the interests of consumers and manufacturers; etc.
- Any person who desires to use a standard mark in relation to any article or process is required to obtain a licence. The Bureau shall, by order, grant, renew, suspend or cancel a licence subject to fulfillment of specified conditions and on payment of the prescribed fees.
- The Act prohibits the use of Standard Mark or any colourable imitation thereof, in relation to any article or process, or in the title of any patent, or in any trade mark or design, except under a licence. Even after obtaining a licence, the use of Standard Mark or any colourable imitation thereof, is not permitted unless that article or process conforms to the Indian Standard.

- The Act prohibits use of any name which so nearly resembles the name of the Bureau as to deceive or likely to deceive the public or which contains the expression "Indian Standard" or any abbreviation thereof without the previous permission of the Bureau. Besides this, any mark or trade mark in relation to any article or process containing the expressions "Indian Standard" or "Indian Standard Specification" or any abbreviation of such expressions, is also prohibited.
- The Act prohibits any registering authority to register any company, firm or other body of persons which bears any name or mark; or register a trade mark or design which bears any name or mark; or grant a patent, in respect of an invention, which bears a title containing any name or mark; if the use of such name or mark is in contravention of this Act.
- If the Central Government, after consulting the Bureau, is of the opinion that it is necessary or expedient so to do, in the public interest, it may, by order published in the Official Gazette, notify any article or process of any scheduled industry which shall conform to the Indian Standard; and direct the use of the Standard Mark under a licence as compulsory on such article or process.

Any person who contravenes any specified provisions of the Act shall be punishable with imprisonment for a term which may extend to one year or with fine which may extend to fifty thousand rupees, or with both

### **Objectives of the Bureau of Standards**

The Bureau of Standards has certain objectives which are:

- Harmonious development of activities of standardization, marking and quality certification
- To provide new thrust to standardization and quality control, and
- To evolve a national strategy for according recognition to standards and integrating them with growth and development of Industrial production and exports.

### **Activities of BIS**

BIS is involved in multifarious activities like:

- Standards Formulation,
- Certification, Product/Schemes.
- Laboratory Services,
- International Activities,
- Consumer - related Activities,
- Promotional Activities,

- Training Services,
- Information services,
- Sale of Standards & Publications
- Financial, Resources – Mobilization and Utilization etc.

### **Standards Formulation by BIS**

For formulation of standards, BIS functions through the Committee mechanism in terms of Sectional Committees, Subcommittees and Panels set up for dealing with specific group of subjects under respective Division Councils. The Sectional Committees, Subcommittees and Panels comprise of representatives from the industry, government, research and development organizations, consumer organizations and individual experts. A proposal formulation of Indian Standard(s) can be submitted by any stakeholder including Ministries of the Central Government, State Governments, Union Territory Administrations, Individual Consumer or Consumer Organizations, Industrial Units, etc. The proposal when approved by the concerned Division Council is forwarded to an appropriate Sectional Committee for formulation of Indian Standard(s). Standards are made by Technical Division Councils pertaining to specific fields. It is the policy of BIS to formulate standards on emerging technologies and withdraw obsolete standards.

Under Standards formulation, BIS formulates Indian Standards for various sectors namely Chemicals, Food and Agriculture, Civil, Electrical, Electronics & Telecommunications and Information Technology, Mechanical Engineering, Management & Systems, Metallurgical Engineering, Petroleum, Coal & related Products, Medical and Hospital Planning, Textile, Transport engineering and Production and General Engineering, Water Resources under Division Councils which have approx 308 Sectional Committees working under them. BIS formulates need-based Indian Standards in line with the national priorities as a time-bound programme.

## **BIS Product Certification Scheme**

BIS operates a Product Certification Scheme, which is governed by the Bureau of Indian Standards Act, 1986 and Rules and regulations framed there under. Presence of Standard Mark (Popularly known as ISI Mark) on product indicates conformity to the relevant Indian Standards. Before granting licence to any manufacturer, BIS ascertains the availability of required infrastructure and capability of the manufacturer to produce and test the product conforming to the relevant Indian Standard on a continuous basis. Samples are also drawn from the production line as well as from market and tested in independent laboratories to ensure their conformity to the relevant Indian Standard.

The Certification Scheme is basically voluntary in nature but for a number of items primarily affecting health and safety of the consumer, it has been made mandatory by the Government through various statutory measures such as Prevention of Food Act; EC Act; Indian Explosive Act; Atomic Energy regulation Board; Environment Protection Act; The Infant Milk Substitutes, Feeding Bottles and Infant Food Act; besides BIS Act. Some of the items brought under mandatory certification are LPG cylinders; milk powder; condensed milk; cereal food for infant; clinical thermometers; packaged drinking water and natural mineral water; electrical iron; immersion water heater; cables; switches; bulbs; circuit breakers; energy meters, dry batteries; steel tubes; oil pressure stoves; X-ray equipment; plastic feeding bottles, cement; steel and steel products etc. The total numbers of Indian Standards which have been covered under BIS Certification Marks Scheme are 1023.

This scheme of BIS aims to provide the Third Party Guarantee of quality, safety and reliability of products to the ultimate consumers. Under the scheme, BIS grants licences to manufacturers after assuring that their product quality conform to the prescribed national standards/ specifications. The certification permits the licensees to use ISI certification mark, known as Standard Mark, on their product. This conformity is ensured by regular surveillance of the licensee's performance by surprise inspections and testing of samples, drawn from both the market and factory.

ISI Mark holds a good brand image in the eyes of consumers as it gives assurance about the quality of product. Therefore, the consumer as well as organized purchaser gives preference to the ISI marked products over non-ISI products.

It is basically voluntary in nature and is largely based on ISO Guide 28, which provides general rules for third party certification system for determining conformity of product quality with standards. It covers varied industrial disciplines such as agriculture, textiles, electronics, metal products, rubber and plastic, automotives, leather, wood, paper and pulp products, etc. To complement and support the activity of product certification, BIS have established a chain of 8 laboratories in five regions, that is, Sahibabad, Kolkata, Mohali, Mumbai and Chennai as well as a network of 33 Branch Offices set up in the State Capitals or major industrial towns. Out of this, six laboratories have been accredited by National Accreditation Board for Testing and Calibration Laboratories (NABL) for their testing facilities. Electrical Calibration Laboratory at Sahibabad has been accredited for its calibration facility.

### **Certification of Imported Products**

BIS is operating two schemes for certification of imported goods, one for foreign manufacturers and the other for Indian importers since the year 1999.

**The Scheme for Foreign Manufacturers:** Under the provisions of this scheme, foreign manufacturers can seek certification from BIS for marking their product with BIS Standard Mark. All foreign manufacturers of products who intend to export to India are required to obtain a BIS product certification licence.

**The scheme for Indian importers:** Here Certification Marks Licence can be granted to Indian importers for the product imported into the country and are not covered under Regulatory Requirements. Indian importers can apply for BIS licence on such products and they are treated as Indian manufacturers.

## **International Schemes**

### **Conformity Assessment Schemes of IEC**

IEC operates mainly three worldwide conformity assessment schemes for electrical and electronic products.

#### **i) IECEE –CB Scheme**

BIS is a member body under the IECEE –CB scheme with STQC as NCB for Electronic and Information Technology products.

#### **ii) IEC Quality Assessment System for Electronic Components (IECQ)**

Under this scheme, presently operated in India, the following organization are involved:

- a) **BIS** – Acts as National Authorized Institution (NAI) having overall responsibility of managing the system in the country and National Standards Organization (NSO) for formulation of standards.
- b) **STQC Directorate** – Acts as National Supervising Inspectorate (NSI) having responsibility of appraisal and surveillance.
- c) **NPL and Regional Laboratories of STQC** – Act to provide National Calibration Services (NCS) which provides calibration support to the system.

Under this system, approvals are granted by NAI to manufacturers, distributors and laboratories on the basis of appraisal done by NSI. After the approval is granted, surveillance visits are also paid to these units by NSI. Overall system of operation is governed by Indian National Statement of Surveillance Arrangements which provides details of functions of each organization involved and also the system of the approval followed in India.

#### **iii) IECx Scheme for Certification to Standards for Electrical Equipments for Explosive Atmospheres (IECEX)**

Under this scheme, BIS has been accepted as a National Member Body.

## **Hallmarking Scheme of Gold/Silver Jewellery**

Hallmarking of Gold Jewellery started in April 2000 on voluntary basis under BIS Act, 1986. It is aimed to protect the consumer's interest and providing third party assurance to consumers on the purity of gold. The scheme has been launched to protect consumers against any fraudulent practices due to irregular gold quality. It is voluntary in nature and operates through BIS network of regional and branch offices located across the country. Under this, a jeweller has to obtain certification mark licence from BIS to get his jewellery hallmarked from a BIS recognised Assaying and Hallmarking Centre. The recognition of these Centres is done by BIS after ensuring that the Centres are following BIS Criteria for Hallmarking based on laid down norms for sampling, assaying and hallmarking as well as have adequate testing facilities, trained and competent manpower. The list of hallmarked jewelers with BIS licence and BIS recognized hallmarking centres can be seen on the BIS website.

## **Management Systems Certification**

BIS continued to provide the following Certification services as per the corresponding standards for management systems:

**Quality Management Systems Certification Scheme:** BIS Quality Management System Certification Scheme (QMSCS) was launched in September 1991 under the provisions of the *Bureau of Indian Standards Act, 1986*. The Scheme is being operated in accordance with ISO/IEC 17021 “Conformity assessment – Requirements for bodies providing audit and certification of management systems”. Approximately 882 operative licenses are operative in banking sector, chemicals, cement, construction, dairy plants, education, electricity generation, engineering services, health sector, insurance, information technology, mining, machinery, petroleum, plastic, pharmaceuticals, textiles, telecommunications, transport, wood, etc.

**Environmental Management Systems Certifications Scheme:** The Environmental Management Systems (EMS) Certifications Schemes was

launched by BIS as per IS/ISO 14001. The Scheme is being operated in accordance with ISO/IEC 17021 “Conformity assessment – Requirements for bodies providing audit and certification of management systems”. These licenses cover technology areas like integrated steel plants, thermal power plants, aeronautical industries, atomic power stations, textiles, plastic, cement, construction, electrical and telecommunication cables, petroleum refinery, insecticides, industrial and explosive chemicals, railway wagon workshops, pharmaceuticals, machinery, mining etc.

### **Occupational Health & Safety Management Systems Certifications Scheme**

BIS launched Occupational Health and Safety Management Systems (OH & SMS) certification as per IS 180091: 2000, in January 2003, which essentially enables an organization to define, plan and manage a policy and objectives, taking into account legislative requirements and information about significant hazards and risks, which the organization can control and over which it can be expected to have an influence, to protect its employees and others, whose health and safety may be affected by the activities of the organization.. The licenses cover technology areas like thermal power plants, ceramic industry, cycle industry, gas power station, health services and employee development centre.

### **Food Safety Management Systems Certifications Scheme**

BIS has launched Food Safety Management System (FSMS) as per IS/ISO 22000: 2005. This system is designed to allow all types of organizations within the food chain to implement a food safety management system. Implementation of FSMS would help to achieve the following benefits:

- a) Increased international acceptance of food products
- b) Reduces risk of produce/ service liability claims
- c) Satisfies customer contractual requirements
- d) Ensures safety of food products
- e) Greater health protection
- f) Demonstrations conformance to international standards and applicable regulatory requirements
- g) Helps to meet applicable food safety related statutory & regulatory requirement and
- h) Ensures to compete effectively in national and international markets

## **Standardization Marks**

The present-day market offers us varied products and services for our use. Every day we find new type of products and services are introduced, with improvement in the existing products and services. Sometimes we even find manufacturers are ready to produce products and provide services as per our requirement and specification. Under these circumstances it becomes necessary to know about different products, the brands and models available, the features available and the comparative advantages and disadvantages of each model. While buying we spend some money to have a product or service for our use. So the utility we derive from the products and the amount of money spent on them must be compared. We also have to look into the factors required for the maintenance of the product after we buy it. So all these make the buying process complex in nature

We have to often rely on the mercy of shopkeepers and manufacturers for information required to make any purchase. But they do not always give us the correct and complete information or they may themselves not have sufficient information. They talk positively about only those brands of products that they stock and get a higher commission. Some salespersons do not pay attention to consumers. They behave rudely and do not show all the items. Thus, the consumers get very little help from these salespersons while making choices. Also there are no standardized consumer booklets available that one can refer to. However while shopping does anybody ever notice that some products bear a quality standard mark like ISI, AGMARK or FPO, along with some numbers? What do they mean? These marks are called standardization or certification marks and are issued by the Government. The numbers displayed along with the marks are the numbers of Indian standards corresponding to a product and unique for it. These marks convey that products bearing them are of good quality, correct weight and safe to use.

In a marketplace one is in a fix, not sure and unable to decide whether to buy a popular brand without a standardization mark or to buy a less popular

brand with a standardization mark. This leaves the consumer confused. Some incidences of misuse and misrepresentation of standardization marks have been reported wherein fake or duplicate products have been found bearing these marks.

### **Standardization Marks**

There are some products in which certain symbols or marks are found on their package or container. Like in a cold drinks bottle we find FPO mark, on pressure cookers ISI mark, on the package of bread, either Vegetarian or Non-vegetarian mark and a number of other symbols or marks in different products. These are called standardization marks. Now a question arises why are these symbols or marks printed on the label of the products? What messages do these symbols convey to the consumers? As a wise buyer one must consider the significance of these symbols and marks while buying any item. Thus standardization mark is a mark or symbol given to a product, which meets certain standards with respect to the quality in terms of material used, methods of manufacturing, labeling, packaging and performance.

Therefore a buyer needs to be alert to take right decisions at all these three situations i.e before buying; during buying; and after buying. He has also to be cautious and aware of the standardized marks which tell that a product is safe to use. The various standardization marks or symbols used on different products are: ISI mark, Agmark, FPO, Woolmark, Ecomark, Hologram, Hallmark, ISO, Euro II (Bharat II)

**ISI Mark:**

It is a standardisation mark issued by the Bureau of Indian Standards (BIS) to certify that the products conform to the minimum quality standards. It covers electrical goods, cement, mineral water, paper, paints, biscuits, instant baby foods, gas cylinders, soap and detergent powders, etc. Before buying any such goods one should check whether the product bears ISI certification mark with a number. The mark carries different numbers for different products.

**ISO Mark:**

ISO stands for International Organisation for Standardization. This organization prescribes quality standards for products and services and authorizes national standard setting bodies (in India it is Bureau of Indian Standards) to use the same standard for issue of certificates. The objective of ISO is to make common standards of products and services at international level, which ultimately facilitate foreign trade. The standards set by ISO are applicable to all kinds of organizations. Some of the areas where ISO standards can be applicable are manufacturing, processing, printing, electronics, steel, banking, telecommunication, hospital, insurance etc. For certification of the quality standards in the case of exportable products, the BIS in India has prescribed standards of 9000 and 14000 series, which conform to the quality standards adopted in western developed countries.

## FPO:



FPO marks are seen on the containers of fruit products like jam, jelly, pickles, fruit juices, soft drinks, etc. FPO stands for Food Products Order. This order sets standards for protection of quality of products made from fruits and vegetables. Any manufacturer who wants to produce and sell processed fruits and vegetables also requires license from Government of India.

## Agmark :



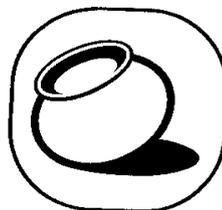
It is a logo prescribed by the Agricultural Marketing Department of Government of India for use on agricultural, horticultural, forestry and livestock products. The use of this logo ensures the standard of natural and prescribed products. You must have noticed this logo on oil, fats, cereals, pulses, spices, honey etc.

**Wool Mark:**

It is a certification mark that appears on woollen garments that use pure quality wool. This quality standard for woollen products is prescribed by the international wool secretariat.

**Silk Mark**

It is a quality assurance label for the assurance of pure silk and in addition serves as a brand for generic promotion of pure silk. It is a registered Trade Mark. It can be used in all silk product like dress materials, garments, carpets, sarees, etc. it has been started by the Silk Mark Organisation of India (SMOI), a registered society, sponsored by Central Silk Board, Ministry of Textiles, Government of India.

**Eco-Mark:**

To keep the environment 'pollution free', BIS has prescribed standards for eco-friendly products. Products that conform to the standards set by BIS for environmental protection are permitted eco-labeling of their products. An earthen

pot is used as a logo for eco-friendly products. This mark indicates that the product is environment friendly as regards production, use and disposal. The various products in which you may find this eco-mark are paper, packaging materials, textiles, detergents etc.

### **Hologram:**



It refers to a small square size plastic sticker generally of silver colour pasted on the package of some products or on the cover page of some books. This is called Hologram. It gives a three-dimensional image of different colours when illuminated by an overhead light. It also changes its appearance when you change the viewing angle. By observing it minutely you can also find some text written on it. The text may be the name of the company or its logo or any other words/image. The purpose of sticking it on the package of the product is to establish the genuineness of the product.

### **Hallmark:**



While buying any gold jewellery how can a customer ensure that the articles on which he/she is going to invest huge amount of money is made of pure gold? Generally, we cannot recognise the purity of gold by looking at it. This may give jewellers ample scope to deceive the customers. Thus, to protect the customers against victimization by impure gold quality, Bureau of Indian Standard (BIS) has started giving a special symbol on gold jewellery known as 'hallmark'. This mark ensures the purity of gold jewellery by indicating its gold

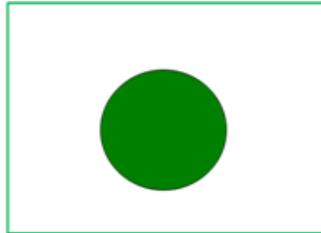
content. In India BIS has established Assaying and Hallmarking centres all over India to evaluate and test the quality of gold content in the jewellery. While buying Gold the following five things should be taken into consideration- BIS Mark , Fineness Mark (Corresponding to 22 carat on a scale of 1000) ,Assaying Hallmarking Centre's Mark(The Logo of BIS recognised Assaying and Hallmarking Centre where the jewellery has been assayed and hallmarked) ,Year of Marking (Code letter represents the year of hallmarking of jewellery as decided by BIS, e.g. letter 'D' denotes Year 2003), Jeweller's Mark (Logo of BIS Certified Jeweller/Jewellery Manufacturer) The numbers corresponding to the carat rating on the scale of 1000 are as shown below:

<b>958</b>	<b>Corresponding to 23 Carat</b>
<b>916</b>	<b>Corresponding to 22 Carat</b>
<b>875</b>	<b>Corresponding to 21 Carat</b>
<b>750</b>	<b>Corresponding to 18 Carat</b>
<b>585</b>	<b>Corresponding to 14 Carat</b>
<b>375</b>	<b>Corresponding to 9 Carat</b>

## **Euro II**

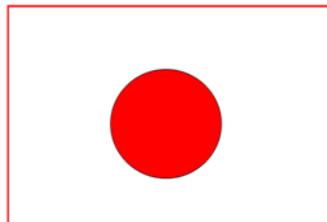
Today air-pollution has been increasing in many cities due to emission of poisonous fumes from exhaust pipes of motor vehicles. To keep the air pollution under control Government of India has adopted the standards of emission prescribed by the European Union. It is known as Euro II norm. A similar emission norm, which is applied to Indian cars is Bharat II.

### **Vegetarian Mark:**



These marks are used to indicate the presence of vegetarian and non-vegetarian ingredients in processed food items. You must have noticed a mark of a small green or red circle inside a square on the package of some products like bread, milk powder, honey, spices, pan masala, etc.

### **Non-vegetarian Mark:**



The red circle indicates that the food item contains non-vegetarian ingredients and the green circle indicates vegetarian ingredients. This helps the consumer to identify the food of their choice. The Government of India has made it mandatory for all packages of processed food items to bear the vegetarian or non-vegetarian mark. This is an identification mark adopted by Government of India from Codex Alimentarius, which is an international organization that prescribes food safety norms.

## **Bar Code:**



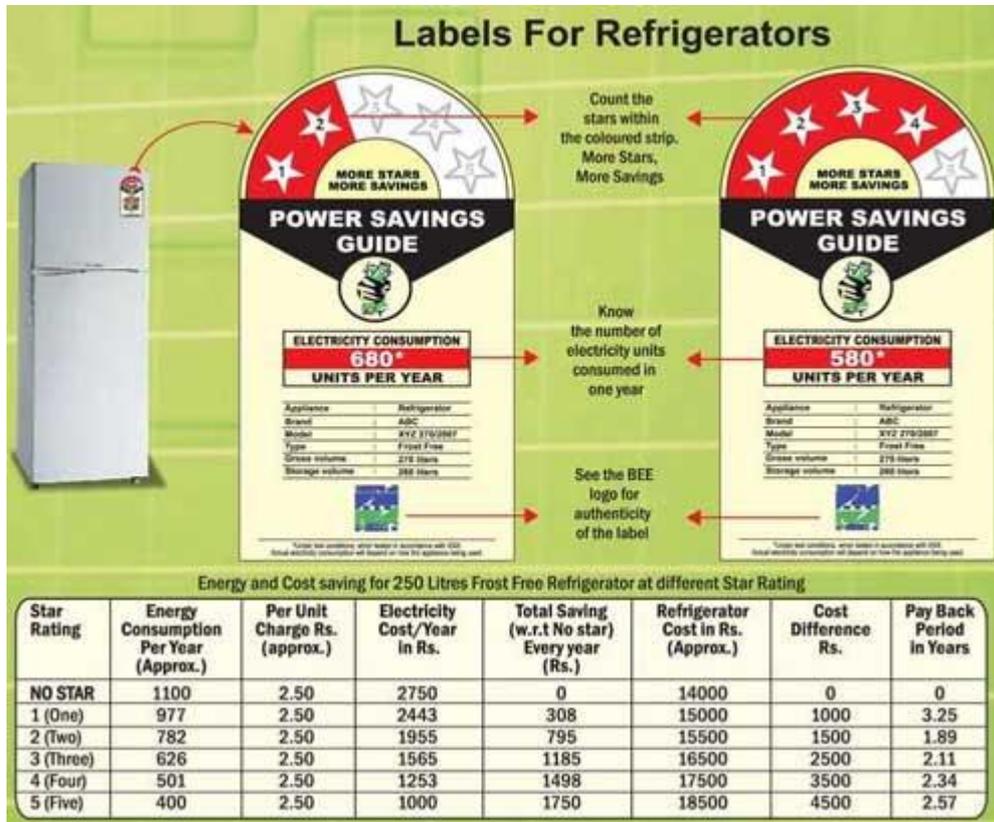
It is a set of black vertical small lines printed on the label of some Products. This is known as bar code. It consists of a particular numbers of bars of different width along with a number. If you observe it carefully you may find that the width of lines and the numbers written are different from product to product. These lines and numbers indicate the types and price of the product which only a computer can read. This barcode facilitate in preparing bills at the cash counter of shops where computerized bill payment system is in practice. This mark also serves the purpose of preparing a list of products in store. The utility of bar code in big cities and towns at the time of payment of telephone bill and also at the time of sending registered or speed post letters through computerised post office is well observed. These bar code marks are present on the back cover of some books, on the packages of biscuits, spices, soaps, oil and a number of other consumer products.

## **BEE Logo**



The Government of India set up Bureau of Energy Efficiency (BEE) (Website: <http://www.bee-india.nic.in>) on 1st March 2002 under the provisions of the Energy Conservation Act, 2001. The mission of the Bureau of Energy Efficiency is to assist in developing policies and strategies with a thrust on self-regulation and market principles, within the overall framework of the Energy Conservation Act, 2001 with the primary objective of reducing energy intensity of the Indian economy. The BEE Star Energy Efficiency Labels have been created

to standardize the energy efficiency ratings of different electrical appliances and indicate energy consumption under standard test conditions.



These labels indicate the energy efficiency levels through the number of Stars highlighted in colour on the label. The BEE Star Labels include a Star Rating System that ranges from One Star (least energy efficient, thus least money saved) to Five Stars (most energy efficient, thus most money saved)

## Plastic Recycle Symbol



Symbol	Acronym	Full name and uses
	PET	Polyethylene terephthalate - fizzy drink bottles and frozen ready meal packages.
	HDPE	High-density polyethylene - Milk and washing-up liquid bottles
	PVC	Polyvinyl chloride - Food trays, cling film, bottles for squash, mineral water and shampoo.
	LDPE	Low density polyethylene - Carrier bags and bin liners.
	PP	Polypropylene - Margarine tubs, microwaveable meal trays.
	PS	Polystyrene - Yoghurt pots, foam meat or fish trays, hamburger boxes and egg cartons, vending cups, plastic cutlery, protective packaging for electronic goods and toys.
	Other	Any other plastics that do not fall into any of the above categories. For example melamine, often used in plastic plates and cups.

The number inside the triangle which is embossed on the bottom of plastic containers identifies the type of plastic from which the container is made. This is the most common form of the symbol and is found on products like plastics that can be recycled. When the three arrows surround a number that indicates the material is a type of plastic resin that can be recycled. There are seven different kinds of plastics that carry this symbol (polyethylene terephthalate, polystyrene, low density polyethylene, etc.), and each can be reused in some way. The purpose for this is to make it easier to sort and recycle. The lower the number the easier it is to recycle as well. Plastic recycling symbols show the forms of resin used to create the material. These representations are established following the international Plastic Coding System, and are customarily delineated as a number (from 1 through 7) enclosed by a triangle or a plain triangular loop (also known as the Mobius loop), with an acronym of the specific material used, right underneath the loop. Of these the most easy to recycle resins are PETE, HDPE, and PS. PVC, LDPE and PP have very low rate of recyclability, while resins marked with number 7 are the hardest to recycle and therefore are seldom recycled. Polycarbonate is number 7, and is the hard plastic that has parents worried these days, after studies have shown it can leach potential hormone disruptors. The worst of the plastics appear to be those that are marked with the recycling label No. 7, as these varieties may contain BPA.

## **Tips for Wise Buying Decisions**

### **While purchasing packaged commodities five things should be examined**

1. The common or generic name of the commodity contained in the package.
2. The name and address of the manufacture/packer.
3. The month and year in which the commodity is manufactured or prepacked.
4. The net quality in terms of the standard unit of weight or measure of the commodity contained in the package or where the commodity is packed or sold by number, the number of the commodity contained in the package.
5. The retail sale price of the package/maximum retail price inclusive of the taxes.

### **Verify five points while purchasing packaged goods**

Before making purchase of the pre packed commodities in the packaged form as a consumer what care should be taken?

-  To make sale of any commodity in package form at a price exceeding the retail price printed on package is violation of packaged commodities rules 1977.
-  To obliterate, smudge or alter the retail sale price indicated by the manufacture or packer on the package is violation of packaged commodities rules, 1977.
-  Every declaration required to be made under packaged commodities rules should be legible/prominent/ definite, plain and unambiguous, conspicuous as to size number and colour and shall appear on the principal display panel, so that a consumer can read it.
-  The commodity contained in the package should not be lesser in weight, measure or number than the weight, measure or number stated on the package.
-  The symbols for international system of units and non other shall be used in furnishing the net quantity on the package.

### **For Business Community**

-  Use correct Weights & Measures. Less Weighment, Measurement and Sale of Deceptive Packages, etc. is an offence under Weights & Measures act and punishable with fine upto ₹ 5000/-

- ✚ Auto Rickshaw Drivers should use fare meter in proper order. Otherwise fine will be imposed upto ₹ 5000/-
- ✚ All the Manufactures/Packers must get themselves registered with Legal Metrology Department, within 90 days of start of production. Otherwise there will be fine upto ₹ 5000/-
- ✚ Every sealed Package/Container must have printed information of net weight/M.R.P., date of Packing, Name of Commodity Packed & complete address of Manufacturer/Packer otherwise fine upto ₹ 5000/- will be imposed.
- ✚ Use and Possession of Non Standard and unstamped Weights & Measures is an offence Punishable upto ₹ 5000/-
- ✚ Smudging of Price and affixing of labels on Printed Price or Packages is an offence Punishable upto ₹ 5000/-
- ✚ Don't sell K. Oil & other Lubricants in bottle, Liter is the only correct measure.
- ✚ Sale of less Ration / Gas / Cement / Fertilizer / Petrol / Diesel / K. Oil is an offence Punishable upto ₹ 5000/-
- ✚ Don't charge anything extra on cartoons while selling sweets etc. Charge for the net contents of sweets only.
- ✚ Get your Weights & Measures / Auto fair Meter / Tank Lorries dully verified from the department on or before the due date.

### **Solutions to Consumer Problems**

The problems are numerous that consumers are facing in the market today .But in order to get rid of these everyday problems one needs to be vigilant and follow certain tips for getting the value for one's hard earned money. For this

- ✚ Always conduct market surveys and tap all the sources of information (TV, magazines, newspapers, salespersons, and if possible somebody who is already using the product) before buying a product.
- ✚ Buy from Kendriya Bhandar, fair price shops, authorised company showrooms, Cooperative stores or other reliable shops of good reputation in one's area. This will enable one to buy good quality products at right price.
- ✚ Obtain bills, receipts and guarantee cards for all purchases made and keep them safely. They will be of use in case of any fault in the products.
- ✚ Instead of loose items, preferably buy properly packed and labelled products.
- ✚ Read labels carefully for brand names, ingredients, net weight, MRP (maximum retail price), expiry date and standardization marks, etc.

- ✚ Think of alternate items, for those that are in short supply. Refuse to pay more and discourage hoarding and black marketing.
- ✚ Do not accept irregular weights like bricks and stones. Be alert and vigilant about the weights and measures and the procedure used by the seller.
- ✚ Do not get deceived by sales tricks and sales talks, like free gifts and high discounts.

### **For Medicines**

- ✚ Buy only from the chemist shop
- ✚ Compare the name of the medicine written on the label with the prescription of the physician.
- ✚ Check the manufacturing and expiry date only from the label of the medicines
- ✚ Check the seal and content of the medicine
- ✚ Always obtain a cash memo

### **For Electrical / Electronic Goods and Durables**

- ✚ Buy only from established shops or authorized dealers
- ✚ Check the standardization marks like ISI or ISO on the body of the products
- ✚ Check the manufacturers name and address
- ✚ Ask for demonstration
- ✚ Look for duly filled in guarantee/warranty card
- ✚ Read thoroughly the users manual before using the product consider availing of AMC, if any
- ✚ Avail after sales service regularly
- ✚ Insure the product against loss due to fire, theft and accident
- ✚ Keep the cash memo, guarantee/warranty card and user manuals at a safe place
- ✚ Don't try to open the product in case of any trouble, unless you are an expert
- ✚ Contact the nearest service station or dealer in case of any difficulties.

### **For Packed Food items**

- ✚ Buy from the fresh batch of product
- ✚ Check the standardization marks like Agmark, FPO, Vegetarian and Non-vegetarian mark on the label.
- ✚ Check the manufacturing and expiry date of the product
- ✚ Check the seal of the products
- ✚ Don't pay more than the price as printed on the label
- ✚ Avoid products on which price stickers are pasted over the printed price
- ✚ Go through the information given on the label before using or opening the product
- ✚ Lodge complaint immediately if you find any discrepancies in quality as well as quantity

## For Cooking Gas/LPG Gas Cylinders

- ✚ The LPG Gas Cylinder must carry manufacturer's seal.
- ✚ The seal of LPG Gas Cylinder should not be broken/ tampered at the time of delivery. Seal of company should be intact.
- ✚ To check the weight of LPG Gas Cylinders it is compulsory for the delivery boy of the LPG Gas agency to have verified and stamped spring balance and delivery boy should make use of this spring balance for weighment of LPG GAS Cylinder at the time of delivery.. Net Weight of Domestic LPG Cylinder is 14.2 Kg. Weight of empty cylinder is 15 kg which should be marked on it
- ✚ Tare weight of the LPG Gas Cylinder may differ from cylinder to cylinder and this tare weight is indicated on each cylinder.
- ✚ Generally in LPG Gas Cylinder for domestic use the net weight of LPG Gas is 14.2 kg and this net weight 14.2 kg is printed on LPG Gas Cylinder and also in bill-Cash memo of retail LPG Gas agency dealer.
- ✚ The weight of empty LPG gas cylinder (tare weigh) + LPG gas weight (i.e Net wt.) = Total weight of LPG gas cylinder with LPG gas (Gross weight).  
e.g. Weight of empty cylinder is 15.9 kg (Tare weight),Weight of LPG gas is 14.2 kg (Net weight),Total weight of gas cylinder with LPG gas is  $(15.9 + 14.2) = 30.1$  kg (Gross weight).
- ✚ Check the valve of the cylinder for any leakage of gas
- ✚ Check for the expiry date on the cylinders on the neck of the cylinders
- ✚ Ensure that the cylinder contains the exact quantity of gas as mentioned on the body of the cylinder.
- ✚ Normally, it is the duty of Gas agency to ensure 100% Home delivery along with proper receipt & in case the Consumer go for self purchase at the sale outlet, he is entitled for rebate of ₹ 8 per Cylinder.
- ✚ If the Empty weight of cylinder is less than 15 kg, it can be duplicate one.

## Auto Fare Meter

Fare meter is a measuring instrument attached to a taxi/ auto rickshaw which totalizes continuously and indicates at any movement of the journey, the charges payable by passenger as a function of distance travelled or length of time auto rickshaw is occupied, according to authorized tariff.

## Be Cautious before Hiring an Auto Rickshaw and always see

- ✚ That auto you are hiring is fitted with fare meter.
- ✚ Before starting journey, ensure that driver has pulled down the meter on HIRED POSITION.
- ✚ Fare readings must not jump and money drop should be uniform.
- ✚ Always pay by the FARE METER charges for the journey travelled.
- ✚ Meter indicates money payable by you for the distance travelled.
- ✚ Check that meter is properly sealed and stamped by verifying authority of Legal Metrology Department.
- ✚ Inspector seal and stamp is embossed and punched on the FARE METER.

Further as it is well said “Self Help Is the Best Help” so one should follow these useful tips for wise buying decisions:

### Standards Developing and Regulatory Bodies

Name of Organization	Website Address
Bureau of Indian Standards (BIS), New Delhi	<a href="http://www.bis.org.in">www.bis.org.in</a>
Directorate of Standardization, New Delhi-110011	<a href="http://www.defstand.gov.in">www.defstand.gov.in</a>
Central Drug Standard Control Organization, New Delhi-110002	<a href="http://www.cdsc.nic.in">www.cdsc.nic.in</a>
Medical Council of India, New Delhi-110077	<a href="http://www.naciindia.org">www.naciindia.org</a>
Atomic Energy Regulatory Board, Mumbai-400094	<a href="http://www.aerb.gov.in">www.aerb.gov.in</a>
Ministry of Health & Family Welfare, New Delhi-110011	<a href="http://www.mohfw.nic.in">www.mohfw.nic.in</a>
Indian Roads Congress, New Delhi-110022	<a href="http://www.irc.org.in">www.irc.org.in</a>
Research, Designs and Standards Organization (RDSO) Lukhnow	<a href="http://www.rdsso.gov.in">www.rdsso.gov.in</a>

Atomic Energy Regulatory Board, Mumbai – 400094	<a href="http://www.aerb.gov.in">www.aerb.gov.in</a>
Oil Industry Safety Directorate, Directorate of Standardization, New Delhi-110001	<a href="http://www.oisd.gov.in">www.oisd.gov.in</a>
Directorate of Standardization, New Delhi - 110011	<a href="http://www.defstand.gov.in">www.defstand.gov.in</a> <a href="http://www.dggadefence.gov.in">www.dggadefence.gov.in</a>
Central Pollution Control Board, Delhi-110032	<a href="http://www.cpcb.nic.in">www.cpcb.nic.in</a>
Petroleum and Natural Gas Regulatory Board, New Delhi-110001	<a href="http://www.pngrb.gov.in">www.pngrb.gov.in</a>
Central Electricity Authority, New Delhi-110066	<a href="http://www.cea.nic.in">www.cea.nic.in</a>
Central Electricity Regulatory Commission, New Delhi-110001	<a href="http://www.cercind.gov.in">www.cercind.gov.in</a>
Central Board of Irrigation & Power, New Delhi-110021	<a href="http://www.cbip.org">www.cbip.org</a>
Delhi Electricity Regulatory Commission, New Delhi	<a href="http://www.derc.gov.in">www.derc.gov.in</a>
Ministry of Agriculture and Rural Development	<a href="http://www.agricoop.nic.in">www.agricoop.nic.in</a>
The Agricultural and Processed Food products Export Development Authority (APEDA), New Delhi-110016	<a href="http://www.apeda.com">www.apeda.com</a>
Ministry of Food Processing Industries, New Delhi- 110049	<a href="http://www.mofpi.nic.in">www.mofpi.nic.in</a>
Coconut Development board, Kochi Kerala	<a href="http://www.coconutboard.nic.in">www.coconutboard.nic.in</a>
Cashew Export Promotion Council of India, Kerala	<a href="http://www.cashewindia.org">www.cashewindia.org</a>
Food Safety and Standards Authority of India, New Delhi-110002	<a href="http://www.fssai.gov.in">www.fssai.gov.in</a>
Ministry of Science and Technology, New Delhi-110003	<a href="http://www.dbtindia.nic.in">www.dbtindia.nic.in</a>
Central Public Health and Environmental Engineering organization (CPHEEO), New Delhi-110011	<a href="http://www.cpheeo.nic.in">www.cpheeo.nic.in</a>
Directorate of Marketing and Inspection, Faridabad	<a href="http://www.agmarknet.nic.in">www.agmarknet.nic.in</a>
Tea Board, Kolkata - 700001	<a href="http://www.teaboard.gov.in">www.teaboard.gov.in</a>

Department of Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture, New Delhi-110001	<a href="http://www.dahd.nic.in">www.dahd.nic.in</a>
Ministry of Shipping, Road Transport & Highways, New Delhi	<a href="http://www.shipping.gov.in">www.shipping.gov.in</a> , <a href="http://www.morth.nic.in">www.morth.nic.in</a>
Ministry of Agriculture, New Delhi	<a href="http://www.agricoop.nic.in">www.agricoop.nic.in</a>
Spices Board of India, Cochin	<a href="http://www.indianspices.com">www.indianspices.com</a>
Central Insecticide Board and Registration Committee, Faridabad	<a href="http://www.cibrc.nic.in">www.cibrc.nic.in</a>
Directorate of marketing & Inspection Ministry of Agriculture, Faridabad	<a href="http://www.agmarknet.nic.in">www.agmarknet.nic.in</a>
The Marine Products Export Development Authority (MPEDA) Cochin	<a href="http://www.mpeda.com">www.mpeda.com</a>
Export Inspection Council of India, New Delhi-110001	<a href="http://www.eicindia.org">www.eicindia.org</a>
Ministry of Consumer Affairs, Food & Public Distribution, New Delhi-110003	<a href="http://www.fcamin.nic.in">www.fcamin.nic.in</a>
Ministry of Health and Family Welfare, New Delhi	<a href="http://www.mohfw.nic.in">www.mohfw.nic.in</a>
Telecommunication Engg. Centre (TEC), New Delhi-110001	<a href="http://www.tec.gov.in">www.tec.gov.in</a>
Research, Design standards Organisation (RDSO) Lucknow-226011	<a href="http://www.rdso.gov.in">www.rdso.gov.in</a>
Electronics Components Standardization Organisation (LCSO) , Bangalore-560093	<a href="http://www.drdo.org">www.drdo.org</a>
IPSS, CET, SAIL, Delhi-110092	<a href="http://www.sail.co.in">www.sail.co.in</a>
Department of Defence Production, Ministry of Defence	<a href="http://www.defstand.gov.in">www.defstand.gov.in</a>
Central Boiler Board (CBB) New Delhi-110011	<a href="http://www.dipp.nic.in">www.dipp.nic.in</a>
Petroleum Explosives and Safety Organization (PESO), Nagpur	<a href="http://www.peso.gov.in">www.peso.gov.in</a>
The Banking Codes and Standards Board of India , Mumbai-400051	<a href="http://www.bcsbi.org.in">www.bcsbi.org.in</a>

Institute of Development and Research in Banking Technology, Hyderabad - 500057	<a href="http://www.idrbt.ac.in">www.idrbt.ac.in</a>
Automotive Research Association of India, Pune-411038	<a href="http://www.araiindia.com">www.araiindia.com</a>
Directorate General of Civil Aviation, New Delhi-110003	<a href="http://www.dgca.nic.in">www.dgca.nic.in</a>
Central Pollution Control Board, Delhi-110032	<a href="http://www.cpcb.nic.in">www.cpcb.nic.in</a>
Office of The Textile Commissioner, Mumbai - 400020	<a href="http://www.txcindia.com">www.txcindia.com</a>
Directorate General of Supplies & Disposal, New Delhi	<a href="http://www.dgsnd.gov.in">www.dgsnd.gov.in</a>
Office of The Jute Commissioner, Kolkata-700064	<a href="http://www.jutecomm.gov.in">www.jutecomm.gov.in</a>
Directorate of Marketing and Inspection, department of Agriculture & Co-operation, Faridabad- 121001	<a href="http://www.agmarknet.nic.in">www.agmarknet.nic.in</a>
Atomic Energy Regulatory Board, Mumbai-400094	<a href="http://www.barc.gov.in">www.barc.gov.in</a>
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Ministry of Environment & Forests, New Delhi	<a href="http://www.envfor.nic.in">www.envfor.nic.in</a>
Atomic Energy Regulatory Board Mumbai – 400094	<a href="http://www.aerb.gov.in">www.aerb.gov.in</a>
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Directorate General Factory Advice Service and Labour Institute, Mumbai - 400022	<a href="http://www.dgfasli.nic.in">www.dgfasli.nic.in</a>
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