

**Sensitization meeting with the
entrepreneurs whose
licences expired**

Preparation before the meeting

1. Go through the licence history
 - Management details
 - If holding any valid licence for other products.
2. Reasons recorded for expiry of licence like:
 - Surrender of licence due to lack of demand
 - Financial constraints
 - Closure of factory
 - Dispute between the partners
 - Discontinuation of product variety
 - ✓ Shortage of raw materials,
 - ✓ enhanced market competition
 - Shifting of Location (Inter State)
 - Take over and Change of Management (in case of Voluntary Products)
 - Change of Business Pattern
 - Issues regarding Marking Fee
 - Any other reason

3. Performance of the licence during its operation period viz.
 - Whether the product manufactured was consistently conforming to the requirement of the standards
 - Non-conformities reported by the Labs indicating their inability to comply to the requirements of BIS standards
 - Production processes, raw material used
 - Details of buyers, consignee's and production data
4. Talk to other manufacturers about market assessment of product
5. Carryout the trend analysis for the product category like
 - Number of operating licences
 - Number of new licences granted in last 5 years
 - Number of Licences expired during the period of analysis
 - Analyse the reasons recorded for expiry of other licences of the product.

During the meeting Focus on following points

- Make sure that you listen actively to their problems or complaints or difficulties
- Resist the urge to interrupt or solve the problem right away
- Detailed Analysis of reasons for expiry licence
- Explain them the new provisions, regulations like
 - ✓ Fast Track grant of licence to ex-licences, Consideration of same scope as the firm got earlier.
 - (In case of Licences expired for non-submission of application for renewal, failure to pay the renewal fee on time, or surrender of licence voluntarily, and if applied for GOL within one year of expiry and the product applied for is same in all respects, and the test requirements under the standard has not changed, the application can be considered for GOL on the basis of FT). Sample shall be drawn for IT and Licence will be granted without waiting for receipt of TR. Appropriate decision will be taken on receipt of TR in line with guidelines for verification sample under Simplified procedure
 - ✓ Marking fee concessions, applicable
 - concession to the tune of 50% on MMF for women entrepreneurs and micro scale units
 - ✓ Provisions to keep the licence under dormant state etc.
 - In case a licensee holding valid licence ,which is due for renewal ,submits an application at least a month before the validity date ,requesting for expiry of licence ,for his inability to operate the licence on account of financial problems/lack of demand for ISI Marked products, the same may be kept in deferment (abeyance) for a period not exceeding one year from that date . Request will be accepted subject to the undertaking that he must not use ISI Mark on the product manufactured during the period and deposition of 10% of the MMF or Rs 7000/- (whichever is higher) as the cost of surprise surveillance. Such licences are categorized as Dormant Licences. The Licensee whose expiry of the Licence has been kept in abeyance can apply for renewal any time during the specified period following the terms and conditions of the licence and the same same will be allowed and the fees paid earlier (Rs 7000/- or 10% of MMF whichever is higher) will be adjusted against the requisite fees. If the manufacturer fails to apply within the specified period the Licence shall stand expired from the last date of the specified period.
- Explain the rolling out of new quality control orders mandating compulsory BIS certification by the government
- Extended role of standards as non-tariff barriers to trade.
- Explain benefits of BIS certification in the new scenario.
- Practical difficulties in maintaining compliance to the requirements of standard like
 - ✓ Non-availability of raw materials,
 - ✓ Product becoming obsolete or being replaced by the other products
 - ✓ Any suggestions for amendment or revision of standard

- Explain provisions of the BIS Act with respect to
 - ✓ Compulsory certification and
 - ✓ Penal provisions for contravention of provisions of BIS Act.
- Collect information about the organised buyers, government department making procurement and whether firm is participating in any such tenders.
- Analyse the tender documents available with them whether the buyer is giving any preference to ISI mark products or not.
- Explain the new e-BIS modules for single window interface with all stakeholders, BIS care app available for common consumer to launch complaints for misuse of BIS standard mark.
- Analyse Expectations of entrepreneur for services from BIS

Follow up Actions

- Once agreed to revert back under ambit of BIS certification, take immediate actions and explain the process for seamless operation.

Thank You