

Maintain quality, exporter told

- Staff Reporter

'Consistency of accreditation by regulatory agencies is vital for global acceptance'

Compliance of global standards and quality parameters are key to sustain growth in domestic and international trade, said T.K. Jose, chairman, Coconut Development Board.

Delivering the inaugural address at the first of the industry awareness workshop series organised jointly by various trade bodies across different States, Mr. Jose said that maintaining quality standards is absolutely essential, especially in exports.

He warned the exporters of severe setbacks if international quality standards are not maintained in the long run citing the example of countries which have suffered badly on compromising quality eyeing quick profits. Consistency of accreditation by regulatory agencies is vital for the global acceptance of Kerala brands, he said.

The National Accreditation Board for Certification Bodies (NABCB) and Quality Council of India (QCI) have joined the Federation of Indian Chambers of Commerce and Industry (FICCI), Quality Forum and FICCI Kerala State Council in association with the affiliated the Chambers and supporting partners of FICCI in Kochi to propagate concepts of quality among all suppliers of products and services especially.

"NABCB aims at excellence. The board is now into a series of industry awareness programs and consumer awareness programs throughout various States in India so as to create a world class quality," said Sashi Rekha, Director, NABCB.

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