



G S1 India Forum 2024 was held on **8th February 2024** at **The Lalit, Mumbai**. Forum created a dynamic platform where industry leaders converged and engaged in stimulating discussions about the latest trends, breakthroughs, and effective strategies. There were 200+ senior leaders across various sectors like retail, healthcare, pharmaceuticals, agriculture etc. The conference was a testament to our commitment to fostering strong relationships and imparting valuable insights to our esteemed subscribers.



S. Swaminathan, CEO - GS1 India, expressed the objective of the Forum which was to break down barriers and bring together multiple sectors for fostering cross-sector learning and knowledge-sharing. He also acknowledged the impact of digitization in our everyday lives and world standing at the crossroads of digital revolution. He acknowledged GS1's milestone of completing 50 years and its unwavering commitment at the forefront of industry transformation for five decades. Some key areas like migration to 2D, counterfeit management, compliance to regulations etc. were mentioned which need to be addressed with adoption and implementation. He shared GS1 India's work to facilitate top 300 pharma brands, API, pesticide manufacturers and others to follow government guidelines towards adoption of QR codes. He indicated that biggest challenge of today is the convergence of digital and physical supply chain. The key to success relies on collective efforts of the industry supported by GS1 India playing the role of a facilitator.

Mr. V. Subramaniam, Director - Reliance Retail, acknowledged Reliance's partnership with GS1 India since 2006 and highlighted the efficiency of barcodes for various sectors. He commended DataKart as a unified data repository for numerous products and emphasized the need of services for small firms.

Shri S. Gopalakrishnan, IAS, DG - National Productivity Council, highlighted GS1 India's role beyond standards and barcodes, noting its potential for diverse sectors within the government for regulatory and disclosure purposes. He cited its adoption in industries like excise, pharmaceuticals, agriculture, and food. He stressed on the benefits of barcode adoption, foreseeing its global integration.

Mr. Rajat Wahi, Partner - Deloitte Consulting, stressed on the need for understanding how technology can help evolve small business models. He cited the data of massive smart phone penetration, UPI penetration, and comparative analysis of internet usage in both urban and rural areas. He concluded with views towards product authentication, validation, consumer behaviour, traditional advertising, etc.



Forum began with the inauguration of the exhibiting booths by the **Chief Guest, Shri S. Gopalakrishnan IAS**



Mr. Gaurav Juneja, Chief Revenue Officer - Kapture, talked on **'Data Democratization'** and highlighted key pillars for enhancing data accessibility and consumer trust. Points included facilitating data discovery, prioritizing trust and value metrics (e.g., footfall vs. figure fall), and bridging online and offline customer journeys. By emphasizing these aspects, the presentation elucidated how democratizing data empowers organizations to build trust with consumers, make informed decisions, and bridge the gap between digital and physical interactions, ultimately fostering a more transparent and customer-centric approach to data utilization.



Mr. Rahul Handa, EVP - ONDC, introduced the ONDC platform, outlining its purpose and objectives at the national level. Key points covered included customer acquisition, vendor management, trust-building initiatives, catalogable products, seller onboarding processes, and compliance measures. He underscored how the ONDC platform facilitates data democratization by enabling seamless access to information, fostering trust between stakeholders, and ensuring compliance with regulatory standards. This emphasis on transparency and accessibility ultimately empowers businesses to make informed decisions and enhances the overall efficiency.

PANEL DISCUSSIONS



- **Mr. K Radhakrishnan, CEO - StarQuik**
- **Mr. Murali Nambi, VP IT - Reliance Retail**
- **Mr. Srikanth Karumbatti, Chairman - ACMA**
- **Mr. Shailesh Ghodekar, VP - Marico**

Master Data – A Key Pillar of Organisation's Growth:

Panelists explored the pivotal role of master data in organizational growth, shedding light on its significance across various sectors. They emphasized the challenges faced in master data management (MDM) and proposed technological solutions. In the automotive industry, MDM is crucial for spare parts management and batch recall procedures.

Additionally, traceability in category industries, from raw material sourcing to production processes, was discussed extensively. The panel highlighted the indispensable role of technology in optimizing master data strategies for sustained organizational growth.



- **Mr. Deepak Sharma, Co-Founder - Kanvic Consulting**
- **Dr. Srivalli Krishnan, Senior Program Officer - BMGF**
- **Mr. Rajesh Shetty, Lead Supply Chain - Roche India**
- **Mr. Madhav Kashid, Director - Syngenta**
- **Mr. Diwaker Bharadwaj, President Packaging & Brand Protection - Polycab India**

Beyond Compliance – Traceability as a Business Enabler:

Panelists highlighted the importance of traceability not just for regulatory compliance, but also as a key driver for business growth. It enhances forecasting, consumer trust, and patient engagement, particularly in healthcare for verifying product authenticity and ensuring safety. It also has a transformative impact in sectors like agriculture, improving product value and quality assurance. Asserted that embracing traceability fosters transparency, accountability, and competitive advantage.



Vinayak Godse, CEO - Data Security Council of India, presented on **'Data Protection Policy'** and provided comprehensive insights into the intricacies of safeguarding personal data. Delving into key components such as the concept of data processors, the purpose and critical grounds for processing personal data, the session highlighted the significance of adherence to data protection regulations. Points covered included the timeline of the DPDP Act 2023, organizational efforts towards data protection policy formulation, the importance of consent accompanied by notice, legal obligations, penalties for non-compliance, and rule-making procedures. By addressing these aspects, the presentation underscored the importance of robust data protection measures in ensuring compliance, accountability, and trustworthiness in data handling practices.

POWERING THE FUTURE WITH 2D BARCODES



Mr. Manish Gupta, DGM - Adama, offered a comprehensive exploration of the capabilities and applications of 2D barcodes and QR codes. The session highlighted their significance in terms of accommodating more data in a compact format, enabling real-time access, and facilitating ease of reading. Current usage examples in agriculture, particularly for pesticide tracking, were discussed, addressing challenges such as compliance, counterfeit prevention, and supply chain efficiency. Additionally, the presentation outlined benefits such as enhanced information dissemination, improved customer engagement, and enhanced traceability within the supply chain. Despite inherent challenges like initial implementation costs and data security concerns, the future trends point towards continued innovation and integration of 2D barcode technology to drive efficiency and transparency in various industries.



Mr. Shekhar Nambi, Director Analytics - Johnson & Johnson, underscored the compelling reasons for industries, particularly in the healthcare sector, to transition from 1D to 2D barcodes. Types of 2D barcodes like Data Matrix, Static, RFID, and Digitally linked were discussed, highlighting their enhanced capabilities in terms of traceability, data storage, and multilingual support. The presentation emphasized the advantages of 2D barcodes, including their ability to store up to 2000 characters, support various languages and formats, facilitate information addition, aid in product recall, and promote customer adoption. Additionally, the role of GS1 keys in standardizing 2D barcode usage was highlighted, illustrating their potential to streamline operations and eliminate other code systems.



Mr. Phil Archer, Director - Web Solutions, GS1 Global, emphasized GS1's commitment to meeting industry demands for unique product identification through 2D barcodes. He particularly highlighted the significance of QR codes or the GS1 Digital Link, detailing their functionalities extensively. The presentation addressed industry demands, including the need for batch/lot numbers for recall and traceability, detailed serial numbers for enhanced traceability and consumer engagement, and dynamic pricing based on expiration dates. By leveraging these capabilities, industries can enhance operational efficiency, ensure product authenticity, and foster consumer trust in the evolving landscape of product identification and traceability.

UNLOCKING INNOVATION THROUGH BLOCKCHAIN, IoT & AI



Mr. Madhavan Satagopan, Leader SustainTech - Network Science, illustrated case studies of enterprises transitioning to a digital-first approach. He emphasized the holistic sustainability achieved through the adoption of innovative technologies and showcased how organizations can leverage these advancements to enhance existing processes. He discussed the transformation into digital-first entities, the significance of the 3+3 digital essentials, product longevity through consumer usage, and AI's role in demand forecasting. By embracing these technologies, businesses can drive innovation, streamline operations, and stay competitive.

Mr. Kamlesh Nagware, Co-Founder - FSV Capital, delved into the transformative potential of blockchain technology. He showcased real-world use cases of traceability where organizations are getting benefitted after adopting blockchain. He highlighted the enhancement of business process efficiency through secure data storage via cryptography, the evolution of information flow across the supply chain, and the validation and onboarding of multiple vendors. By leveraging blockchain, businesses can streamline operations, enhance data security, and optimize supply chain management.

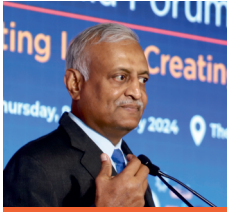


CIRCULAR AND SUSTAINABLE SUPPLY CHAIN



Ms. Francesca Poggiali, Chief Public Policy Officer - GS1 Global, stressed on the need for circular and sustainable supply chains, emphasizing the role of product data and GS1's role in this transition. She highlighted the importance of meeting the Paris Agreement's emission targets, enhancing data interoperability via initiatives like the Green Deal, and adopting digital product passports to meet European standards. This shift, she argued, can lead to environmental benefits and supply chain resilience.

THOUGHT LEADER ON 'EMBRACING CHANGE'



Mr. Partha Iyengar - Ex Country Manager, Gartner Inc., infused the audience with positive energy and vibrant thoughts, urging them to embrace change as a catalyst for thriving in the face of uncertainty. The session concluded with an exhilarating wave of acceptance towards change, magnifying the momentum of transformative thoughts. Key points emphasized included the necessity of adapting to change to avoid becoming obsolete in the market, illustrated by examples. Enabling factors such as fostering an adaptable enterprise culture, addressing mindset issues, and staying AI-ready were highlighted.

Awards Program/Musical evening

GS1 India Standards Awards program was intended to honour organizations that had demonstrated exceptional commitment towards implementation of GS1 Standards in their businesses. Received nominations were pre-screened by GS1 India team and later analysed by esteemed jury. Nominations were planned under three categories namely - Implementation of Traceability, Data Quality/Master Data Management and Solution Implementation by Solution Providers under sectors - retail, FMCG, healthcare and SME. Trophies/certificates were handed over to awardees and the event came to closure with a musical evening.

SNAPSHOTS OF THE GS1 INDIA FORUM 2024



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