



THREE POINTS FOR STANDARDS AND CONFORMANCE IN INDIA

U.S.–India Standards and Conformance Cooperation Program (SCCP)

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Standards and conformance help companies to do business and regulators to protect environment, health, and safety

- In order to be competitive and increase their overall productivity, companies doing business in the U.S. and India need to access information on government regulations, industry standards, and the measures required to demonstrate compliance with them.
- It is important for the U.S. and India to effectively communicate what standards, regulations and conformance requirements are used in each country. Increased communication will assure that each country's policies and practices do not create conflicting or duplicative requirements, and will encourage best practices all around.
- Regulators and manufacturers in both countries are motivated to protect the environment and the health and safety of consumers. Encouraging transparency in the U.S. and Indian standards and regulatory systems and increasing shared information between both countries will not only help to reduce trade barriers and support competitiveness, it can also lead to the development of products and processes that more effectively promote safety, health, and environmental stewardship.

Memorandum of Understanding (MoU) between ANSI, BIS, and CII

Who are the actors?

- American National Standards Institute (ANSI)
U.S. non-profit organization representing the private and public sectors and including experts from industry, standards organizations, and conformance bodies
- Bureau of Indian Standards (BIS)
Indian standards body and division of the Ministry of Consumer Affairs
- Confederation of Indian Industry (CII)
Indian industry association actively involved in supporting industry participation in standards and conformance activities. Members include Indian companies, as well as U.S. multinational corporations (MNCs).

How can the MoU help businesses?

- The Memorandum of Understanding offers an additional path to success in a foreign market. Since the regulatory landscape can be particularly difficult to navigate without centralized sources of information, companies in both the U.S. and India can leverage the close ties of ANSI, CII, and BIS to key individuals in the public and private sectors. These connections will help companies to get targeted information and speak directly with the right people to ensure the success of their business initiatives.

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Who are the actors?

Granting Agency: U.S. Trade and Development Agency (USTDA)
Grantee: Confederation of Indian Industry (CII)
Contractor: American National Standards Institute (ANSI)

What are the key components?

The program is designed to facilitate increased U.S.-Indian trade and investment and support the technical exchange between the U.S. and India. It will consist of three main components:

- Development of a directory of the mandatory and voluntary requirements for entering and competing in the U.S. market. A similar directory of Indian information will also be developed under a mirror program.
- A series of sector-specific workshops to be held in India that are designed to bring together industry and technical experts to address regulatory issues. These workshops will be co-sponsored by U.S. organizations and will offer an excellent opportunity for U.S. and Indian organizations to participate in technical discussions that will significantly affect the requirements for their industry.
- Expanded resources on StandardsPortal (www.StandardsPortal.org) including additional information on the standards and conformance systems in India, a guide to U.S. best practices, a directory of conformance bodies in the U.S., and a directory of U.S. regulatory agencies.