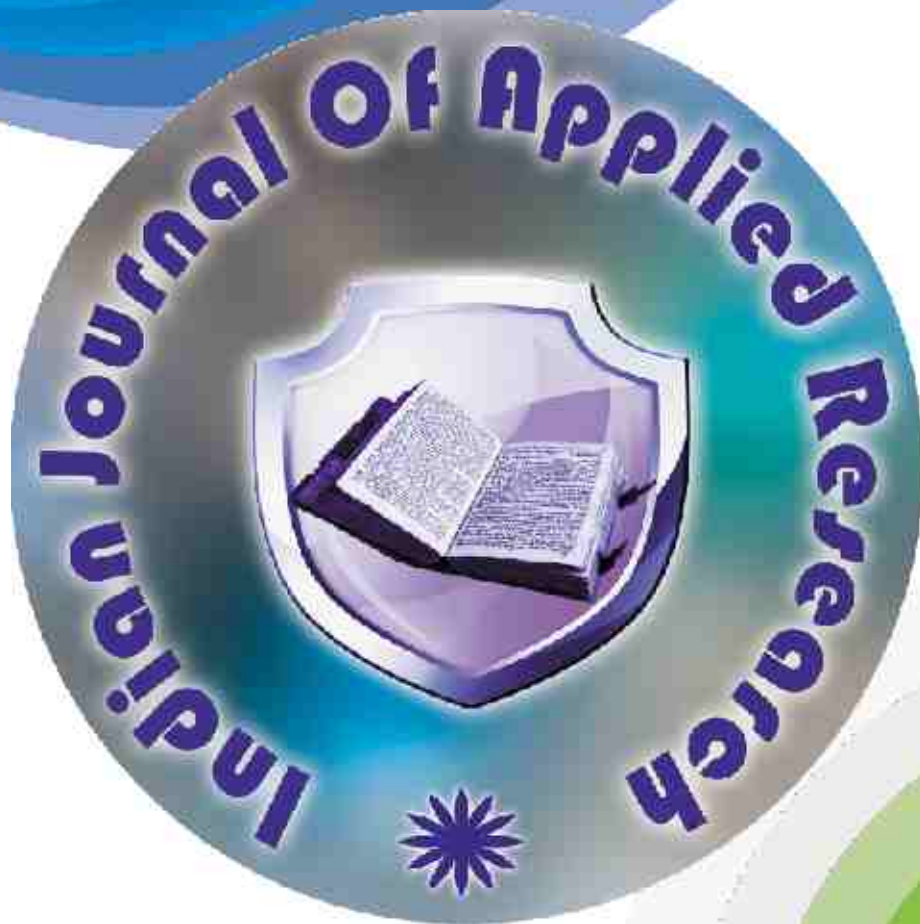


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Standardisation and Grading

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ABSTRACT

Standardisation is the general terms which includes the establishment of standards for products. Grading means to divide a product into several on the basis of some common characteristics such as size or quality or types colour etc.

Keywords : Standardisation and Grading

Meaning And Definition Of Standardisation

Standardisation means the determination of such basic characteristics of product on the basis of which these products can be divided into different groups. Standardisation also means the determination of standards with respect to the quality, utility, size, form, colour etc. of the products to be produced.

Advantages Or Importance Of Standardisation

Advantages of Standardization may be described as under :

- (1) Increase in Demand : As the form, size, quality and utility of all the products of a particular enterprise are uniform, the customers rely upon the products. It increases the sales of standardized goods.
- (2) No need of Expansion : As all the products of a class are uniform in all respects, the consumers are convinced to the quality and characteristics of these products there is no need for them to inspect the quality of product
- (3) Convenient Sale : Marketing of standard goods becomes very easy, It is also very easy to advertise these products. Consumers easily identify these products and rely upon these products. Thus, it becomes very easy for the retailers and wholesalers to standard goods.
- (4) Advantages to Manufacturers : The manufacturers of standard goods also get certain advantages of standardization. It standard increases their goodwill. It also helps in getting brand loyalty from the consumers.
- (5) Increase in Risk Bearing Capacity : As the standards of products are determined keeping in view the habits, tastes, nature and attitudes of consumers, the risk in selling standard goods is reduced to minimum. Raw materials are also purchased according to these standards and all the production and marketing efforts of the enterprise are dedicated to these standards. It further reduces the elements of risk.
- (6) Availability of Finance : On the basis of standard goods, required finance can be easily arranged because all the financial institutions prefer to give finance to the enterprises dealing with standard goods.
- (7) Expansion of Market : Standard goods are produced at large scale. Large scale production results in many types of savings in the field of production, distribution, advertising and

sales promotion. Due to these economies, the producer is in a position to produce maximum goods of best quality at minimum cost. It also enables the producer to fix the price of his products very competitive. He can attract maximum number of consumer, and thus, get increased sales.

(8) Other Advantages : Other advantages of standardization may be as follows: (i) Stability in the cost of production and distribution; (ii) Helpful in the physical distribution of goods; (iii) Helpful in the expansion of product mix; (iv) Helpful in packaging; (v) Helpful in advertising and sales promotion programmes; (vi) Helpful in controlling the production and distribution activities etc.

Meaning And Definition Of Grading

Grading is a part of standardization. Grading means the division of product into several homogenous groups on the basis of their common characteristics such as-size or quality or types or colour etc.

Grading is widely used in respect of raw materials, mineral products and agricultural products. Main reason of it is that almost all the industrial products are produced according to pre-determined standards. Therefore, there is no need of dividing these products. On the other hand, mineral products and agricultural products are not necessary to be uniform and equal. There may be significant differences in the quality or size or colour or type or characteristics of these products. Therefore, it becomes necessary to divide these products into several lots so that the products of a common characteristic may be grouped in one lot. It helps in the marketing of these products. It also helps the producer to get proper price for these products because different prices may be fixed for different lots. In additions to this, these products are generally used as raw materials for producing industrial products and these industrial enterprises require that all the raw materials supplied to them must be of uniform nature. For this reason also, grading becomes necessary, particularly in respect of agricultural and mineral products.

Advantages Or Importance Of Grading

There are numerous advantage of grading in the field of marketing. Important advantages are as follows:

- (1) Helpful in Selling : Graded products are very easy to be sold because the consumers always prefer to buy the goods and services of a uniform nature and quality. They do not bother to enquire into such product. Therefore, the marketing of graded products becomes very easy.
- (2) Helpful in producing at Large Scale : As the demand of graded increases, they are produced at large scale. With the help of gradation it becomes very easy for the producers to produce these products at large scale.
- (3) Helpful in Future Contracts : As the identification of graded products becomes very easy and different types of products are divided into different groups, supply contracts may be entered into for future for graded products.
- (4) Certainly of Quality : Certainty helps both the producers and buyers. For the producers, it provides, it provides reasonable price for their products. For the consumers, it provides standard goods of uniform quality at reasonable price.
- (5) Helpful in Financial Management : Graded products are very helpful in the financial management of the enterprises. These products can be easily used as collateral security and loans can be arrangement on the security of these produces.
- (6) Other Advantage : If graded products are lost or damaged, the amount of loss can easily be measured.

Problems Of Standardisation And Grading In India

Standardization and grading help a producer in marketing his products and enables him to fix reasonable prices for his products. These techniques are very helpful in increasing the demand of products but unfortunately there are many problem in the way of techniques. Some of the important problems are as follows :

- (1) Lack of Public Consciousness : The very first problem in the way of development of standardization and grading in our country is of the lack of public consciousness. The consumers in our country are not very much aware of the importance of standardization and grading. There are many reason for the lack of public consciousness, such as - (i) Illiteracy; (ii) Low standard of living; (iii) Habits of bargaining; (iv) Dominance of rural population.
- (2) Lack of Facilities : Second very important problem in the way of development of standardization and grading in country is that there is a lack of proper facilities for there techniques. For this reason, many industrial enterprises and many producers do not like to indulge themselves in this task.
- (3) Lack of Standards and Grades : Another great difficulty in the way of development of standardization and grading in our country is that for most of the products, standards have not been development. Standards have been developed only in respect of some counted products.
- (4) Misuse of Standard and Grades : Lack of the feeling of responsibility and national character among our manufacturers in also a great difficulty in the way of development of standardization and grading in our country. It has been the experience that many producers use standards and grades in an unauthorized manner. It has also been the

experience that many producers use standards and grades through they are not authorized to do so.

- (5) Lack of Testing Facilities : Lack of testing facilities in our country is also a great problem in the development of standardization and grading. The manufacturers who have adopted the techniques of standardization feel the difficulty of getting these standards and grades tested. Though, Indian Standards Institutions (ISI) has been established for this purpose by our government but the facilities available with this institution also are not adequate to meet the requirements of our country.

Indian Standards Institution

In 1940 has industrial conference was organized. It was participated by a number of industrialists from all parts of the country. It strongly recommended to the Government of India that in Central Institute should be setup to determine the standards for the produce. But this suggestion was not implemented by the Government at that time. In January 1947, the Government of India established India Standards Institution (ISI) under Industrial Development Plan. Head Office of this Institution is situated at Delhi.

1. Organizational Structure - Indian Standards Institution is managed by a board. Industrial Development Minister of the Union of India is its Ex-Officio Chairman. It consists of the representation of Central Government, State Governments, Educational and Research Institutions, Testing, Laboratories, different Industries and Departmental Boards. There are five departments of Indian Standards Institutions Engineering, Construction, Economic, Weaving, and Agricultural. Each department is managed by a departmental board. The take of formulation standards is organized through its 11 technical divisions operating under the guidance of corresponding councils.

2. Functions- Some of the important functions of Indian Standards Institution are as follows- (i) To determine standards for different products at national and international level; (ii) To give suggestions in respects of high quality ; (iii) To simplify the standards of products; (iv) To develop the feeling of high quality products ; (v) To conduct necessary and experiments in the field of standardization ; (vi) To check new products and to determine a standard mark for them ; (vii) To collect necessary data; (viii) To make the standards popular.

3. Indian Standards Institution (Certification Marks) Act, 1952- Indian Standards Institution (Certification Marks) Act was passed in 1952. This Act has empowered this Institution to test the quality and characteristics of agricultural products and to mark these products with the mark of 'Agmark'. This Institution is also empowered to Mark 1959. In the area of certification marks 8,520 licences were operating as on 31st March, 1986 covering 6,011 industrial units against about 1,207 Indian Standards.

4. Progress- Indian Standards Institution has established its own network of testing laboratories at Delhi (Sahibabad), Bombay, Calcutta, Madras, Chandigarh (Mohali) and Patna. So far, nearly.



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