

Made in India Label Scheme

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Made in India Label Scheme Latest News

The Made in India Label Scheme promotes domestic manufacturing and informs consumers about product origin and the Government has proposed INR 995 crores for three years.

About Made in India Label Scheme

- It is an initiative that **lends support to the manufacturing industry** by building a brand reputation, stronger identity and wider reach for made in India products.
- **Aim:** To strengthen the **reputation of the products manufactured in India**. It also guarantees authenticity of the products originating from India and/or **crafted with locally sourced raw materials**.
- This is a **voluntary certification scheme** to help manufacturers demonstrate that their products are manufactured in India and are of good quality.
- The label **displays a QR code and a logo** with the information around location of manufacturing, validity of the label and other product specific information.
- The initiative is being led by **the Department for Promotion of Industry and Internal Trade (DPIIT)**.

- The Quality Council of India and the India Brand Equity Foundation are actively collaborating with DPIIT in an advisory capacity.

Objectives of the Made in India Label Scheme

- The scheme **provides identity to** the product based on its origin
- It develops a mechanism to qualify and brand the products of Indian origin
- It also **supports in recognising the products** of Indian origin in domestic as well as international market
- The Made in India Label **strengthens the positioning of the product** in the competitive market, as the label would indicate authenticity, quality and differentiation among other products.

Eligibility Criteria

- Manufacturers and producers who manufacture or assemble their products wholly or substantially in India.
- Each product has a specific quality and manufacturing criteria set by **relevant regulatory bodies** which needs to be met before obtaining the permission.

Source: PIB

Source: <https://vajiramandravi.com/current-affairs/made-in-india-label-scheme/>

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