GS1 India

The Global Language of Business
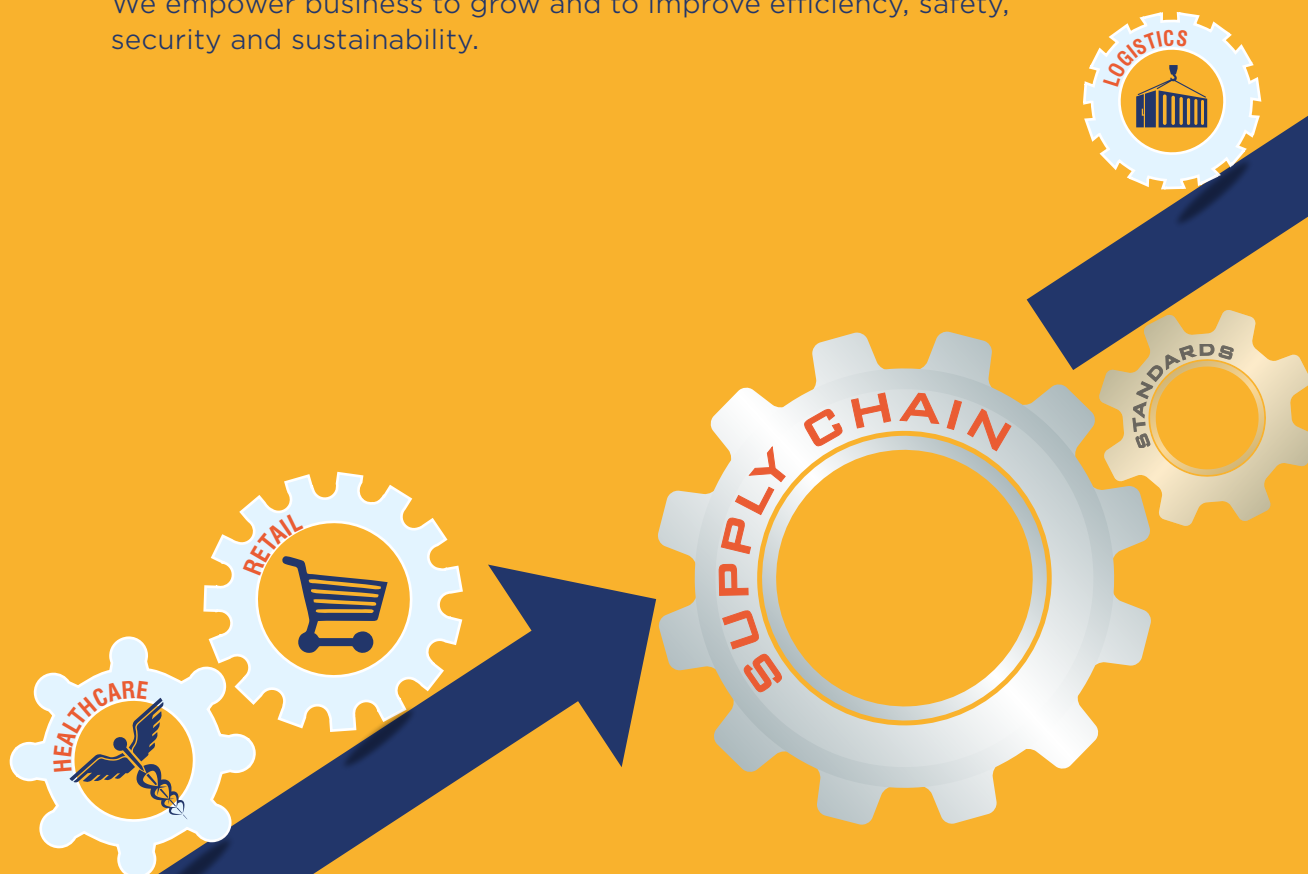
Annual Report
2019-2020

GS1 believes in the power of standards to transform the way we work and live

We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations, and assets.

We enable visibility through exchange of authentic product data.

We empower business to grow and to improve efficiency, safety, security and sustainability.

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Message from the President

I am pleased to present the Annual Report of GS1 India for 2019-20.

GS1 India has exceeded its target in subscriber enrolments and maintained steady progress in facilitating adoption and implementation of global supply chain standards across Industry sectors.

The end of 2019-20 saw the beginning of COVID-19 pandemic across the country. Supply chains of almost every industry were disrupted and business of SMEs was affected the most. This has re-emphasised the need for digital transformation and new way of working like never before in order to survive.

GS1 India has shown its commitment to work for the Indian Industry, small and medium businesses in particular, by providing knowledge and tools to enable them sell products through online marketplaces. Several enhancements were made in DataKart including its integration with GS1 Registry, the global database of product information. This would help brand owners exchange product information seamlessly and get discovered by domestic as well as international marketplaces, besides enabling Indian retailers to access information on imported products.

In an increasingly digital world where data quality is of paramount importance for efficient trading of products, GS1 India is working with Indian brand owners to enrich the national product data repository (DataKart) to benefit the entire retail sector and enable efficient data exchange between retailers, brand owners, data aggregators and solution providers who provide POS solutions to kirana stores. This would enable efficiency in retail and supply chain processes, saving time and optimising costs, besides enabling consumers to access verified and authentic product information for making informed purchase decisions. This would also enhance shopping experience of consumers with the use of technologies for better store navigation, virtual mirrors, digital kiosks for faster checkouts, etc., and enable faster online ordering using mobile scanning and digital technologies.

Year 2019-20 has also seen GS1 India venture into new industry sectors and offer new services to its subscribers. One such pilot was successfully concluded by NITI Aayog, where GS1 identifiers were used to enable product authentication on pharmaceutical products using block chain technology. GS1 standards are also used in several technical sectors including tracking of rail vehicles, naval armaments and food (frozen/dry ration) for Indian Army from the point of its origin till consumption.

An imaging app has been introduced for subscribers to enable capture of professional product photos with mobile phone.

GS1 India hosted three-day Global Healthcare Conference at Delhi, where Indian pharmaceutical and device manufacturers, distributors, regulators and hospitals have deliberated along with their global counterparts on common industry challenges and worked towards standards harmonisation and global best practices.

I take this opportunity to thank the Board of Management for their guidance and proactive support in furthering the objectives of GS1 India. I would also like to record my appreciation and congratulate Mr. Swaminathan who has taken over as Chief Operating Officer and his team for their excellent performance during the year.

Dr. Srikar K Reddy

Message from the COO

2019-20 has been another year of consistent performance and growth in new registrations besides generating additional revenue stream from Consulting and DataKart.

We have renewed our focus towards the small and medium brand owners and offered several new offerings and enhancements. It includes imaging app for capturing product images in cost effective manner, traceability service for end-to-end supply chain visibility, Digital Link for enabling consumers to access digital product information on scan of barcode, and tools to facilitate digital transformation.

We are supporting brand owners to list their products faster with retailers/e-tailers while enhancing the quality of their item masters and improving customer experience by publishing complete and accurate information on products. GTIN Validation service enables authentication of product information to assure its accuracy before listing. This would enable marketplaces serve their customers better by listing genuine products/suppliers.

Our active participation in global project 'Verified by GS1' enabled us to help Indian brand owners extend their market reach globally through sharing of product information onto the global product data repository. GS1 India is one of the leading members of 'Verified by GS1', a project initiated by TCGF (The Consumer Goods Forum). Currently, the global repository hosts information of over 50 million products.

Consultancy contracts were signed with the Directorate General of Naval Armament (DGONA) for armament tracking and Directorate General for Supplies and Transport (DGST), Indian Army, for tracking food supplies right from the point of origin to the point of consumption.

Another significant achievement was the directive issued by Indian Railways to all private rail wagon manufacturers for using GS1 standards in RFID tags to enable wagon tracking. GS1 standards were also stipulated for MRO (maintenance, repair and operations) in Railways.

The National Industry Forum for Retail, which was set up with the support of key industry leaders, including Reliance Retail, Metro Cash & Carry, Future Group, Walmart India, Amazon, Google, Big Basket, More Retail, Flipkart, HUL, P&G, J&J, Godrej Consumer Products, ITC, etc., gained momentum this year.

The focus would remain on further deepening the adoption and implementation of GS1 standards across Industry sectors and positioning us strongly as a supply chain standards organisation in India as well as in the global GS1 community.

I take this opportunity to congratulate Mr. Venkatachalam Subramaniam, Director, Reliance Retail, for joining the board of management of GS1 Global and representing the Indian Retail Industry. Our special thanks to the members of Management Board, GS1 Global Office, and GS1 Member Organisations for their continued support and guidance.

I would also like to thank GS1 India team for their commitment in supporting our subscribers to ensure continuity of service and establishing enduring relationship with them, particularly during the COVID-19 crisis.

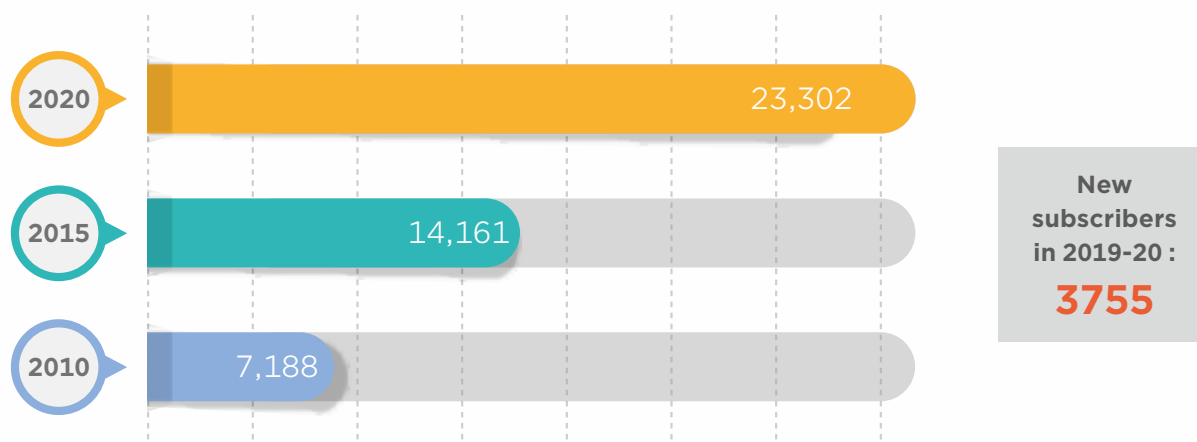**S Swaminathan**

1

GS1 India –
An Overview

G S1 India is a global supply chain standards organisation, set up in 1996 by the Ministry of Commerce & Industry, Government of India, along with CII, FICCI, ASSOCHAM, FIEO, IMC, BIS, Spices Board, APEDA, and IIP.

GS1 India is affiliated to GS1 Global, headquartered in Brussels, Belgium, that oversees operations of GS1 organisations in 115 countries.

The objective of GS1 India is to improve the efficiency, safety and visibility of supply chains across physical and digital channels through the use of global GS1 standards.

We are actively engaged with the Government and industry sectors, including Retail, Healthcare, Transport & Logistics, and Agriculture.

"

GS1 India team is very professional. It explains about service & Standards well, which helped us take right decisions for our business. I like to thank the team for taking extra efforts in helping us generate barcode numbers and upload product description in DataKart. Overall, it was a satisfying experience.

*– **Santosh Kumar**, TRS Foods*

"

Growth in GS1 India Subscribers

2020	23,302
2015	14,161
2010	7,188

New subscribers in 2019-20 :
3755

Sector-wise distribution of subscriptions in FY 2019-20

E Com
20.7%

Exports
14.1%

Others
0.9%

Government
8.6%

DGFT /
Pharma exports
3.4%

Retail
52.3%
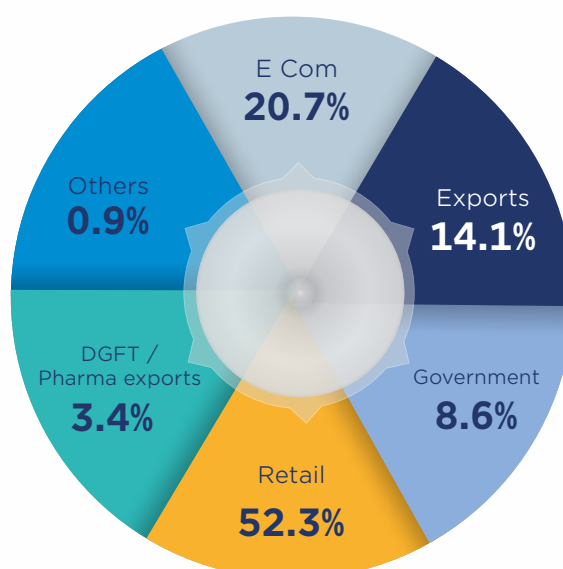
Growth in DataKart Premium Subscriptions

851

520

240

| 2020 | 2019 | 2018 |
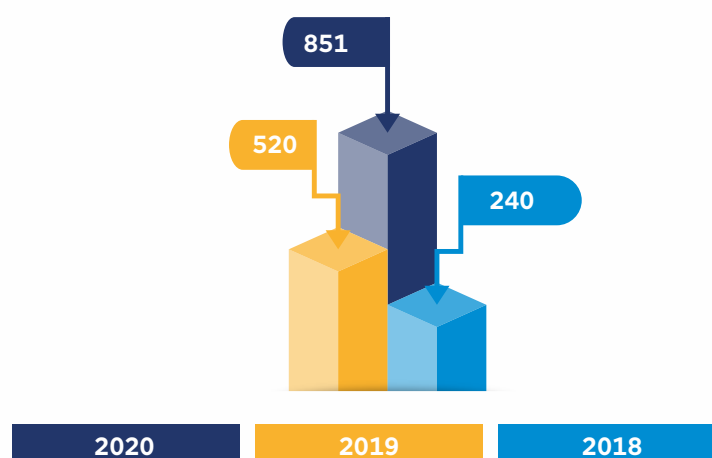
VISION

To create a world where every product has a unique identity, which enhances visibility in the supply chain.

MISSION

We support businesses uniquely identify products, locations and share information in structured & standardised manner. Our standards-based services & solutions enable digital transformation and enhance supply chain efficiency.

Core Values

Global & local	Trust & integrity	Inclusive & collaborative	Neutral & not for profit

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8 9 0 1 0 7 2 0 0 0 0 1 6

GS1
Standards

Our standards facilitate unique and universal identification, capture and share of information on products & services, from point-of-origin to point-of-sale or dispensation. Most commonly, our standards are used in barcoding of consumer items, which enables important applications such as point-of-sale billing, product authentication, track & trace, product recall, real-time stock monitoring, online selling, and more.

GS1 standards are open, interoperable, user driven, and are extensively used in supply & demand chain management. Open standards enable interoperability, flexibility, and vendor independence, which result in reduction of costs of end-products to businesses and consumers. Flow of physical supplies and data sharing /querying also become faster, real time, accurate, and seamless across multiple trading partners in a supply chain.

GS1 standards help all supply chain stakeholders, involved in making, moving, and trading goods by automating and standardising the processes.

We're best recognised for our product identification standard (GTIN) encoded in

GS1 barcodes instil consumer confidence in our products and give our product the same look & feel as a national brand."

*– **Pratik Shah***
Jain Incense Corporation

barcode, which is scanned over 6 billion times each day worldwide - from scanning groceries, or buying products online, to locating equipment in a hospital and monitoring correct dosages to save lives.

When industries use GS1 global standards, consumers benefit from enhanced product availability, safety & security, and ability to make better purchase decisions, whether shopping online or offline.

In Healthcare, our standards enhance patient safety by enabling availability of life-saving drugs and detecting spurious drugs through authentication, and track & trace solutions.
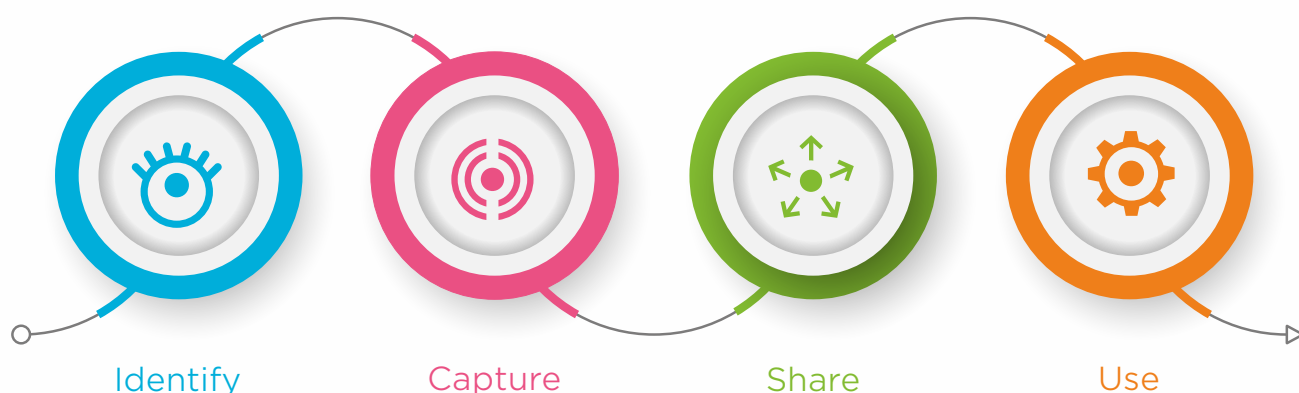
GS1 brings together all industry stakeholders to collaborate and find solutions to their common problems.

Collaboration by Healthcare Stakeholders

Over two million companies worldwide, across 25 industry sectors such as Retail, Healthcare, Transport & Logistics, etc., use GS1 standards.

GS1 standards can be categorised as:

Identify   Capture   Share   Use

👁 Identify

G S1 identification (ID) keys are used to uniquely and unambiguously identify everything in a supply chain - all products (trade items), logistics units, locations, entities, documents, assets, relationships, etc.
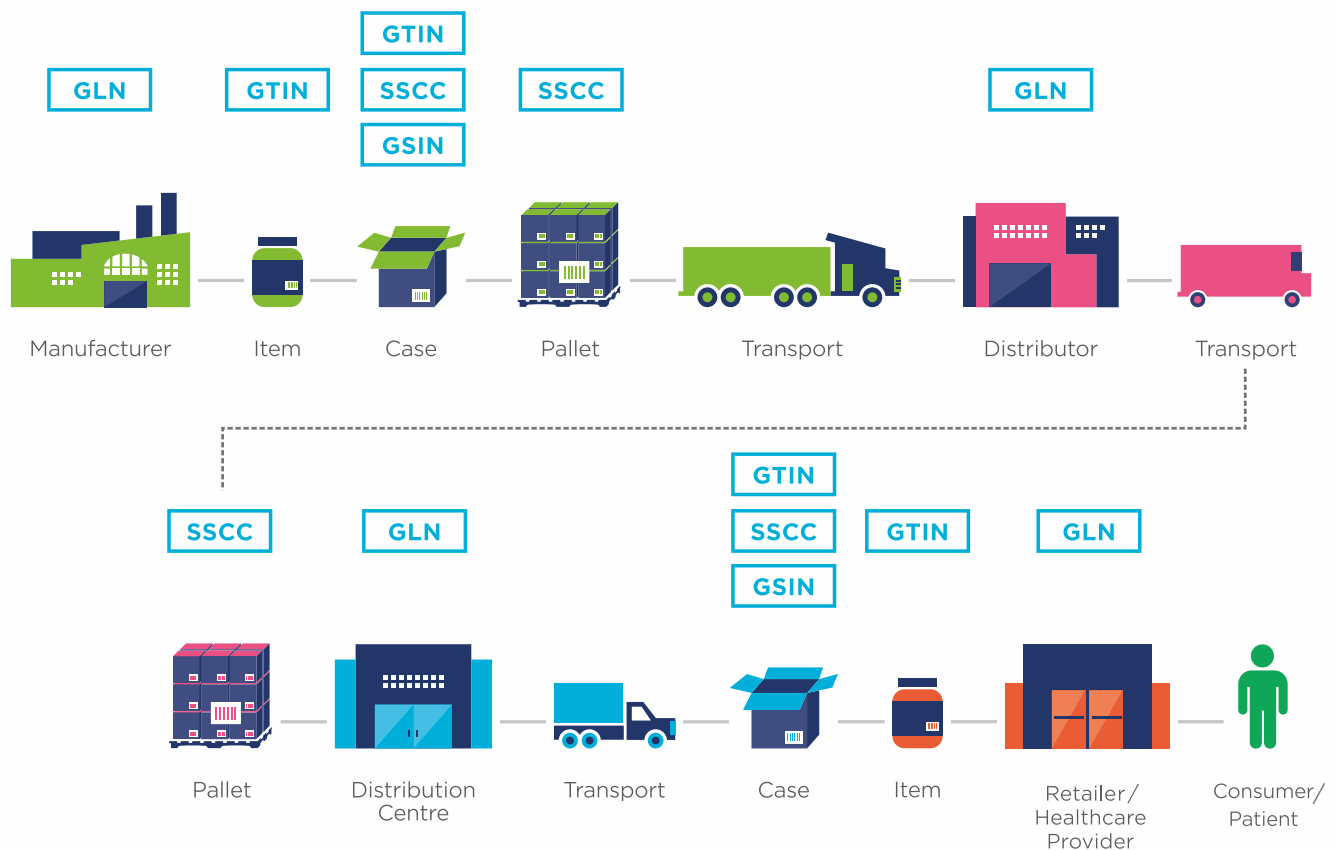
Some of the GS1 identification keys are:

ID Key	Used to Identify	Example
Global Trade Item Number (GTIN)	Products and services	Sanitiser, chocolate bar, shirt, handbag, mixer/juicer, face mask
Global Location Number (GLN)	Entities and locations	Companies, warehouses, factories, stores, hospitals, farms
Serial Shipping Container Code (SSCC)	Logistics units	Unit loads on cartons, pallets, parcels, containers
Global Returnable Asset Identifier (GRAI)	Returnable assets	Pallets, cases, crates, totes
Global Individual Asset Identifier (GIAI)	Assets	Medical devices, manufacturing equipment, office and IT assets

ID Key	Used to Identify	Example
Global Service Relation Number (GSRN)	Service provider and recipient relationships	Loyalty scheme members, care givers at a hospital, library members
Global Document Type Identifier (GDTI)	Documents	Birth & death certificates, trade licenses, academic or other certificates
Global Identification Number for Consignment (GINC)	Consignments	Logistics units transported together in an ocean container
Global Shipment Identification Number (GSIN)	Shipments	Logistics units delivered to a customer together
Global Coupon Number (GCN)	Coupons	Digital coupons
Component/Part Identifier (CPID)	Components and parts	Automobile parts

GS1 keys used in supply chain

GLN · GTIN · GTIN / SSCC / GSIN · SSCC · GLN

Manufacturer · Item · Case · Pallet · Transport · Distributor · Transport

SSCC · GLN · GTIN / SSCC / GSIN · GTIN · GLN

Pallet · Distribution Centre · Transport · Case · Item · Retailer/ Healthcare Provider · Consumer/ Patient
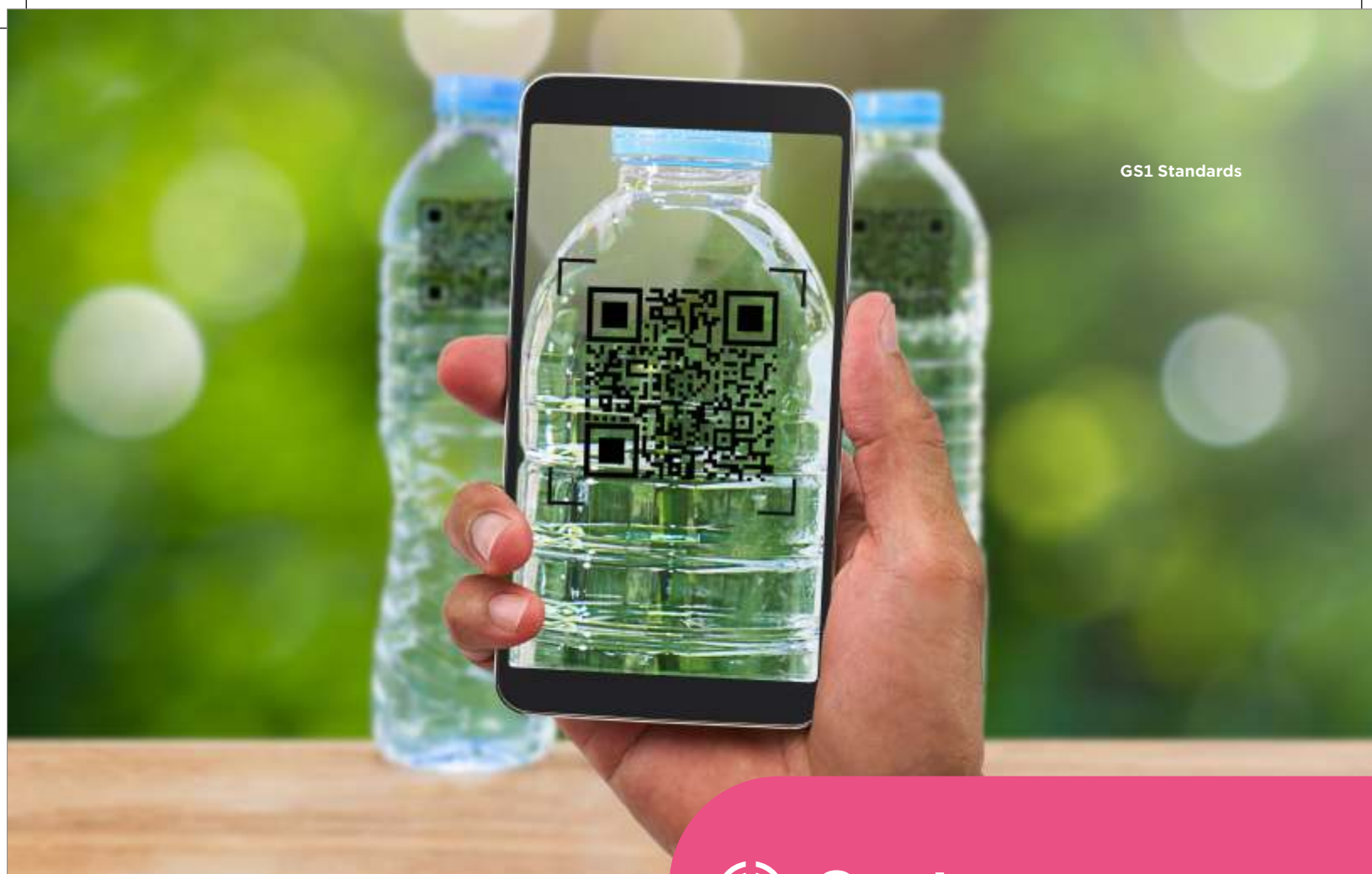
(◉) Capture

GS1 data capture standards include barcodes and radio-frequency identification (RFID) data carriers. They allow GS1 Identification keys and supplementary data to be affixed directly to physical objects.

All GS1 identification keys can be encoded/combined with automatic identification and data capture (AIDC) technologies, like Barcodes or RFID.

Barcode

Barcodes carry information about the product, to which it is affixed, in a machine readable format. As compared to manual data entry, which is tedious and prone to inaccuracies, barcodes enable automatic data capture with 100% accuracy.

Below are various types of barcodes:

One-dimensional barcodes

EAN barcode   **UPC barcode**   **Databar**

Two-dimensional barcodes

GS1 QR code

GS1 Data matrix

## GS1-128 barcodes for general distribution and logistics

EPC

The Electronic Product Code™ (EPC) is syntax for unique identifiers assigned to physical objects, unit loads, locations or other identifiable entity playing a role in business operations.

When unique EPCs are encoded in individual RFID tags, radio waves can be used to capture unique identifiers at extremely high rates and at distances without line-of-sight contact.

One of the popular implementation of EPC codes in India is Fastag - a RFID tag meant to facilitate electronic toll collection system for faster vehicle movement on highways.

Share
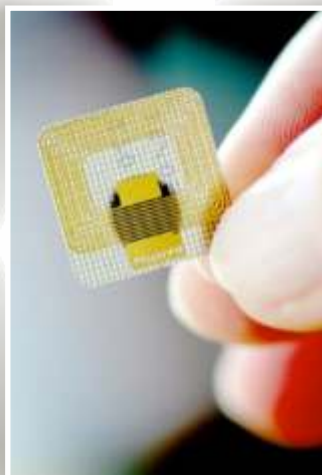
GS1 standards for information sharing include data standards for master data, business transaction data, and physical event data, as well as communication standards for sharing this data between applications of trading partners. Other information sharing standards include discovery standards that help locate where relevant data resides across the supply chain, and trust standards that help establish the conditions for sharing data with adequate security.

AT No.	62905/20-21/CHICKEN/APO/04,DT-31/03/2020	AT Quantity	102 MT
Batch No.	AV248	Batch Quantity	10 MT
Vendor	AOV Agro Foods Pvt Ltd	Product	CHICKEN CURRIED WITHOUT BONES (Dry)
Category	Chicken Curried without bones in retort pouches	Sub Category	Chicken Curried without bones in retort pouches
Manufacturing Location	AOV AGRO FOODS PVT LTD KHASRA NO.20//20,21,22,28/1, VILLAGE TAPKAN TEHSIL-NUH, DISTRICT MEWAT,HARYANA 122107, Haryana-122107, INDIA		
Created At	2020-07-28 09:00:45		

Date	Location	Location Type	Business Step	Total Primary	Total Secondary
2020-07-24	AOV AGRO FOODS PVT LTD KHASRA NO.20//20,21,22,28/1,VILLAGE TAPKAN TEHSIL-NUH,DISTRICT MEWAT,HARYANA 122107, HARYANA-122107, INDIA	Manufacturing Plant	Packed	3090	155
2020-07-26	HIPPO AGRO FOODS PVT LTD KOTA NO.25//21,VILLAGE JAIPUR NUH,DISTRICT BHATARPUR, UTTAR PRADESH 152109, INDIA	Distributer	Commissioned	20	1
2020-07-28	AMINO PVT. LTD. NO.20//20,21,22,28/1,VILLAGE TAPKAN TEHSIL-JHUNJHNU,DISTRICT MEWAT RAJASTHAN-192105, INDIA,	Wholesaler	Packed	1420	71

Sample screenshot of EPCIS module in DataKart

⚙ Use

G S1 standards facilitate implementation of global, robust, multi-sectorial and scalable applications for enhancing visibility and efficiency in supply chains. Standards enable:

Inventory management

GS1 System of Standards is ideally suited to uniquely and accurately identify and track inventory as it moves through the supply chain, thus enabling efficient inventory management on first-in, first-out (FIFO) principles to manage expiries and reduce wastages.

Product traceability

The GS1 Global Traceability Standard helps industry frame and guide the implementation of traceability solutions and enable compliance with all major global regulations, including ISO standards on traceability and recall, G.A.P (Good Agricultural Practice), EU Food Law, U.S. Bioterrorism Act, and HACCP. The standard is endorsed by major food trade bodies, like the British Retail Consortium (BRC) and IFS.

Product recall

GS1 product recall solution, based on GS1 Global Traceability Standard, is developed in response to growing stringent regulations worldwide concerning consumer safety, product sustainability and ethical trade. It facilitates speedy, transparent, accurate, and localised product withdrawal in supply chains, whenever required.

Counterfeit detection & product authentication

GS1 standards provide the much-needed foundational layers and building blocks to enable supply chain visibility, which in turn, enable verification and product authentication. Standards for unique identification of products, locations, etc., and communication of data associated with each, can form the basis of a company's anti-counterfeit protocols and brand protection strategies.

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GS1 India
Services

Allocation of GS1 Identifiers

GS1 India allocates GS1 identification keys to help organisations uniquely and universally identify products, assets, services, locations, documents, and more.

One of the most commonly used GS1 identification key is 13-digit GTIN code, which is used with barcodes on retailed consumer items.

DataKart

DataKart is the national repository of information on Indian retailed products with details on attributes including ingredient, product image, MRP, net content, dimension, etc. It enables brand owners to generate and manage unique product codes (GTINs) and product information all at one place, from where it can be shared with trading partners in real time.

It also enables brand owners to share accurate, trusted and updated SKU data on product changes and new product introductions, with retailers/e-tailers in a consistent, structured, and standardised manner, in real time.

DataKart enables substantive reduction in time & effort spent in updating SKU information.

*– **Murali Nambi**, VP - IT Governance & Integration, Reliance Retail*

As DataKart enables seamless master data exchange, brand owners benefit with reduced turnaround time for listing new products and sharing MDM updates. On the other hand, retailers and online marketplaces receive product information and updates, from suppliers, at one centralised location, which helps them update their item master faster and enhance its data quality.

DataKart also has module for creating Digital Link, which enables GTIN to be part of a web URL and help consumers in accessing digital product information by scanning QR code on the label.

E-Cataloguing and Imaging

GS1 India's e-Cataloguing & Imaging service offers a convenient 'one-stop solution' for brand owners to meet their product cataloguing and imaging needs for promoting

Its Electronic Product Code Information Service (EPCIS) module enables trading partners to share information about the physical movement of products as they travel throughout the supply chain. This creates end-to-end visibility for brand owners.

> **DataKart:**
> # Over 14 million products
> ## 20,087 companies
> Among these, 3,220 companies & 2,563,388 products added in 2019-20

and selling products online, in stores, or both.

Digital images and dimensions captured through this service conforms to GS1 Product Image Specification Standard & GS1 Package Measurement Rules. These standards are used

DR. OETKER FUNFOODS Chocolate Spread Fudge Decoration, Toppings And Sweet Sauces 350 Grams

Barcode Number (GTIN) : 8906002004133

| BUY THIS PRODUCT | BRAND NAME & ADDRESS | **PRODUCT INFORMATION** | MRP | FSSAI | CONSUMER CARE DETAILS | CONSUMER FEEDBACK |

PRODUCT NAME
DR. OETKER FUNFOODS Chocolate Spread Fudge Decoration, Toppings And Sweet Sauces 350 Grams

BRAND NAME
DR. OETKER FUNFOODS

COMMODITY
Food / Sauces/Spreads/ Dips/Condiments

BARCODE NUMBER(GTIN)
8906002004133

NET CONTENT	NET Weight		GROSS WEIGHT
350 Grams	350 Grams		397 Grams

HS CODE / DESCRIPTION	IGST	SGST	CGST
18069030 (Spreads containing cocoa)	18	9	9

STORAGE CONDITION
Ambient

INGREDIENTS IMAGE
8906002004133_ig.jpg

**NUTRITIONAL CONTENT**
8906002004133_nc.jpg

> # 570 e-Catalogues in 2019-20

by leading retailers and online shopping sites worldwide for product cataloguing. Other product attributes captured while creating digital product catalogues are product name, brand name, product net and gross weight, license FSSAI number, FSSAI license validity, MRP, etc.

Product information and images captured through this service are uploaded directly into GS1 India's DataKart, which can then be shared with retailers, online shopping sites, and consumers.

ClickIt App

GS1 India's ClickIt imaging app enables brand owners to capture high-quality product photos, for efficiently creating robust e-catalogue of
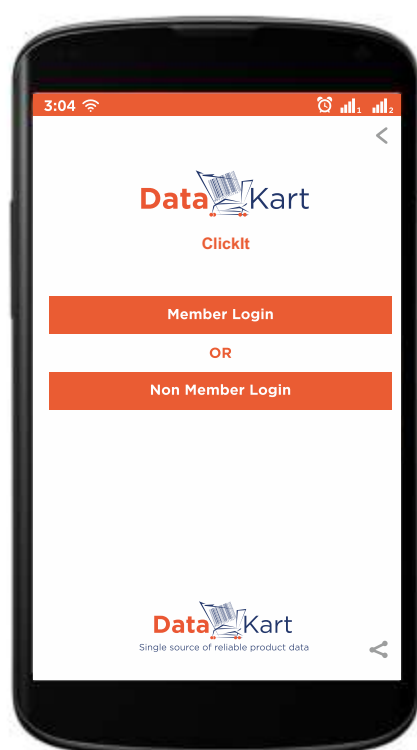
products. Once captured, these photos can then be stored on DataKart, from where they can be shared with multiple trading partners, including buyers. During the beta testing of the app, 455 product images have been captured by 54 brand owners.

Traceability

GS1 India developed an EPCIS-based traceability application layer over its DataKart service. This service enables brand owners to track & trace their products/consignments throughout the supply chain by enabling all trading partners to use a cloud-based traceability infrastructure provided by GS1 India. Trading partners use a mobile app to scan barcodes on consignments for capturing information at every check point.
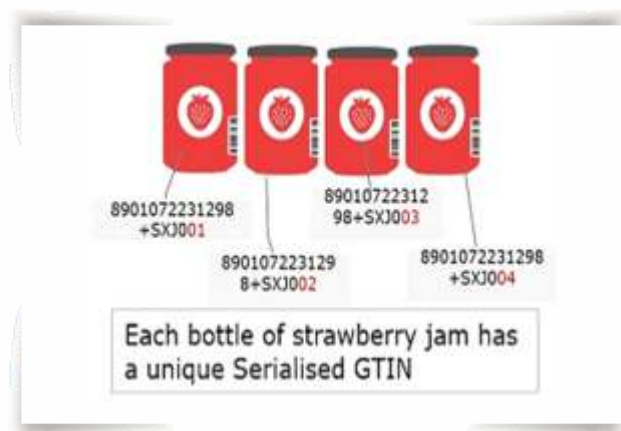

The service enables brand owners to trace goods from source/origin till the point-of-sale, using Global Traceability Standard (GTS). This enables real-time visibility and targeted product recalls, whenever required. The traceability service offered by GS1 India can be customised based on the requirements of brand owners.

Currently, the service is used by Indian Army to effectively track frozen and dry ration items, from manufacturing up to dissemination to Army Unit Canteens. The project was initiated to comply with FSSAI recall and traceability guidelines, however through the course of implementation, Indian Army realised other benefits, such as ensuring product quality and ability to return sub-standard items.

Out of 40 suppliers of Indian Army, registered with GS1 India, 31 dry and frozen food suppliers are using this service across 20 Army depots.

Serialisation

Launched in 2019-20, product serialisation enables brand owners to identify every unit of their product uniquely. GS1 India offers a cloud-based serialisation service, using which brand owners can easily create serialised barcodes/serialised barcoded labels, depending on their requirements.

8901072231298 +SXJ001
890107223129 8+SXJ002
89010722312 98+SXJ003
8901072231298 +SXJ004

Each bottle of strawberry jam has a unique Serialised GTIN

Serialisation facilitates product traceability, inventory management, expiry management, and better after-sales service. It is based on the principles of unique identification.

Smart Consumer

Powered by DataKart, GS1 India's 'Smart Consumer' mobile app is aimed at empowering consumers with ready access to brand-sourced product information on scan of barcode on consumer products, using their mobile phones.

Access to this marking/labelling information through the app becomes especially important when labelling information on a consumer pack is difficult to read due to its small font size or damaged product label. Consumers can also use the app to verify information printed on product labels and to directly connect with brand owners. Till date, the app has received over 1.5mn scans on over 3 lakh products.

GTIN Validation

Retailers and online marketplaces need to validate and authenticate the ownership of GS1 barcode numbers used on retail products, besides other product attribute information. This helps in differentiating between genuine and counterfeit sellers, and protecting the business from potential legal/financial liabilities arising from selling counterfeit products. Besides, GTIN validation service helps retailers and online marketplaces to sift active products from inactivate ones.

This also helps them authenticate product licenses and ensure their validity.

Validated in 2019-2020:

469,479 products

32,975 FSSAI licenses

Consulting and Advisory

GS1 India offers consulting and advisory services to businesses to optimise efficiency of their supply chain processes through the use of global standards & solutions. This has been done by undertaking a comprehensive study of existing supply chain processes of business partners to identify gaps in the process and highlight areas for improving efficiency.

A detailed report is submitted to business partners on recommendations/solutions to address the issues/challenges they face through adoption of standards and global best practices.

Specific areas covered under this service are

related to data quality and master data alignment, product authentication/counterfeit detection, product/consignment track & trace, product recalls, FIFO management, inventory management, stocks availability/real-time stock monitoring, planograming/retail shelf space optimisation, warehouse management, point-of-sale billing, efficient data exchange amongst trading partners, etc.

In 2019-20, GS1 India received Consulting projects from Directorate General of Naval Armament (Indian Navy), and Directorate General for Supplies and Transport (Indian Army).

Directorate General for Naval Armament (DGONA) has entered into a contract with GS1 India with an objective of keeping track of ammunition in Naval Armament Depots (NAD) and while being issued to the ships. GS1 India will assist in implementation of appropriate AIDC technology for enhancing efficiency and visibility in ammunition inventory management across NADs.

Directorate General for Supplies and Transport (DGST) decided to implement a global standards-based traceability system to ensure the quality of food supplies. It collaborated with GS1 India to setup a traceability platform for the Army food suppliers, which would help Indian Army to track all food items that are procured at unit level, besides enhancing visibility to batch-level stocks across depots. This will also enable following of FEFO (First Expiry First Out) while the supplies are issued to army units to maintain freshness, besides ensuring rapid action in the event of a recall requirement. In the first phase, 20 depots and 48 suppliers have signed up for the program. The scope of the project include around 200 depots and close to 100 suppliers.

Progress has also been made in the ongoing projects of Centre Ammunition Depot (CAD) of Indian Army, Bureau of Pharma PSUs of India (BPPI), and Indian Railways (CRIS).

4

Projects

NITI Aayog uses GS1 identifiers in its blockchain pilot project

Blockchain technology has emerged to become a potentially transformative force in multiple aspects of government and private sector operations. Its potential has been recognised globally, with a variety of international organisations and technology companies highlighting its benefits in reducing costs of operation and compliance with Regulatory requirements, as well as in improving efficiencies.

GS1 India has worked with NITI Aayog, the apex policy think tank and change catalyst of the Government, on its pilot project that is aimed at ensuring authenticity of pharmaceuticals using blockchain technology. The technology is used with unique identification standards of GS1.

The Indian Railways has emerged as a major player in implementation of RFID tags along with GS1 standards to be able to monitor rolling stocks, better utilise them, and improve mobility to ease network congestion, among other.

*- **Rajesh Agarwal,** Member-Rolling Stock , Indian Railways*

'StarFlu 75mg CAP', manufactured by Strides, is labelled with GS1 2D barcode for blockchain pilot

IOT-enabled container, sourced from Efftronics, was used for drug transit during pilot

The scope of the project enabled track and trace beyond traditional methods by allowing users to verify whether prescribed conditions for the transportation of drugs were maintained throughout the journey or not (through IoT sensors), and status was made available to stakeholders through a mobile application.

The project report titled: 'Blockchain: The India Strategy –Towards Enabling Ease of Business, Ease of Living and Ease of Governance' analyses the value of blockchain in facilitating trust in government and private sector interactions, followed by considerations for evaluating the blockchain use case for implementation. It also highlights possible challenges and lessons from NITI Aayog's experiences in blockchain implementation and showcases potential use cases that the ecosystem may consider.

Enabling validation of product codes and data on retail items

Today, the information that retailers and online marketplaces receive on retail products come from multiple sources (mostly sellers and not brand owners) and is of dubious quality, which can erode trust and negatively impact brand owners and their bottom lines.

To solve this, retail industry represented through The Consumer Goods Forum (TCGF), has collaborated with GS1 Global to create and maintain a single, neutral source of trusted product information—a solution that is expected to streamline global commerce and strengthen consumers' trust and confidence on products. This project is called Verified by GS1, a global solution that enables retailers and marketplaces to verify the identity of products by querying into the GS1 Registry platform.

India is one of the first phase countries that have gone live with the project. In 2019-20, information on 497,995 Indian products from 10,158 suppliers have been uploaded to the global registry for validation by global retailers and online marketplaces from anywhere in the world.

'Verified by GS1' enables Indian brand owners to promote their products to global retailers.

Indian retailers, e-Commerce companies and

solution providers can access information on imported products via DataKart, which in turn is synced with GS1 Registry (database of 'Verified by GS1' service)

One of the pre-requisites for Indian companies to upload their information into GS1 Registry is to ensure that at least seven core product attributes – product's GTIN, its brand name, description of the product, its image, GS1 Global Product Category (GPC) code, its net content & the associated unit of measure, and

its country or countries of sale, are published into their DataKart account. This is to ensure data quality and enable product validation.

Products from below countries are already available through Verified by GS1:

- India
- Brasil
- Germany
- Netherlands
- Belgium
- France
- Mexico
- US

How 'Verified by GS1' works?

Brand owners "Getting data IN"
Retailers & Market Places "Getting data OUT"

Data IN

Data OUT
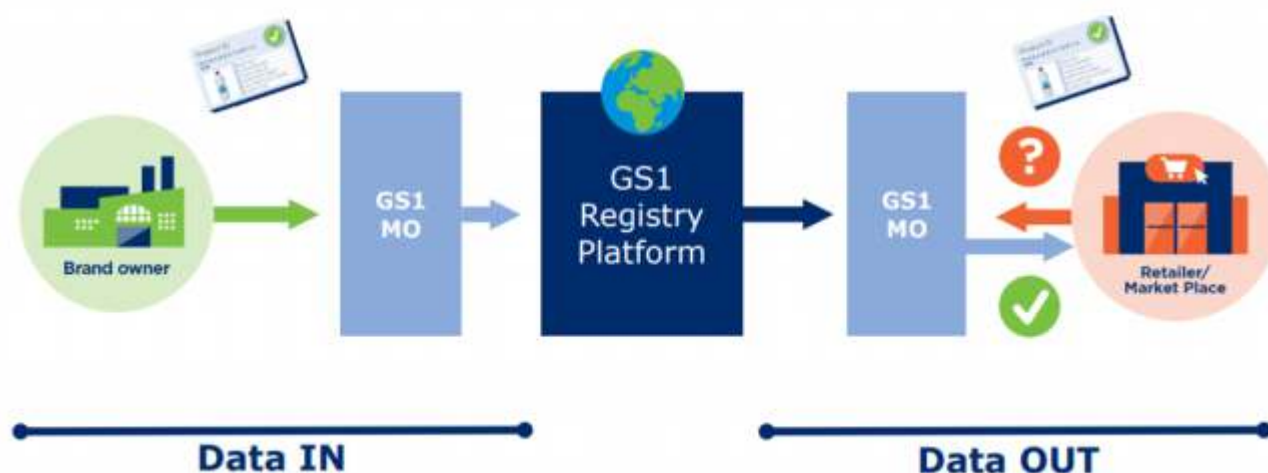
SDMC is using global standards for efficient inventory management of drugs

South Delhi Municipal Corporation (SDMC) is using GS1 standards for managing inventory of drugs and pharmaceuticals. The objective is to ensure zero wastage of drugs by applying First-Expiry and First-Out (FEFO) principle of inventory management.

For this, the Corporation has directed its vendors to label drugs using GS1 standards.

GS1 India has been working with SDMC suppliers to provide them implementation support. The process has been started for all vendors.

Standards used for API traceability pilot by the industry

As per the draft guidelines of Ministry of Health & Family Welfare, every active pharmaceutical ingredient (bulk drug) manufactured or imported in India shall bear Quick Response (QR) code on its label at each packaging level to facilitate tracking and tracing. This QR code will encode the unique ID of the products, besides its name, brand name, batch number, carton code (SSCC), etc.

To comply with this, pharmaceutical companies and API manufacturers have conducted a pilot, with the help of GS1 India. Ten pharmaceutical companies participated in a 6-month pilot to establish an end-to-end traceability for API.

As per the findings of pilot implementation, expected benefits post API traceability implementation are:

1) API Manufacturers

    a)   Higher visibility across supply chain

    b) Ability to detect counterfeits

    c) Convergence with formulations traceability system

    d) Faster receiving and dispatch process

    e) Cost savings

2) Formulation Manufacturer

    a)   Faster receiving process at warehouses

    b)   Digitisation of record keeping process

    c)   Ensure use of genuine API by combating counterfeit

    d) High trust among patients/consumers with upstream traceability records

3) Regulators

    a)   Higher visibility across ecosystem

    b) Ability to track movements of products in supply chain

    c) Reduced API counterfeit, resulting in better patient safety

    d) Better control on product, manufacturing and marketing license

Standards are used to manage inventory at Janaushadhi outlets

Bureau of Pharma Public Sector Undertaking of India (BPPI), the implementation agency of Pradhan Mantri Janaushadhi Pariyojna (PMBJP), provides medicine at affordable prices, particularly to the poor and disadvantaged, through 6451 exclusive outlets called *janaushadhi kendras*.

GS1 India has been working with BPPI for providing implementation support to its suppliers, so that automated receiving and distribution processes can be achieved using global standards. Around 150 manufacturers, supplying to BPPI have adopted GS1 standards for identification of over 1600 products (drugs), and so far 1.6 million cartons have been identified using unique carton codes (SSCCs).

Indian Railways uses GS1 standards for tracking wagons and managing lifecycle of components/spares

Indian Railways have around 2.5 lakh wagons, 60,000 coaches and 9,000 locomotives in its possession. The project of identifying all wagons using GS1 standards based RFID tags to efficiently manage its inventory and knowing what is located where, is under implementation by CRIS (Centre for Railway Information System). This is to ensure the visibility of each rail vehicle in near real-time for improving the quality of information available for predicting maintenance work content, while improving the overall quality of data capture in a more transparent and expeditious manner.

These radio frequency tags are designed by CRIS, in association with GS1 India, for this purpose. These tags are developed as per GS1 GIAI 202 standard and have a user memory area.

So far, approx. 22,000 wagons and 1200 coaches have been installed with RFID tags. After successful rollout of this project, Indian Railways is also planning to identify each component/spare using GS1 identifiers through DPM (Direct Part Marking). This will help them identify parts, manage their warranties and plan repair operations better, besides managing expiry/lifecycle of components/parts. GTIN, along with Batch or Serial number, will be encoded in GS1 Datamatrix for this purpose.

Retailers & Online Marketplaces

Reliance RETAIL

future group Udna hai. Aaj. Abhi.

more MEGASTORE

D Mart

Walmart India

METRO Cash & Carry

bigbasket India's largest online supermarket

Flipkart

amazon

5

LuLu HYPERMARKET

Brand Owners

Hindustan Unilever Limited

P&G

COLGATE PALMOLIVE

Johnson&Johnson

Nestle

ITC

WIPRO Applying Thought

Godrej | CONSUMER PRODUCTS

marico

bajaj CONSUMER CARE

Jyothy labs

Mondelēz International

L'ORÉAL INDIA

Kellogg's

NIVEA

Knowledge Partner

Deloitte.

NIFR

G S1 India created the National Industry Forum for Retail (NIFR) in early 2019 with the support of key Industry leaders, including Reliance Retail, Metro Cash & Carry, Future Group, Walmart India, Amazon, Google, Big Basket, More Retail, FlipKart, HUL, P&G, J&J, Godrej Consumer Products, ITC, etc.

The objective behind this forum is to collaboratively address challenges faced by brand owners, retailers and e-tailers in their supply & demand chain processes, using global best practices and standards.

Substantial progress have been made by the workstream on 'Best Practices and Standards adoption'. The recommendations of the workstream are as below:

Assignment of a new GTIN shall be done by brand owners, if change in grammage/net content of the product is more than 10%.

The workstream is also working on fixing the number of characters for product description, for use in brick & mortar retail and for listing on e-marketplaces.

It was decided that all major brand owners shall

align themselves to the workstream recommendations.

Another workstream on 'Carton-level Barcoding' was formed to enable error-free automation in loading/unloading and cross-docking operations of cartons during the transit from manufacturing till retailer outlets.

6

Events

36th GS1 Global Healthcare conference, 5-7 November 2019

GS1 Global Healthcare Conference is a key event for sharing Healthcare information and global regulations with Healthcare community. 36th Healthcare Conference, hosted by GS1 India, was inaugurated by Dr V K Paul, Member (Health, Nutrition & Gender) at the NITI Aayog, and Mr. B S Bhalla, Additional Secretary, Department of Commerce & Industry, Government of India.

During the conference, healthcare leaders from Industry and Government agencies presented the progress of worldwide efforts to implement GS1 standards for improving patient safety, supply chain security and efficiency.

The conference was attended by 352 delegates from 35 countries. Over 40 speakers presented in 18 high powered sessions during 3-day conference, shared knowledge to improve patient safety and transform supply chain to increase visibility.

A motivational session was conducted by Maj. D P Singh – first marathon blade runner, Kargil war survivor, and holder or 'Limca book of record'.

"

The 36th Global GS1 Healthcare Conference, hosted by GS1 India, witnessed participation of global healthcare leaders, regulatory bodies and policymakers in deliberations held upon enhancing patient safety. India is the largest supplier of drugs to so many countries worldwide; hence, a globally harmonised approach for product identification, aligned with the rest of the world, is critical for the industry in India.

*- **Ulrike Kreysa**, Vice President, GS1 Healthcare*

"

GS1 India at Global events

Mr. S Swaminathan, COO, GS1 India, speaking at Global Forum in Feb 2020 on 'Partnering with Solution Providers: Interoperability is key to improve patient safety'

Mr. Bijoy Peter, DGM (Technical Services), GS1 India, speaking at GS1 Global Forum on 'Get ready to deploy Verified by GS1'

GS1 India at national events

- *Participated as keynote speaker at the AIDC annual conference held in August 2019 at Jaipur*

- *Panellist at 14th CII Food Safety, Quality and Regulatory Summit held in December 2019 at Delhi.*

- *Delivered session at the Pharma Traceability at Innopack Theatre at CPHI India, November 2019, Noida*

- *Delivered session at Pharma Brand Protection and Packaging Summit in August 2019 at Mumbai*

- *Conducted workshop on 'Barcoding/QR coding for seed traceability', organised by Seed Industries Association of Maharashtra at Aurangabad*

- *Delivered session on importance of GS1 Standards to participants from Ministry of Consumer Affairs, Government of Bhutan. The workshop was organised SEIS Packaging School at Navi Mumbai in January 2020, for executive from Production, Packaging, Procurement and Supply Chain, Package Development, R&D, Quality Control and Line Function personnel and Sales & Marketing, Brand Promotion, Print Technology, Print Process, Consumer Research, etc.*

- *Shared knowledge on global standards in 5-day certificate program on internal trade, organised by Federation of Indian Export Organisations (FIEO).*

Employee engagement activities at GS1 India

At GS1 India, we conduct several employee engagement activities, including get-togethers on festivals, special days and New Year party. We also organise picnics, sports activities, day outs with all teams to keep everyone motivated, stimulate team work, foster holistic personal growth and enhance productivity.

POSH

Policy for Prevention of Sexual Harassment (POSH) requires organisations to provide safe working environments to all employees, create a committee to deal with harassment incidences, if any, and work towards upskilling employees and committee members on the guidelines and mandates under the policy. GS1 India complies with these requirements and formed a POSH committee to address harassment related complaints/issues. GS1 India conducts regular training for all staff members on the subject. In FY 2019-20, GS1 India has renewed the contract of external members of its POSH committee for two years. No case has been reported.

7

Global
Developments

Asia-Pacific GS1 Member Organisations reach new milestone with the Hong Kong Declaration

The Asia-Pacific region is diverse, dynamic and most competitive region in the world, representing half of the world population and close to half of global trade. As the growth engine of the world, the adoption of GS1

standards is also increasing with the advent of modern retail in developing markets but more importantly with the meteoric rise of e-commerce, led by India, China and ASEAN.

The Asia Pacific GS1 organisations have joined hands to sign Hong Kong declaration to collaborate on areas of digital food information, customs cooperation and cross-border trade facilitation including cross-border

e-commerce, e-invoicing and public procurement, as well as cooperation with eMarketplaces.

The signatories of the Declaration are: GS1 India, GS1 Australia, GS1 China, GS1 Hong Kong, GS1 Indonesia, GS1 Japan, GS1 Korea, GS1 Lanka, GS1 Macao, GS1 Malaysia, GS1 New Zealand, GS1 Philippines, GS1 Singapore, GS1 Chinese Taipei, GS1 Thailand, and GS1 Vietnam.

25 African Regulatory authorities, six health financing & donor organisations joined together for pharmaceutical traceability

Under the coordination of the African Medicines Regulatory Harmonization (AMRH) and the New Partnership for Africa's Development (NEPAD), representatives from national and regional economic communities (RECs) from across Africa have signed a Call to Action for the 'Africa Strategy for Pharmaceutical Traceability'.

The signatories have declared their support and commitment to undertake actions that will improve the availability of quality medicines, ensure greater visibility of products within the supply chain, and enable improved patient care. The adoption of existing global supply chain standards for pharmaceutical traceability will help achieve these goals through stronger regional regulatory harmonisation, as well as global and national interoperability of supply chains and supporting information systems.

2nd African Healthcare conference held in Lagos, Nigeria, from 17 to 19 September 2019. This conference is supported by The World Bank, The Global Fund, USAID and the International Federation of Pharmaceutical Manufacturers and co-hosted by NAFDAC

Miguel Lopera appointed as member of the World Trade Board

Miguel Lopera, President and CEO of GS1, is appointed as a World Trade Board member. The Board's mission is to 'improve people's lives by connecting trade, finance and technology, enabling long-term growth and prosperity'.

GS1 designated as issuing entity for UDI by the European Commission

GS1 has been designated by the European Commission as issuing entity for Unique Device Identifiers (UDIs). Global GS1 Standards meet the European Commission's criteria for the issuance of UDIs. GS1 will support EU regulators in ensuring a successful implementation of the UDI system as defined by the EU Medical Device and In-Vitro Diagnostic Medical Devices regulations, and enable manufacturers to comply with these requirements that will enter into force in May 2020.

The UDI system intends to provide a globally harmonised framework for identification of medical devices to enhance quality of care, patient safety and business processes.

Two new GS1 organisations added

With two new member organisations from Cameron and Myanmar, GS1 now has direct presence in 115 countries.

GS1 President and CEO, Miguel A. Lopera, and GS1 Management Board Chair, Kathryn Wengel, welcomed GS1 Cameroon and GS1 Myanmar during the GS1 General Assembly in Istanbul on 22 May 2019.

GS1
Management Board

- **Kathryn Wengel** (Chair)
  Executive Vice President & Chief Global Supply Chain Officer, **Johnson & Johnson**

- **Julio Nemeth** (Vice-Chair)
  Chief Product Supply Officer, **Procter & Gamble**

- **Bruno Aceto**
  CEO, **GS1 Italy**

- **Mark Batenic**
  CEO, **IGA, Inc.**

- **David Calleja Urry**
  CEO , **GS1 Malta**

- **Rubén Calónico**
  CEO, **GS1 Argentina**

- **Bob Carpenter**
  President & CEO, **GS1 US**

- **François Deprey**
  CEO, **GS1 France**

- **Béatrice Guillaume-Grabisch**
  Executive Vice President & Global Head Human Resources & Business Services, **Nestlé S.A.**

- **Doug Gurr**
  Vice President Country Manager, **Amazon UK**

- **Samir Ishak**
  Board Advisor, **Abudawood**

- **Xiao An Ji**
  Chairman, **Beijing Hualian Group**

- **Stéphane Lannuzel**
  Operations Chief Digital Officer, **L'Oréal**

- **José G. Loaiza Herrera**
  Vice President of International Business & Digital Strategy, **Grupo Exito**

- **Miguel A. Lopera**
  President & CEO, **GS1 Global Office** (Ex-officio)

- **Meinrad Lugan**
  Member of the Board of Management, **B. Braun Melsungen**

- **Gary Lynch**
  CEO, **GS1 UK**

- **Susan Moffatt-Bruce**
  Chief Executive Officer, **Royal College of Physicians and Surgeons of Canada**

- **Bhanu Narasimhan**
  Director, Product Management, **Google Inc**

- **Hidenori Osano**
  Vice President & Executive Officer, Senior Chief Officer of Logistics Innovation, **AEON Co. Ltd.**

- **Maria Palazzolo**
  Executive Director & CEO, **GS1 Australia**

- **Joseph Phi**
  Group President, Li & Fung and President, **LF Logistics**

- **Martin Reintjes**
  Member of the International Executive Board of Dr. Oetker Nahrungsmittel KG, **Dr Oetker**

- **Chris Resweber**
  Senior Vice President of Industry & Government Affairs, **The J.M. Smucker Co.**

- **Timo Salzsieder**
  CSO & CIO at METRO AG and Member of the Metro Cash & Carry Operating Boards, **METRO AG**

- **Joseph Sheridan**
  President & CEO, **Wakefern Food Corp.**

- **Arthur Smith**
  CEO, **GS1 Canada**

- **Venkatachalam Subramaniam**
  Director, **Reliance Retail Limited**

- **Lin Wan**
  Senior Vice President, **Cainiao (Alibaba Group)**

- **Chenghai Zhang**
  CEO, **GS1 China**

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