

# Enforcement Activity



ARE YOU A VITICM OF FAKE ISI MARKED PRODUCTS AND YOU ALLOW THAT TO HAPPEN TO YOU AGAIN AND AGAIN?

**IF YOUR ANSWER IS A BIG NO**



**HERE COMES AN OPPORTUNITY TO JOIN BIS ENDEAVOUR TO CURB SUCH MENANCE BY ASSISTING US IN IDENTIFYING THE UNSCRUPULOUS MANUFACTURES AND WE ARE HERE TO RAID THEIR PREMESIS AND PROSECUTE THEM FOR SUCH OFFENCE.**

**The identity of the complainant will be kept strictly confidential.**

The BIS Standard Mark (ISI Mark) is a quality mark and also has established its brand image for more than Six decades as the consumer is always inclined towards quality products. Therefore, the consumer as well as the organized purchaser prefers ISI Marked products. With the growing demand of ISI marked products, the instance of misuse of ISI Mark is also on the rise as the unscrupulous manufacturers are trying to cheat the consumers by marking products with ISI Mark without obtaining the valid licence from BIS.



**In an effort to curtail such spurious marking and thereby to curb cheating of the common public, BIS regularly conducts raids at such premises and seizes spurious ISI marked goods. Legal prosecution is also launched on the erring manufacturers.**

**The general public is requested to be aware of the offense that the manufacturing units who do not have a valid BIS licence shall not use Bureau of Indian Standards Certification Mark and public should give information about any misuse of ISI Mark which comes to their notice.**



**ARE YOU A MANUFACTURER ENGAGED IN PUTTING  (ISI MARK) ON YOUR PRODUCT WITH OUT HOLDING A VALID LICENCE FROM BIS**

**BEWARE THAT BIS WOULD BE KNOCKING YOUR FACTORY DOOR VERY SOON. YOU WOULD BE BOOKED AND PROSECUTED FOR SUCH CRIME.**

### **Provisions under BIS Act to curb misuse of ISI Mark**

**Section 11(1), 11(2), 12(a), 12(b), 26(1) & 26(2)** under BIS Act 1986 prohibit improper use of ISI Mark. Some of the important provisions of these sections are:

- **Section 11(1) : Prohibits use of Standard Mark or imitation except under a licence**
- **Section 11(2) : Prohibits use of Standard Mark/Imitation on sub standard product by Licensees**
- **Section 12 : Prohibits use of any name resembling Bureau, Indian Standards**
- **Section 26(1) & (2): Empowers BIS Inspecting officers for Search & Seizure for contravention of Sections 11 & Section 12.**

### **Provisions for punishment of misuse of ISI Mark**

The Section 33 (1) of BIS Act, 1986 stipulates that “Any person who contravenes the provisions of Section 11, or Section 12 or Section 14 or Section 15 shall be punishable with imprisonment for a term which may extend to one year or with fine which may extend to fifty thousand rupees, or with both.”

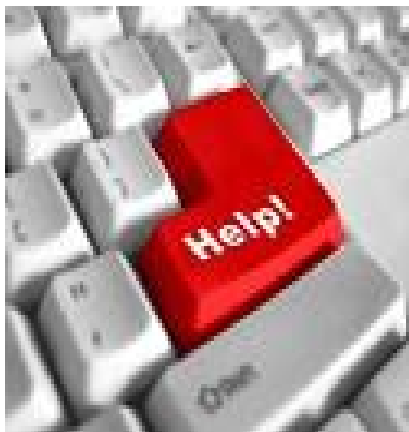
The Section 33 (2) of BIS Act, 1986 stipulates that “Any court trying a contravention under subsection (1) may direct that any property in respect of which the contravention has taken place shall to the Bureau”.



**For any complaints against unscrupulous manufacturers misusing ISI Mark, you may contact the following :**



<b><u>Name and Designation</u></b>	<b><u>Telephone number</u></b>	<b><u>Fax No.</u></b>	<b><u>Address</u></b>
Shri. S.K.Khanna, DDG (Enf)	011- 23233650	011- 23230922	3 <sup>rd</sup> Floor, Manakalaya, 9 Bahadurshah Zafar Marg, New Delhi- 2
Shri. M V S D Prasada Rao, Head (Enf)	011- 23232636	011- 23232636	5 <sup>th</sup> Floor, Manakalaya, 9 BahadurShah Zafar Marg, New Delhi- 2



Complaints may also be sent by email to [enf@bis.org.in](mailto:enf@bis.org.in), [henf@bis.org.in](mailto:henf@bis.org.in), [ddgenf@bis.org.in](mailto:ddgenf@bis.org.in) for providing the details of products and address where misuse is taking place along with name/ address and telephone number of the complainant.

## **WHAT TO LOOK FOR IN THE STANDARD MARK?**

### **Standard Mark**




Licence Number

(A seven digit number, represented as CM/L-\_\_\_\_\_)

## **ARE YOU AWARE OF THE FOLLOWING?**

### **STANDARD MARK**

Licences to use the standard Mark, the familiar  Mark, on large number of products are granted to manufacturers under the Certification Mark Scheme operated under the provisions of the Bureau of Indian Standards Act, 1986. The Standard Mark for every product is unique and is notified in the Gazette of India.

### **LICENCE NUMBER**


Licence number (a seven digit number, represented as CM/L -----) is also given along with the Standard Mark. This helps in identifying the unit which has manufactured the product at a specific location.

### **WHAT DOES IT CONVEY?**

Conveys that the product carrying the  Mark conforms to the relevant Indian Standard certified by BIS.

## **FEATURES OF STANDARD MARK**

### **BASIC**

- Symbol , width to height ratio being 4:3
- Number of corresponding Indian Standard with Part/Section, if any, unique for each product.

Some illustrative examples are:

**IS: 366 for Electric Iron**

**IS: 2347 for Pressure Cooker**

**IS: 4246 for Domestic L.P.G. Stove**

**IS: 10914 (Part 3) for Passenger Car Tyres**

**IS: 14543 for Packaged Drinking Water**

**IS: 11536 for processed cereal based food for Infants**

## Additional Standard Marks



CM/L - \_\_\_\_\_  
Toilet Soap



CM/L - \_\_\_\_\_  
Disinfectant Fluid



CM/L - \_\_\_\_\_  
15 Kg Square Tin



CM/L - \_\_\_\_\_  
CM/L - \_\_\_\_\_  
Vanaspati Packed in  
flexible pouch

## MISUSE OF STANDARD MARK

Using the Standard Mark or its colorable imitation by those not licensed by BIS. Typical examples are:

### Misuse of Standard Mark



Such markings are spurious and illegal and mislead the consumer.

**Beware of such misrepresentations and bring them to our notice.**