



A New Identity to Indian Products: Made in India Label Scheme

QR coded labels to highlight India's manufacturing story under unified brand

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Key Takeaways

- The **Made in India Label Scheme** promotes **domestic manufacturing** and informs consumers about **product origin**.
- Manufacturers and producers who **manufacture or assemble their products wholly or substantially in India** are eligible to use the Label.
- Government has proposed **INR 995 crores** for three years.

Introduction

While the world was battling with COVID-19 and addressing the challenges posed by closed international borders, India seized the opportunity to become self-sufficient. **Atmanirbhar Bharat scheme** was launched during May, 2020. The vision was to make self-reliance the cornerstone of development and national strength, so that India is able to make her mark in the world and contribute more to the well being of humanity.

A key foundation of this mission for Atmanirbharta lies in the Government's '**Make in India**' initiative launched in 2014. The



" If there's a 'Made in India' product on any table in the world, the world should have confidence that there is nothing better than this. This will be ultimate. Be it our product, our services, our words, our institutions, or our decision-making processes, everything will be supreme. Only then can we carry forward the essence of excellence."

Shri Narendra Modi



Source: Quality council of india

initiative aimed to **facilitate investment, foster innovation, build best in class infrastructure, and make India a hub for manufacturing, design, and innovation**

The focus by Hon'ble Prime Minister on Atmanirbhar Bharat and “**Vocal for Local**” has brought the manufacturing sector in the limelight both domestically and on the global platform.

The **Made in India Label scheme** 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. Made in India Label is meant to showcase the quality of Indian products and attain higher ratings across sectors.

Breaking Down the Scheme



The aim of Made in India Label scheme is 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 Scheme

The objectives of the scheme define its core purpose and the outcomes it aims to achieve for India's manufacturing ecosystem. They serve as guiding pillars to strengthen domestic industries, boost consumer confidence, and enhance India's global competitiveness.

- 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 **strength the positioning of the product in the competitive market**, as the label would indicate authenticity, quality and differentiation among other products.

Made in India Label	
Eligibility Criteria	Application Process
<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Manufacturers need to apply via official portal and fill online application, with required documents and product details to obtain the permission. The application then goes through verification and approval before providing with the permission to use the label on their products.

India's vision for development is to become a **SMART nation**. SMART country is defined as country with sustainability, manufacturing capability, atmanirbharta, **rating** and technology. Made in India Label is crucial to showcase the quality of Indian products and attain higher ratings across sectors.

Global Quality Infrastructure Index (**GQII**) **2023** ranks countries on their quality infrastructure development and provide data on metrology, standardisation, and accreditation system worldwide. The index **ranked India at 10th place** which indicate that **Indian accreditation system is strong** and the standards which will be followed by "Made in India" label will unveils the quality and credibility of the products.

Roadmap for the Success of Scheme

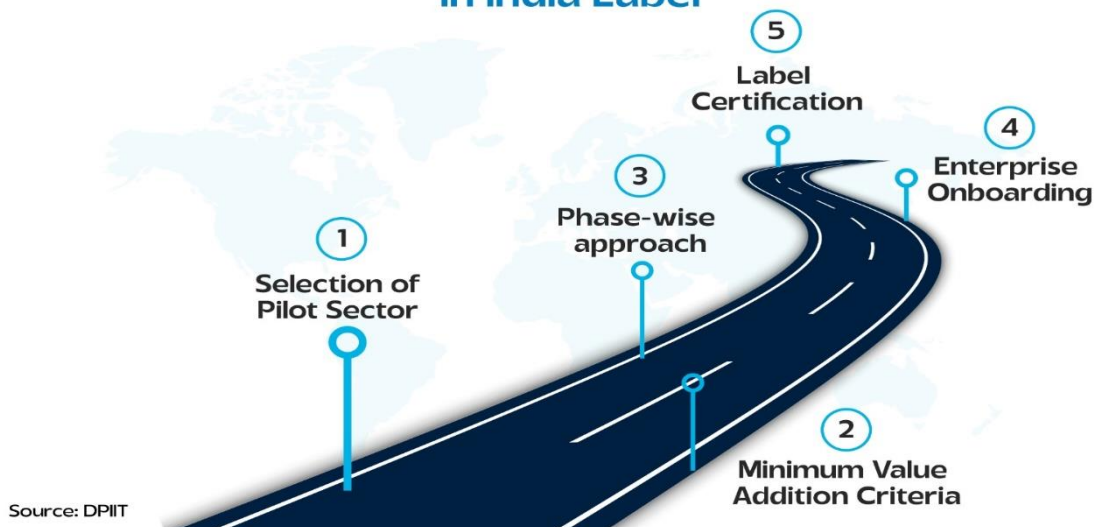
The roadmap lays out a clear path for implementing the Made in India Label Scheme, from setting quality benchmarks to integrating digital verification through QR codes. It outlines phased actions to ensure smooth adoption across industries, building a strong and recognizable national brand.

For the success of the scheme, **government has proposed INR 995 crores for three years** and anticipate that the scheme will be self-sustaining in the future years.

The scheme focuses on **targeting the Indian manufacturing sector**, which also includes large scale enterprises and MSMEs (Micro, Small and Medium Enterprises). Entrepreneurs engaged in farming, agriculture, fishing, aquaculture, horticulture and allied activities will also be encouraged to join the scheme.

The components of the scheme include programme team, technology cost, review and redressal mechanism, legal consultation, marketing and IEC strategy and Random Quality Conformity Assessment Checks.

Roadmap To Made in India Label



Selection of Pilot Sector: The selection of the pilot sector is the first step towards the success of the scheme. The pilot sector will be selected based on the current quality standards, the value addition in the local trade and industry consultation. This selection will further support in developing definitions, criteria, address pain points, streamline analytics, and lay a strong foundation for subsequent stages.

Minimum Value Addition Criteria: The set criteria for value addition is 50%, however, exceptions exist based on industry consultations.

Phase-wise approach: Selected products will be identified in the pilot sector, their value chain will be analysed and based on that the final products and sub-components will be recognised for Made in India Label.

Enterprise Onboarding: Selected enterprises which comply with the certificate requirement will be onboarded on the Made in India (MII) portal ensuring a seamless onboarding experience.

Label Certification: The label will be provided to the selected enterprises who meet the quality standards and local value addition criteria.

From Steel to Textile: Sectoral Progress

Made in India label which is a sign of quality and pride across the country has started to mark its presence in different sectors which tells the story of Indian innovation, skills, craftsmanship and building trust among the customers.

Steel

In 2023, a project for Made in India branding for the steel products was launched when two integrated steel producers have opted for Made in India Branding of steel products. The Made in India branding benefits manufacturers as it enables the consumers to know the product details, holds credibility of the quality of the product, and the manufacturers and steel mill owners can position their entities under the Brand India umbrella in the international market to attract customers who prefer indigenously manufactured steel products.

Textile

In 2024, an MoU has been signed between Quality Council of India (QCI) and the Khadi Village and Industries Commission (KVIC) which includes development of Made in India Label framework. This suggests that the government is integrating quality standards and national branding in MSMEs too, so that these enterprises which support small businesses can also grow internationally.

Electronics

On similar lines, Centre amended the Legal Metrology (Packaged Commodities) Rules 2011 for ease of doing business and reducing the compliance burden for the electronic industries. Under the amendments the department announced mandatory declarations through the QR code which can be scanned to view the information like address of the manufacturer or packer or importer, the common or generic name of the commodity, the size and dimension of the commodity & customer care details except the telephone number & e-mail address.

Conclusion

The Made in India Scheme serves as an association between Atmanirbhar Bharat scheme and Make in India initiative. By giving Indian products, a distinct identity and global visibility, it not only strengthens domestic industries but also builds consumer trust in the quality and authenticity of locally made goods. Together, all these initiatives in different sectors make headway for socio-economic independence of the country and self-reliance of the manufacturing sector with a competitive stage for Indian products and respectable position in the global marketplace.

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