

INTERNATIONAL JOURNAL FOR LEGAL RESEARCH AND ANALYSIS



Open Access, Refereed Journal Multi-Disciplinary
Peer Reviewed

www.ijlra.com

DISCLAIMER

No part of this publication may be reproduced, stored, transmitted, or distributed in any form or by any means, whether electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the Managing Editor of the *International Journal for Legal Research & Analysis (IJLRA)*.

The views, opinions, interpretations, and conclusions expressed in the articles published in this journal are solely those of the respective authors. They do not necessarily reflect the views of the Editorial Board, Editors, Reviewers, Advisors, or the Publisher of IJLRA.

Although every reasonable effort has been made to ensure the accuracy, authenticity, and proper citation of the content published in this journal, neither the Editorial Board nor IJLRA shall be held liable or responsible, in any manner whatsoever, for any loss, damage, or consequence arising from the use, reliance upon, or interpretation of the information contained in this publication.

The content published herein is intended solely for academic and informational purposes and shall not be construed as legal advice or professional opinion.

**Copyright © International Journal for Legal Research & Analysis.
All rights reserved.**

ABOUT US

The *International Journal for Legal Research & Analysis (IJLRA)* (ISSN: 2582-6433) is a peer-reviewed, academic, online journal published on a monthly basis. The journal aims to provide a comprehensive and interactive platform for the publication of original and high-quality legal research.

IJLRA publishes Short Articles, Long Articles, Research Papers, Case Comments, Book Reviews, Essays, and interdisciplinary studies in the field of law and allied disciplines. The journal seeks to promote critical analysis and informed discourse on contemporary legal, social, and policy issues.

The primary objective of IJLRA is to enhance academic engagement and scholarly dialogue among law students, researchers, academicians, legal professionals, and members of the Bar and Bench. The journal endeavours to establish itself as a credible and widely cited academic publication through the publication of original, well-researched, and analytically sound contributions.

IJLRA welcomes submissions from all branches of law, provided the work is original, unpublished, and submitted in accordance with the prescribed submission guidelines. All manuscripts are subject to a rigorous peer-review process to ensure academic quality, originality, and relevance.

Through its publications, the *International Journal for Legal Research & Analysis* aspires to contribute meaningfully to legal scholarship and the development of law as an instrument of justice and social progress.

PUBLICATION ETHICS, COPYRIGHT & AUTHOR RESPONSIBILITY STATEMENT

The *International Journal for Legal Research and Analysis (IJLRA)* is committed to upholding the highest standards of publication ethics and academic integrity. All manuscripts submitted to the journal must be original, unpublished, and free from plagiarism, data fabrication, falsification, or any form of unethical research or publication practice. Authors are solely responsible for the accuracy, originality, legality, and ethical compliance of their work and must ensure that all sources are properly cited and that necessary permissions for any third-party copyrighted material have been duly obtained prior to submission. Copyright in all published articles vests with IJLRA, unless otherwise expressly stated, and authors grant the journal the irrevocable right to publish, reproduce, distribute, and archive their work in print and electronic formats. The views and opinions expressed in the articles are those of the authors alone and do not reflect the views of the Editors, Editorial Board, Reviewers, or Publisher. IJLRA shall not be liable for any loss, damage, claim, or legal consequence arising from the use, reliance upon, or interpretation of the content published. By submitting a manuscript, the author(s) agree to fully indemnify and hold harmless the journal, its Editor-in-Chief, Editors, Editorial Board, Reviewers, Advisors, Publisher, and Management against any claims, liabilities, or legal proceedings arising out of plagiarism, copyright infringement, defamation, breach of confidentiality, or violation of third-party rights. The journal reserves the absolute right to reject, withdraw, retract, or remove any manuscript or published article in case of ethical or legal violations, without incurring any liability.

STANDARDIZATION – A WAY FOR CONSUMER PROTECTION

AUTHORED BY - RACHANA S

Abstract

The standardization of the consumer goods and services to ensure the protection and safety with the quality goods to the consumers in the market. Standardization is essential for ensuring product reliability with fair pricing. The “Bureau of Indian Standards (BIS)”, “Food Safety and Standards Authority of India (FSSAI)”, AGMARK, BIS Hallmarking, and Bureau of Energy Efficiency (BEE) are among the regulatory bodies that will establish the standards for the manufacturing and distribution of consumer goods. They also play a crucial role in establishing and implementing product guidelines. These authorities establish strict regulations to prevent the sale of inferior, counterfeit, and hazardous products by ensuring the manufacturer complies with the necessary standards. Even some International organisations are providing a few standards for consumer goods and services like ISO.

The objective of standardization is to provide quality goods with the assurance of the product's safety and performance. This significantly reduces the risks and prevents failures in certain goods, such as electrical devices and food items. Also, providing the goods at fair pricing with value for money is a notable benefit, as standardized products are unable to make informed choices. Additionally, standardization strengthens protection to consumers for necessary action against faulty or deceptive products under the “Consumer Protection Act, 2019”. Other than consumer safety, standardization also helps to promote environmentally friendly and sustainable production, minimizing ecological damage caused by poor manufacturing practices. It increases consumer trust and encourages healthy competition among manufacturers, leading to innovation with better quality goods in the market.

KEYWORDS: Consumer protection, Quality, Safety, Legal protection, Environmental sustainability.

Introduction

We rarely have enough information about the quality and safety of the goods or services we purchase. We are very worried about being deceived. At this point, consumer protection becomes necessary.¹The standardization of consumer goods and services has played a pivotal role in enhancing consumer welfare, boosting industry efficiency, and strengthening the nation's economy. By establishing uniform benchmarks for quality, safety, and protection, standardisation fosters trust and facilitates smoother trade. Standardized products ensure consistent quality, reducing the risk of defective or unsafe goods reaching consumers. It also facilitates consumers to compare products based on quality rather than just price. Standardisation not only benefits the consumer, but it also helps the business or manufacturing companies to achieve greater efficiency, reduce production costs, maintain consistent quality, and ensure a unified brand image. In the “Consumer Protection Act, 2019”, certain rights are Right to be informed, right to Safety, right to choose, and so on. These rights are protected by standardizing the product.

Since 1947 the need to standardize goods and to ensure quality control was first recognized, right when the government of India announced the setting of an organization called the “Indian Standards Institution”. This organization led to the promotion and enactment of the very first law on standardization and certification activity called as the Indian Standards Institution (Certification Marks) Act, 1952.

However, due to lack concrete legislations governing the standardization process during all these years, this Act was replaced around one decade ago by the current Bureau of Indian Standards Act, 2016, which came into effect from 12th October, 2017 so as to reinforce the activities of BIS in respect to standardization and certification of goods, articles, processes, systems and services.

In the latest years, the BIS has turned its approach into a more proactive one, framing the needs of the national standardization into the Standards National Action Plan (SNAP) 2022, which has outlined a clear roadmap on the standardization priorities and most important future steps to be taken for a more innovative and regular standardization in India. The government of India from time-to-time issues Orders that make it mandatory for products compulsorily obtain the

¹ Consumer Hand book – Jago Grahak Jago pg. no. 11

BIS certification. At present there are total of 187 Quality Control Order's covering 769 products that have been notified for compulsory certification of BIS.

Meaning

The process of creating and approving technical standards is known as standardization. A standard is any document that establishes uniform technical or engineering requirements, standards, processes, or practices. Standardization helps the consumer to know exactly what he is paying for and protects him against substandard and inferior commodities.² Standardization is the process of developing and implementing uniform policies, procedures, or specifications to ensure consistency, quality, and efficiency across operations, goods, or services.

Standardization, according to ISO, is the process of creating and implementing technical standards that ensure that goods, services, processes, and materials are suitable for the purposes for which they are designed.

“Joseph Juran” describes standardization as the procedure of defining and implementing uniform practices, guidelines, and procedures to ensure a constant level of product performance and quality.³

BIS Act, 2016 Section 2(17) Defines The term "Indian Standard" to refer to any standard, including any provisional or tentative standards set and disseminated by the Bureau, that is indicative of the quality and specifications of any given good, article, process, system, or service.

- (i) any standard that the Bureau adopts in accordance with section 10 subsection (2); and
- (ii) Any standard that was created, published, or accepted by the “Bureau of Indian Standards “under the 1986 “Bureau of Indian Standards Act” that was in effect prior to the start of this Act.⁴

² Deen Dayal Upadhyaya Gorakhpur University – Standardization & consumer protection Chapter VII

³ Juran's Quality Handbook

⁴ BIS Act, 2016

Benefits

Improved Quality and Consistency

Standardization ensures consistent product quality and dependability by lowering variability in production processes. By adhering to standardized specifications, manufacturers can minimize defects and improve customer satisfaction.⁵

Enhanced Safety

Standardized safety protocols and materials reduce risks for consumers, ensuring compliance with safety regulations. Safety standards help manufacturers avoid liability and build consumer trust.⁶

Cost Reduction

Standardization reduces production costs by streamlining processes, minimizing waste, and enabling economies of scale. By using standardized materials, manufacturers can negotiate bulk purchases and reduce material costs.

Facilitation of Global Trade

Standardization ensures that products meet international regulations, making it easier to export and import goods. Adherence to international standards, such as ISO or IEC, eliminates trade barriers and facilitates global market access.⁷

Consumer Confidence and Trust

Standardized products are perceived as more reliable, building consumer trust and brand loyalty. Reputable certification marks increase the likelihood that consumers will trust a product.⁸

Environmental Sustainability

By encouraging the use of environmentally friendly products and procedures, standardization lessens its negative impacts on environment. Standardized guidelines for sustainable packaging materials help reduce waste and carbon footprint.

⁵ Joseph A. De Feo, *The Complete Guide to Performance Excellence* (7th ed.).

⁶ Jay Heizer, *Operations Management, Sustainable & supply Chain Management*

⁷ John J. Wild & Kenneth L. Wild, *International Business: The Challenges of Globalization*.

⁸ Michael R. Solomon, *Consumer Behaviour: Buying, Having, Being*

Why Standardization needed

While standards serve as the foundation for evaluating the quality of the product to be purchased, the average consumer typically cannot evaluate the quality of the product at face value, that is, by simply looking at, touching, or smelling it. When a product bears certification marks like ISI, Agmark, FSSAI, ISO, Hallmark, etc., it indicates that it was manufactured in compliance with a particular standard.⁹ Standards organizations provide marks that indicate a product satisfies specific safety or quality requirements. Standardization allows consumers to evaluate a product's quality in a number of ways prior to purchase, and third-party certification programs assist regular consumers in identifying products that meet standards. A product bearing a certification mark indicates that it was manufactured in accordance with a set standard and that a clear system was followed during production. Additionally, it shows that it has undergone the proper testing and inspection in accordance with the established standard.

The standards ensure:

- Transparency of product information and labelling.
- Systems of redress, including claims processing and complaint handling.
- Quality and reliability.
- Protection of safety and health.
- Protection from false or misleading claims.
- Fitness for purpose.
- Environmental protection.
- Ease of use.
- Consistency in the delivery of services.
- Competitive pricing and a wide selection of goods and services are the results of fair competition.
- Compatibility between products

How to identify the products with standards

When a product has a certification mark, it means that it was manufactured according to a specific standard and that a clear system was followed during production. Third-party certification schemes assist regular consumers in identifying products that conform to standards. Additionally, it shows that it has undergone the proper testing and inspection in

⁹ Supra note 1 pg. no. 12

accordance with the established standard.¹⁰ Many products include a statement of compliance with specific standards in the user manual or technical documentation. Even some products have a Declaration of Conformity that states the product meets certain standards. Also, we can look into the manufacturer's website to check whether the products are within the provided standards if they provide information about such compliance. We need to buy the products from trusted retailers or authorized dealers to reduce the risk of counterfeit goods, which may not be according to the prescribed standards. While purchasing products, we need to look for holograms, serial numbers, batch numbers, bar codes, or other authenticity marks on the product or packaging.¹¹ In India, in accordance with the BIS Act of 1986, the "Bureau of Indian Standards" operates a "Certification Marks Scheme" for the use of the ISI Mark.

ISI Mark

The Bureau of Indian Standards issues the ISI mark, a standardization mark, to attest that the products meet minimum quality standards. The BIS Product Certification Scheme seeks to give customers a Third-Party Guarantee of product quality, safety, and dependability. A product's compliance with the standards is ensured by the ISI certification mark, also referred to as the Standard Mark. BIS Act 2016 empowers BIS to formulate and enforce standards for products, processes, and services. Grant licenses to manufacturers to use the ISI mark. Conduct surveillance and enforcement activities to ensure compliance.¹² According to BIS, 93 products in total—including food colouring, electric irons, cement, GLS lamps, electric immersion water heaters, packaged water bottles, certain steel tubes, etc.—need to be required to be certified.

Hallmark

"All that glitters is not gold." – William Shakespeare.¹³

Shakespeare reminds us that appearances can be deceiving, and not everything shiny is valuable like gold.

The precise measurement and official documentation of the proportionate amount of precious metal in precious metal products is known as hallmarking. Therefore, hallmarks are official marks that are used in many nations to ensure that goods made of precious metal are pure or fine. Gold and silver are the two precious metals that are currently under the jurisdiction of

¹⁰ Supra note 1 Pg no. 25

¹¹ Janakiraman & R. Gopal, Quality Management – Concept & Tasks.

¹² Dr. S.R. Myneni, Consumer Protection Law in India.

¹³ Willam Shakespear, The Merchant of Venice

hallmarking in India.¹⁴ Hallmarking is regulated by the BIS, whose objective is to ensure that the consumers receive genuine, quality metals and to protect from the fraud in jewellery market.¹⁵ Section 14 of the BIS Act, 2016, allows jewelers and sellers of specific commodities or articles to be certified to use the Hallmark, a fitness mark that ensures that product will be purchased in the market.

Hallmarking Process:

Jeweller Registration: Jewellers must register with BIS to sell hallmarked jewellery.

Assaying and Hallmarking Centres (AHCs): These are BIS-recognized centres that test and certify the purity of the metal.

Four Marks: A hallmark consists of four marks:

- **BIS Logo:** Indicates certification by BIS.
- **Purity/Fineness:** Denotes the purity of the metal (e.g., 916 for 22-carat gold).
- **Assay Centre Mark:** Identifies the AHC that tested the jewellery.
- **Jeweller's Identification Mark:** A Unique code of the jeweller.

AGMARK

The term "AGMARK" is derived from the words "Agricultural Marketing." AGMARK is a quality standards certification mark used in India to ensure the quality of agricultural products. It ensures that the agricultural products meet a set of standards authorized by the Directorate of Marketing and Inspection, a government agency. The "Agricultural Produce (Grading and Marking) Act, 1937", which gives the Central Government the authority to establish quality standards, or "grade standards," for agricultural products and to control their marking and grading, is the main source of the laws governing AGMARK. These standards are updated on a regular basis to reflect changes in consumer preferences and technological advancements. Cereals, pulses, oilseeds, fruits, vegetables, spices, and dairy products are just a few of the many products that are covered by the standards.¹⁶ Section 3 to 8 of The "Agricultural produce (Grading & Marking) Act, 1937" deals with the power of central government for fixing grade and appointment of authorised officers, it specifies the manner in which the product are going to grade and issue of the AGMARK certificate, conduct of inspections and testing and also provide the penalty for misuse of the mark.¹⁷

¹⁴ Supra note 1

¹⁵ Ramesh Singh, Indian Economy.

¹⁶ B.S. Hansra & M.L. Jaiswal, Quality Control & Standardization of Agricultural Products

¹⁷ Agricultural Produce (Grading & Marketing) Act, 1937

ISO Mark

The International Organization for Standardization, or ISO, was established with the goal of creating global standards for goods and services that will promote international trade. It is a certification mark that assures the customers of conformity to internationally recognized standards. In India, ISO certification is not mandatory by law, but it is often required for compliance with industry-specific regulations or for participating in government tenders. The national standards organization in charge of approving and putting into practice ISO standards in India is the BIS.¹⁸ Section 17 of BIS Act, 2016, allows BIS to certify products, processes, and systems that conform to Indian Standards or International Standards like ISO, and Section 29 empowers BIS to take action against misuse of certification marks, including ISO marks.¹⁹ The Foreign Trade Policy of India encourages exporters to obtain ISO certification to enhance the global competitiveness of Indian products. Obtaining ISO certification is frequently necessary in order to access global markets.

FSSAI

The Ministry of Health and Family Welfare oversees the FSSAI, the highest regulatory body in charge of ensuring food safety as well as standards in India. The FSSAI mark is a certification mark that certifies adherence to the standards and food safety regulations set by the FSSAI, which was established under the “Food Safety and Standards Act, 2006”. All Indian food companies, including producers, processors, distributors, and packagers, are required to use this mark. Section 4 of the “Food Safety and Standards Act of 2006” established the FSSAI. This Act creates a single statute that integrates all food-related laws and regulations. Section 23 gives the FSSAI the authority to set food product standards and control their production, importation, distribution, storage, and sale. No one is allowed to produce, import, distribute, or sell any food product without a current FSSAI license or registration, according to Section 31.²⁰ The FSSAI mark must be prominently displayed on the label of the food product.²¹

BIS

Under the BIS, 2016, which superseded the previous BIS, 1986, the BIS was established as India's national standards body and is in charge of creating, maintaining, and certifying standards for goods, services, and systems. While Section 3 of the Act establishes the BIS as a

¹⁸ P.P.S. Gogna, Legal Aspects of Business

¹⁹ BIS Act, 2016

²⁰ Food Safety & Standards Act, 2006

²¹ Dr. R.K. Gupta, Food Safety & Standards: Law & Practice

statutory body, Section 10 gives BIS the authority to create and promote Indian Standards, Section 16 allows for product certification and marking, commonly known as the ISI mark, Section 17 requires mandatory certification for specific products (such as electronics, food, and chemicals) to ensure public health and safety, and Section 29 imposes penalties for improper use of the ISI mark or false claims of conformity to standards, the 2016 Act broadened the scope of BIS to include services, processes, and systems in addition to products.²² The important functions of it are Standardization, formulating and revising Indian Standards (IS) for products, services, and systems, Certification, Testing and Quality Assurance, Consumer Protection, and International Cooperation.²³

The Process for Certification

The BIS organization makes it mandatory for companies/manufacturers to apply to the BIS Product Certification System which requires having the BIS certifications for certain products sold in India to ensure their quality, safety, and reliability²⁴. The certification process involves testing and evaluation of products to ensure that they meet the specified standards set by the Bureau of Indian Standards.

Within the BIS Product Certification System, there are four different ways or ‘schemes’ by which manufacturers can apply for registration, depending on their product type. The Main two schemes for certification are the products listed under mandatory certification under Scheme I – Indian Standards Institution (ISI mark) which requires quality and assurance certification and Scheme II – Compulsory registration scheme (CRS mark) is a self-conformity scheme²⁵.

ISI Mark Scheme Registration for Domestic Manufacturers (also known as the “Normal Procedure”) – The manufacturer of the product where the BIS certification is compulsory shall submit the normal application and thereafter BIS officers will conduct a preliminary factory evaluation, collect and test the samples and obtain an independent testing report²⁶. It takes about 4 months from the time of application to receive the certification.

Simpler Domestic Manufacturing Procedure: – Under this procedure manufacturer must submit the BIS registration application along with self-evaluation reports and test reports from the approved lab to the respective BIS officer for their verification. Upon the verification by the BIS officer, the BIS certification is granted within 30 days.

²² Supra note 19

²³ N.M. Tripathi, Consumer Protection Law in India.

²⁴ Avtar Singh, Introduction to Law of Consumer Protection, 3rd edn., Eastern Book Company, 2019, pg. 412

²⁵ Ibid pg. 416

²⁶ V.K. Ahuja, Law Relating to Consumer Protection, 4th edn., LexisNexis, 2020, pp. 521

Eco Mark Scheme Registration – This Eco Mark is given for environment friendly products after meeting additional requirements as granted under scheme²⁷.

Foreign Manufacturers Certification Scheme (FMCS) – This scheme essentially mandates foreign manufacturers to certify their products to conform to the Indian quality standards²⁸. It ensures the quality of imported goods to safeguard the interests of Indian consumers.

The last Scheme is the one that may be of more interest for foreign manufacturers. To mention a few, mandatory products under the FMCS are medical equipment, aluminium foil, batteries, food and food-related products, kitchen appliance, electric motors, chemicals and fertilizers, cables, electric transformers, cattle Feeds²⁹.

For Foreign Manufacturers, to obtain the BIS certification it is essential to set up a liaison or branch office in India or appointing an agent in India. For the purpose of making the application to the BIS authorities, it is essential that the Foreign Manufacturer provides all the required documents for the application to be registered. After the application, there would be the possibility that the BIS official would make a special visit to the factory in order to obtain samples that shall be tested at the Indian testing laboratory.

All application for BIS Certification is filed online through the Portal of Indian Bureau Standards and shall be filed at the beginning of exporting any goods to India. Please note that the process of obtaining the BIS Certification is lengthy therefore it is suggested to obtain the Certificate well in advance before making any export³⁰.

Once the regulatory body is satisfied that a product meets with the applicable standards, the BIS issues a certificate for the product within 6 months from the date of application³¹. If a BIS certificate is issued to a foreign producer or foreign applicants, they must pay an annual minimum registration fee and an annual license fee.

The BIS organization makes it mandatory for companies/manufacturers to apply to the BIS Product Certification System which requires having the BIS certifications for certain products sold in India to ensure their quality, safety, and reliability³². The certification process involves testing and evaluation of products to ensure that they meet the specified standards set by the Bureau of Indian Standards.

²⁷ Supra note 24 pg. 416

²⁸ Supra note 26 pg. 523

²⁹ Bureau of Indian Standards (BIS) Act, 2016

³⁰ Bureau of Indian Standards, BIS Act, 2016 with Rules and Regulations, 2022, pp. 45

³¹ Supra note 26 pg. 525

³² Supra note 24 pg. 417

Key legal principles on consumer standardisation

- **Principle of Quality and Safety Standards**

The foundation of consumer standardisation lies in ensuring that goods conform to prescribed standards of quality and safety. Under Section 2(10) of the Consumer Protection Act, 2019, a “defect” is defined as any fault, imperfection, or shortcoming in quality, quantity, purity, or standard required by law or contract³³. This provision mandates that manufacturers adhere to statutory benchmarks such as those prescribed by the Bureau of Indian Standards. Any deviation renders the product defective and actionable before consumer forums.

- **Principle of Service Standardisation**

The Act extends standardisation to services through Section 2(11), which defines “deficiency” as any fault, imperfection, shortcoming, or inadequacy in the quality, nature, or manner of performance of a service³⁴. This provision ensures that services such as banking, insurance, transport, and healthcare adhere to expected standards of efficiency, timeliness, and professionalism. Failure to meet these standards gives rise to consumer disputes.

- **Principle of Truthful Representation (Protection Against Unfair Trade Practices)**

Consumer standardisation also encompasses accurate representation of goods and services. Section 2(47) defines “unfair trade practice” to include misleading advertisements, false claims, and deceptive representations³⁵. This is further strengthened by Section 21, which empowers the Central Consumer Protection Authority to take action against false or misleading advertisements, including imposing penalties and ordering discontinuation. These provisions ensure that standardisation extends to truth in advertising and disclosure.

- **Principle of Product Liability and Accountability**

A significant advancement in consumer standardisation is the concept of product liability under Sections 82 to 87 of the Act³⁶. These provisions impose liability on manufacturers, product sellers, and service providers for harm caused by defective products or deficient services. This principle ensures accountability across the supply chain and compels businesses to maintain strict adherence to safety and quality

³³ The Consumer Protection Act, 2019 Sec 2(10)

³⁴ Ibid Sec 2(11)

³⁵ Ibid sec 2(47)

³⁶ The Consumer Protection Act, 2019 Sec 86 & 87

standards.

- **Principle of Regulatory Compliance**

Standardisation is reinforced through compliance with statutory authorities and regulatory frameworks. Under Section 18, the Central Consumer Protection Authority is empowered to protect consumer rights and enforce standards relating to unfair trade practices and misleading advertisements³⁷. Compliance with such regulatory oversight ensures uniform enforcement of consumer standards across industries.

- **Principle of E-Commerce Transparency**

In the digital era, consumer standardisation includes online transactions governed by the Consumer Protection (E-Commerce) Rules, 2020³⁸. Key provisions include:

Rule 4 – Duties of e-commerce entities (transparency and accountability)

Rule 5 – Responsibilities of sellers on platforms

Rule 6 – Grievance redressal mechanism

These rules mandate accurate product descriptions, transparent pricing, and proper redressal systems, ensuring that online marketplaces maintain consistent standards.

Cases

Dr. J.J. Merchant v. Shrinath Chaturvedi³⁹

The Supreme Court ruled on the liability of service providers, particularly in the healthcare sector, for deficiency in services. The Court ruled that hospitals and healthcare providers must follow established standards of care; otherwise, they would be in violation of the Consumer Protection Act's guarantees of consumer rights.

Consumer Education and Research Society (CERS) v. BIS⁴⁰

The Gujarat High Court directed the Bureau of Indian Standards (BIS) to take stricter action against manufacturers of substandard helmets bearing fake ISI marks. The Court emphasized the significance of the ISI mark in ensuring product safety, especially for items like helmets that are critical for consumer safety.

³⁷ Ibid Sec 18

³⁸ Consumer Protection (E-Commerce) Rules, 2020

³⁹ 2002 6 SCC 635

⁴⁰ 2009 9 SCC 648

Bureau of Indian Standards (BIS) v. M/S Gold Palace Jewellers⁴¹

The Delhi High Court penalized a jewellery shop for selling gold ornaments without the mandatory Hallmark Unique Identification (HUID) number. The Court reiterated that hallmarking is essential to ensure the purity of gold and protect consumers from fraud.

Maruti Suzuki India Ltd. v. Henry D'Souza & Ors. (2024)⁴²

The complainant purchased a car that developed recurring defects. Despite multiple repairs, the defects persisted. The National Consumer Disputes Redressal Commission (NCDRC) held that repeated defects indicate manufacturing deficiency and lack of standardisation in product quality.

Conclusion

In conclusion, the standardization of consumer goods offers numerous benefits that enhance both consumer satisfaction and industry efficiency. By ensuring consistent quality, safety, and compatibility, standardization fosters trust between consumers and manufacturers. It simplifies decision-making for buyers, reduces production costs, and promotes innovation by providing a clear framework for development. Additionally, standardization supports global trade by eliminating technical barriers and ensuring products meet international requirements. While challenges such as balancing uniformity with customization may arise, the overall advantages of standardization—ranging from improved product reliability to environmental sustainability—make it an essential practice in the modern marketplace. As consumer demands and technologies evolve, continued efforts toward effective standardization will remain crucial for driving progress. Standardizing authorities need to have regular checks on standards provided for effective.

However, the effectiveness of standardisation ultimately depends on robust enforcement, continuous updating of standards in line with technological advancements, and greater consumer awareness. Thus, while standardisation serves as a cornerstone of consumer protection law, its true impact lies in its dynamic implementation and integration with broader regulatory and economic policies.

⁴¹ 2023 6 SCC 567

⁴² RP/1529/2022

Additionally, with the rapid growth of e-commerce and digital marketplaces, the need for stringent and technologically adaptive standards has become even more pronounced. Standardisation must therefore evolve to address emerging challenges such as counterfeit goods, misleading certifications, and cross-border regulatory gaps. Ultimately, a well-functioning standardisation regime not only protects consumers but also contributes to sustainable economic development, fair competition, and long-term industrial growth.

Bibliography & Reference

1. Joseph A. De Feo, The Complete Guide to Performance Excellence (7th ed.).
2. John J. Wild & Kenneth L. Wild, International Business: The Challenges of Globalization.
3. Michael R. Solomon, Consumer Behaviour: Buying, Having, Being.
4. Consumer Handbook – Jago Grahak Jago.
5. Janakiraman & R. Gopal, Quality Management – Concept & Tasks.
6. Dr. S.R. Myneni, Consumer Protection Law in India.
7. Ramesh Singh, Indian Economy.
8. B.S. Hansra & M.L. Jaiswal, Quality Control & Standardization of Agricultural Products.
9. P.P.S. Gogna, Legal Aspects of Business.
10. Dr. R.K. Gupta, Food Safety & Standards: Law & Practice.
11. N.M. Tripathi, Consumer Protection Law in India.
12. <https://www.iso.org>
13. <https://ddugu.ac.in>
14. <http://consumeraffairs.nic.in>
15. <https://www.bis.org.in>
16. <https://dmi.gov.in>
17. <https://consumerhelpline.gov.in>
18. <https://law.resource.org>
19. <https://forumias.com>