

# Standards for success: BIS workshop at IIT-K empowers startups

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**Lucknow/Kanpur:** The Bureau of Indian Standards (BIS) and Startup Incubation and Innovation Centre (SIIC) at IIT-Kanpur hosted a workshop bringing together innovators, startups and BIS leaders to discuss the crucial role of standards in India's innovation journey.

The workshop-- 'From Innovation to Impact: BIS Standards Serving the Startups'-- aimed at highlighting how Indian standards can accelerate commercialization, enhance quality assurance and support global market access for startups. BIS plays a vital role in developing national standards, with over 400 technical committees and over 25,000 standards across 17 sectors. Standards are essential across all sectors, and BIS supports the Government of India and startups in using them as tools for impactful growth. The workshop provided actionable insights on managing post-launch quality, meeting Quality Control Orders (QCOs), and addressing sustainability and regulatory challenges.

Dean of research and development at IIT-K Prof Tarun Gupta emphasised the impor-

tance of innovation and quality going hand in hand. Professor-in-charge of SIIC IIT-K Prof Deepu Philip highlighted the role of BIS in enabling startups to view standards as launchpads rather than constraints. "BIS is helping make standards a springboard rather than a speed bump, empowering the innovation ecosystem. We have always emphasized the need for innovative, high-quality, market-ready products that can thrive both nationally and on the global stage," Gupta said.

Deputy director general (standardization-I), BIS, Reena Garg said: "BIS plays a vital role in developing national standards, with over 400 technical committees and 25,000+ standards across 17 sectors. Standards are essential across all sectors, and BIS supports the Government of India and startups in using them as tools for impactful growth." The workshop provided an overview of BIS's key functions, including standard formulation, product certification, and system certification. BIS reiterated its commitment to co-developing future-ready, inclusive standards by engaging with India's entrepreneurial community.