

# India & Sustainability Standards

Through the lens of the Indian PSS Platform

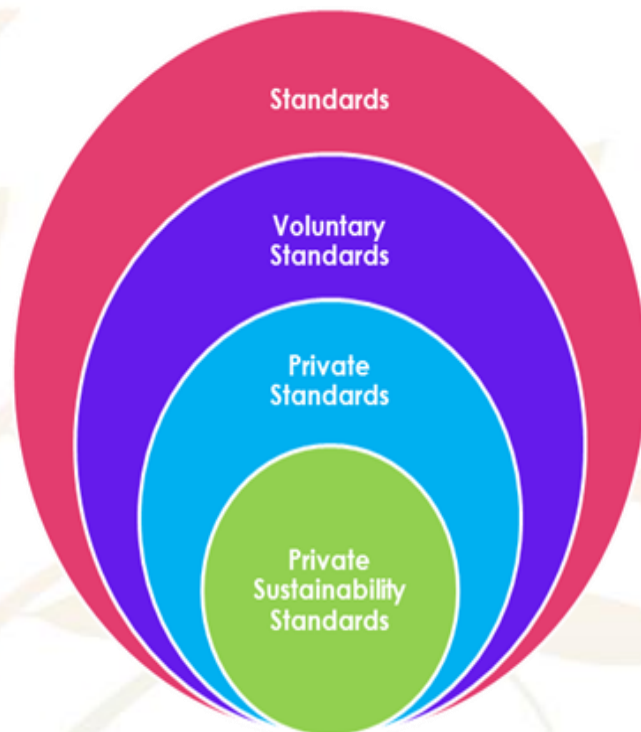
**Briefing for the UN Event**

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- ▶ **TECHNICAL REGULATIONS** are mandatory requirements of the government, which are meant to fulfil certain legitimate objectives such as to protect human health, safety and environment; prevent deceptive trade practices as well as ensure national security.
- ▶ The difference between a standard and a technical regulation lies in compliance.
- ▶ **While conformity with STANDARDS IS VOLUNTARY, technical regulations are by nature mandatory.**
- ▶ **Private Standards** are standards designed and owned by non-governmental entities, which could be
  - ▶ either for profit (businesses) or not-for-profit organizations - (FAO)
  - ▶ Private Standards developed by coalitions of private sector frequently referred to as 'private voluntary standards'.
  - ▶ Strong technical, quality, market relevance
  - ▶ Developed by broad range of technical experts – GLOBALG.A.P., FSC, MSC ...

## Private Standards serve different objectives:

# WHY PRIVATE STANDARD

### Mandatory Standards

*Foster trade and economic growth*

*Encourage competition*

*Protect consumers against unsafe or substandard products*

### Private Standards

*Develop markets for socially or environmentally responsible products*

*Promote other social and environmental objectives*

*Compensate for the lack of local or national regulatory capacity*

# COMPLIANCE ECOSYSTEM IN INDIA

HEALTH,  
SAFETY,  
NATIONAL  
SECURITY

Government

Scheme  
Owner

QUALITY,  
COMPETITIVENESS,  
GLOBAL TRADE

Regulators

Voluntary  
Standards

SO/ABs/CABs

Manufacturers/Supply Chains/service providers

Consumers/Citizen

PSS IS INCREASINGLY USED TO DEMONSTRATE COMPLIANCE TO REGULATION  
INDIA (FOOD REGULATORY AUTHORITY/ AYUSH CoPP (WHO)/  
YOGA - RECRUITMENTS

# Challenges associated with PSS in India

- **Technical Barrier to Trade**
  - **Compliance difficulty**
    - *readiness*
    - *alien concepts*
    - *foreign contexts*
    - *complex interpretation*
    - *long term investment*
    - *no interoperability among PSS*
  - **Lack of harmonization**
  - **No access to funds and unclear timelines** to encourage PSS adoption
  - **Fear of losing focus on domestic market while eyeing exports**
- **HOW TO ADDRESS THE ISSUES AT HAND!!!**



# United Nations Forum on Sustainability Standards

- UNFSS inaugurated by a UN launching conference, 21 Mar. 2013 in Geneva
- Meeting attended by over 200 delegates from some 50 UN member countries, representing governments, the private sector, academia and civil society.
- The decisions taken at this conference – based on recommendations arising from a comprehensive consultative process – are reflected in the UNFSS work program for the next few years.
- The only **inter-governmental (and multi-stakeholder)** forum that deals with generic and strategic issues of PSS in a consistent and pro-active way;
- Capitalizes on the strengths and specialization of each of the **five UN organizations** that partner on UNFSS.



# PSS Platform under UNFSS Platform: Characteristics

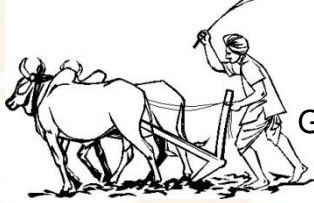


# ISSUES RAISED DURING THE MSC

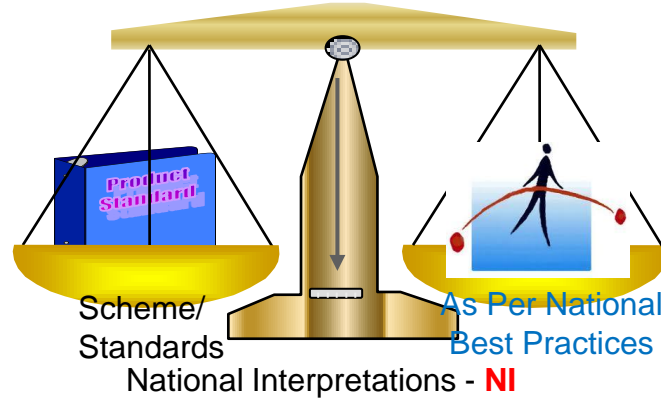
- **Common understanding:** Immense harmonization of knowledge required; multilateral bodies/ stakeholders are unaware of technical regulations, PSS, SDGs, and interlinkages
- **Breaking silos:** Global institutions and Standard owners need to co-create knowledge through multi-stakeholder process
- **Greater legitimacy:** National PSS Platforms must be officially recognized and entered into a formal agreement by UNFSS. National Platforms too need to be interacting with each other.
- **Holistic agenda-setting:** Global South must be involved in agenda setting at multilateral bodies
- **Effective Development Cooperation:** Based on solidarity and need – w/o conditions



# PSS PLATFORM – Focus Area of Intervention



GAP – IndGAP, SGAP, GGAP



Review Key Developments



Identify Product Categories



Platform  
Industry, NGOs, Instt., etc



Priority Product Groups



The India Story

Impact of Private Sustainability Standards on Market Access and Sustainable Development

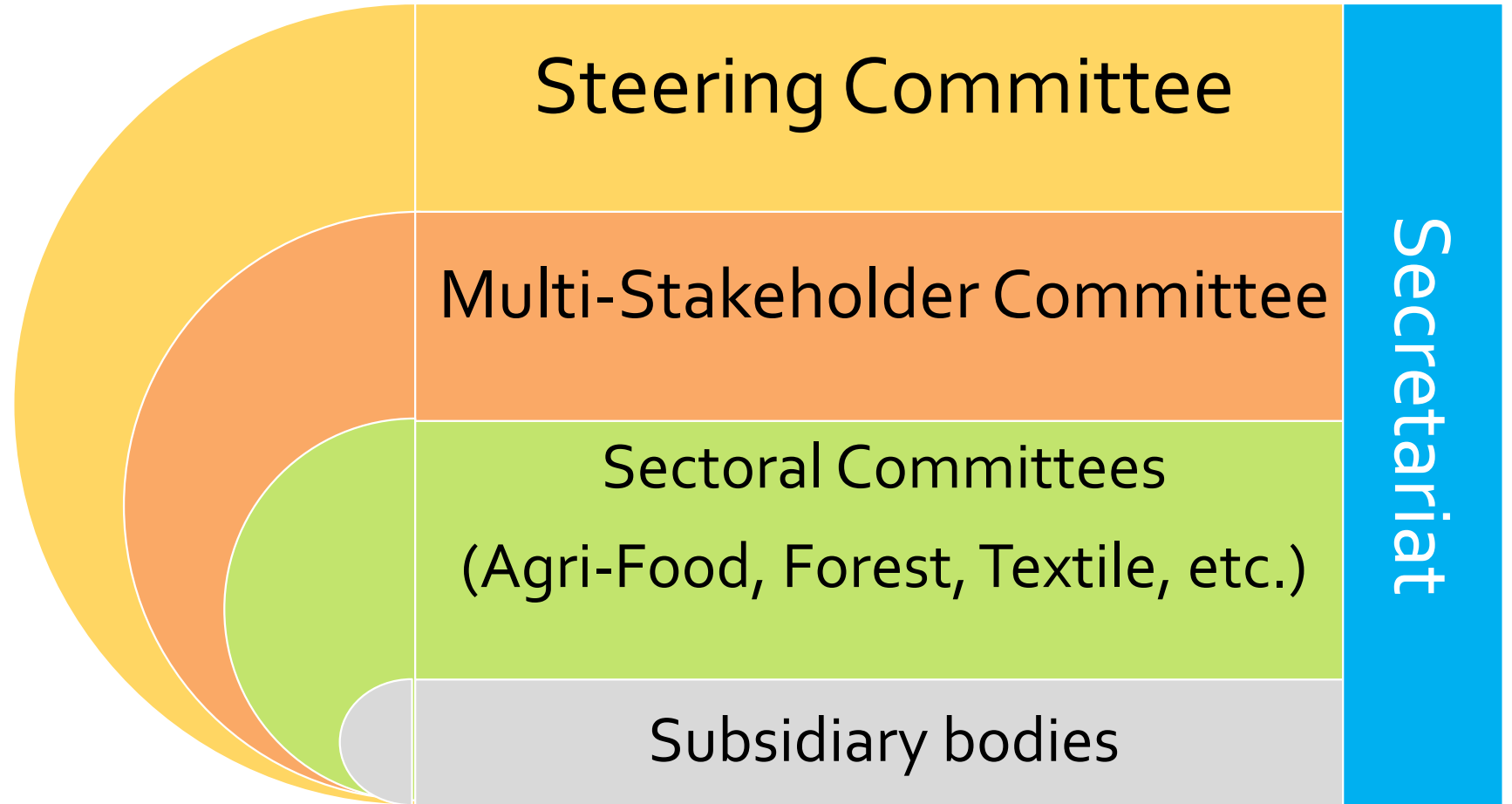


Scheme Approval/Endorsements & Certification

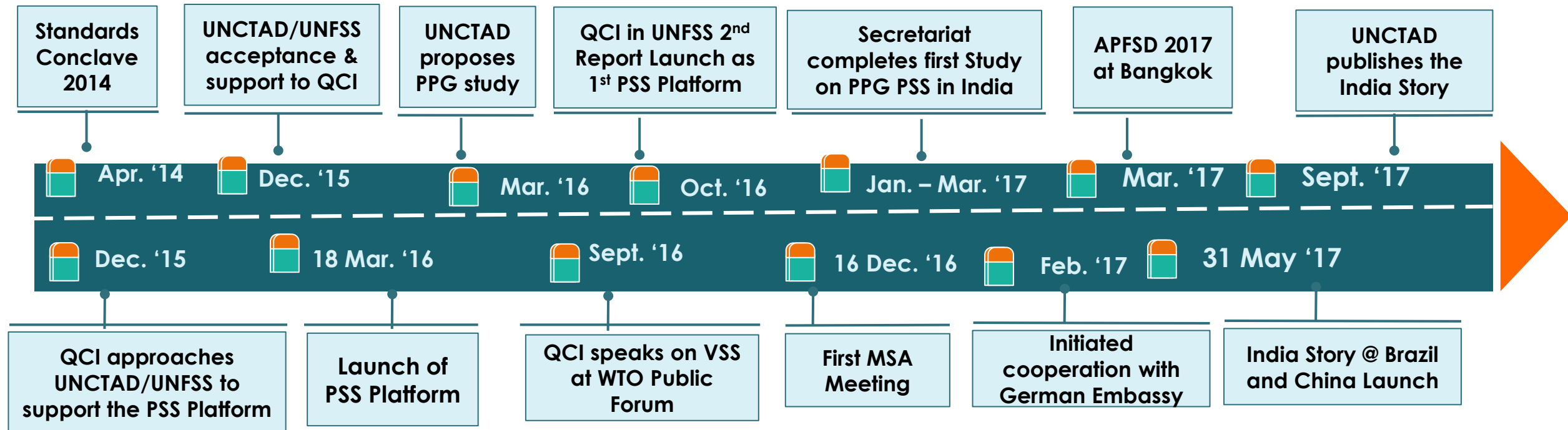


Facilitation of trade

# Structure



# Journey so far



# International Outreach & Cooperation

Friday, 29 September 2017

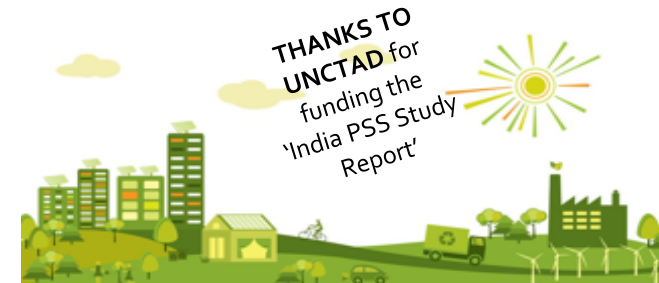
## Good Agricultural Practices for SAARC (Regional VSS)



## Statement on PSS in Developing Countries



## Study on PSS in Priority Product Groups



## The India Story

Impact of Private Sustainability Standards on Market Access and Sustainable Development

## Asia-Pacific Forum on Sustainable Development



# The Way Forward –

The National Platform is “created and owned by national stakeholders and demand driven”

## Objectives:

- a. Generate a national dialogue between main stakeholder groups on policy approaches;
- b. to conduct in-depth research at various levels;
- c. to provide support to national capacity-building efforts

- If VSS/PSS become market demand - developing countries face challenge esp. SMEs – there is a need to
  - Impact studies and challenges for SMEs
  - Information dissemination
  - build capacity,/ funding/ incentives,
  - handholding support
- Where PSS give scope for national interpretation (NI) or benchmarking like GG, go for it to reduce cost
- Find a way of having a voice like FSC/GGAP allows since it affects us although made in developed world.
- There needs to be action plan presented to the Government
- Every economy must **identify a single body for PSS**
- **Maturity model** approach for other economies as long term strategy
- Scheme development by QCI , scheme endorsement system by NABCB etc.
- Seeking voice for Indian stakeholders in VSS



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