GS1 India

The Global Language of Business

ANNUAL REPORT
2020-2021

Our
Mission

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

Order Pick Time

Order Pick Time

00:05:15

002:09:27

Order Pick Time

15:14:03

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Message
from
the
President

I am pleased to present GS1 India's Annual Report of 2020-21, which highlights the notable milestones achieved over the past year despite the second wave of the pandemic impacting both human lives and economies. As part of the global standards organisation, GS1 India has taken special measures to adapt to the changing needs of its subscribers and ensure business continuity during challenging times.

GS1 India's resilience and innovative initiatives have not only helped industry progress towards its vision but also enabled them adopt and implement global supply chain standards.

It has been helping small and mid-sized organisations in their digital transformation journey through the adoption of global standards and AIDC technologies. For strengthening SMEs, it has initiated masterclasses where industry veterans share their experiences, industry expectations, and guide them in regard to common challenges.

Digital transformation is the inevitable need of the hour. Physical stores that once witnessed countless beeps of barcode scanning, are now going online. In fact, almost all sectors, from healthcare and retail to transport & logistics and technical industries, are realising the importance of online commerce and adapting to changing consumer needs. GS1 India is constantly striving to bridge the gap between physical and digital retailing by encouraging the adoption of global standards for robust, agile, transparent, and automated supply chains.

GS1 India believes that with increasing consumer demands for product data, information management has become more important than ever. To facilitate exchange of quality data, it has added new features in DataKart – the national repository of product information.

Data security is equally important along with data quality. GS1 India has achieved ISO 27001:2013 certification, the most widely recognised international standard outlining best practices for information security management systems.

In healthcare, GS1 India has worked closely with various vaccine manufacturers and government bodies to ensure safety in COVID vaccine supply chain by adoption of global traceability standards. It has brought the industry together to bring a change towards ensuring patient safety.

GS1 India advocates the need of national registries for drugs, patients and medical devices for enabling better safety and visibility in the healthcare system and interoperability between various disparate systems. This is a key to successful implementation of various government schemes, reducing medical errors and to ensure that right patients receive right medicines at the right time by right healthcare provider.

On global front, GS1 India CEO has been nominated to the Advisory Council of GS1 Global. This year, GS1 Global celebrated 50 years of its most popular identification key – GTIN (barcode number), which is used to identify products and services. 50 years ago, on 31 March 1971, leaders from the biggest names in commerce came together and developed the GTIN - the number behind the barcode. Today, the barcode is scanned over six billion times every day and remains one of the most trusted symbols in the world.

GS1 India has completed 25 years of service to the industry for implementation of global standards & solutions to improve the efficiency and visibility of their supply & demand chains. It will continue to live up to its mission by emphasizing the need for Indian industries to follow global supply chain standards. Working towards the future growth of the organisation, the focus is on innovative ways to bring transparency, safety and operational efficiency for all its stakeholders.

I would like to thank the Board of Management for its continued pro-active support in furthering the objectives of the organisation and complement GS1 India team, under the leadership of Mr. S. Swaminathan, for its outstanding performance during the year.

Dr. Srikar K Reddy

Message
from **the**
CEO

The outbreak and fast spread of COVID-19 has disrupted many businesses, supply chains and industries. This warranted a new approach to the way we work and live, with social distancing norms and work-from-home becoming the new normal. Staying true to its mission and core values, GS1 India has embraced technology and adopted innovative & agile ways of working, ensuring safety for teams and business continuity for our subscribers. This year, we have launched dedicated helplines and online chat to better support our subscribers.

For business, it was yet another year of satisfactory performance with the

growth of 17% in new subscriber acquisition for allocation of unique product codes, DataKart and Consulting services.

GS1 India is poised for the digital future and is continuously helping industries transcend towards a data-first approach. To support our subscribers better, we have been constantly enhancing DataKart platform by offering new services. We have introduced an imaging app – ClickIt, to help our subscribers easily create digital product catalogues, list their products on popular e-commerce platforms, and gain access to wider consumer base. Also, a couponing module has been added to help brand owners uniquely identify, manage and redeem coupons.

Our data-first approach is decluttering MDM systems, reducing human error, and turning beeps into clicks. Harnessing the power of product data enables retailers and online marketplaces to run their operations better. This year, major e-tailers have started using

GTIN Validation service for validating product codes (GTINs) and fetching additional attribute information on products.

We believe that a constant process of learning is the best way to move up the value chain and cope up with pressures of daily life. Hence, we organized regular knowledge sharing sessions for our subscribers and staff members to help them grow.

Several traceability projects were initiated this year. This includes UNDP and Spices Board's blockchain-based traceability pilot for chilli and turmeric farms using GS1 standards; use of GS1 India's traceability service for end-to-end order tracking by Tata Pravesh; and technical feasibility study for Indian Navy to better manage their ammunition inventory.

Further, we supported our subscribers comply with unique identification requirements of Department of Agriculture, Government of India, and Saudi Standards, Metrology and Quality Organization (SASO).

GS1 India is partnering with Authentication Solution Providers Association (ASPA) to strengthen anti-counterfeiting ecosystem and take the fight against fakes to the next level in India, using global standards. Jointly, we will sensitise stakeholders in this respect, spread awareness and motivate brands and

customers to use 'Smart Consumer' – an app launched to empower consumers with digital product information.

This year, GS1 India enabled Bureau of Civil Aviation Security develop certificate registry by leveraging document identification standards for authentication of Aviation Security (AVSEC) certificates.

GS1 India has also organised a goal-setting meeting, with the theme 'Gearing Up for Growth and Aligning with GS1 Global Priorities', to develop a 5-year growth plan of the organization. For motivating employees, we have constituted performance awards.

Going forward, we would continue to support SMEs and industries with the adoption of global standards, quicker query resolution options, and better information accessibility through redevelopment of website and Smart Consumer app.

I take this opportunity to thank our president Dr. Srikar Reddy, members of the Management Board, GS1 Global Office, and GS1 member organisations for their continued support and guidance. I would like to commend the efforts of GS1 India team for supporting our subscribers and ensuring business continuity during these uncertain times.

S. Swaminathan

About
GS1
India

We are affiliated to GS1 Global

We work with the Government and Indian Industry to help them bring supply chain efficiency, product visibility and consumer safety.

Our Board Members

Government of India
Ministry of Commerce and Industry

CII

FICCI

ASSOCHAM INDIA

FIEO FEDERATION OF INDIAN EXPORT ORGANISATIONS
Set up by Ministry of Commerce, Government of India
ISO 9001:2015 Certified

IMC
Chamber of Commerce and Industry

SPICES BOARD INDIA

एपीडा **APEDA**

भारतीय पैकेजिंग संस्थान
Indian Institute of Packaging
Packaging for Better Living
An autonomous body under the Ministry of Commerce & Industry, Govt. of India

मानक: पथप्रदर्शक:
Bureau of Indian Standards

Sectors in Focus:

Retail & e-commerce

Healthcare

Transport and logistics

Agriculture
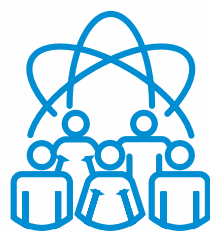
Vision

Our vision is to create a world where every product has a unique identity, which enhances visibility in the supply chain.

Core Values

Neutral & not for profit

Global & local

Trust & Integrity

Inclusive & collaborative

Growth in
Subscriptions

Growth in new barcode subscriptions

FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
3,096	3,354	3,574	3,755	4,417
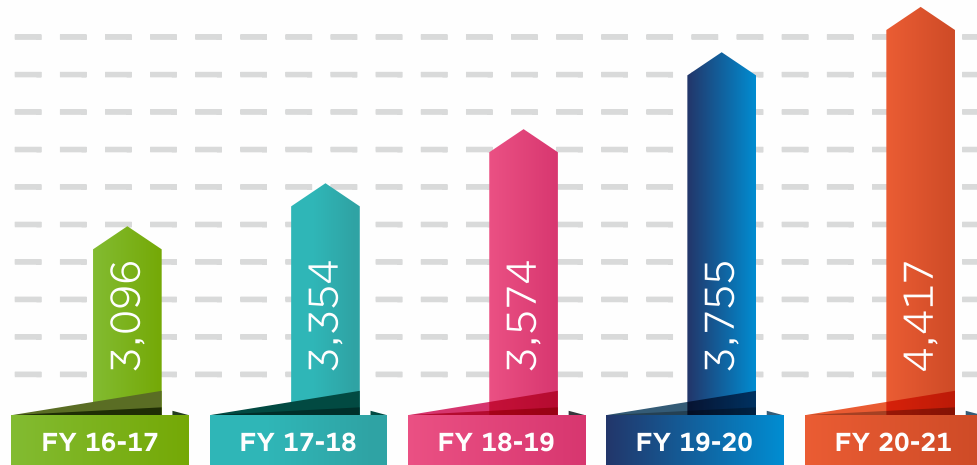
Vertical-wise adoptions

- Retail — 2128
- E-Com — 1470
- Export — 498
- Govt. — 315
- Others — 6
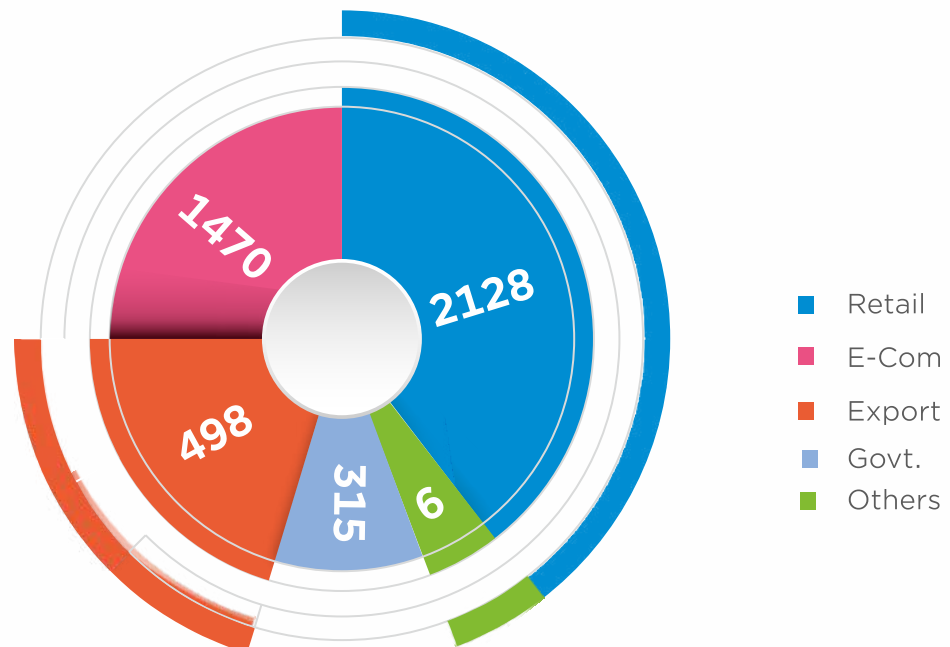
Growth in new DataKart subscriptions

2018	2019	2020	2021
240	280	331	409
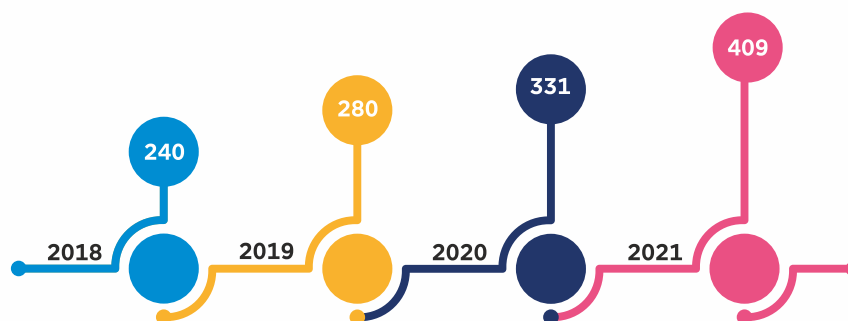
About
GS1

6 billion scans everyday

100 million products carry barcodes

2 million companies using standards

115 member organisations

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

GS1
Standards
are

User driven

Interoperable

Vendor neutral

Technology agnostic

GS1 standards are used for:

Unique Identification	Automatic Data Capture	Information Sharing

Applications of GS1 standards

- Faster billing at PoS
- Online selling
- Product recall
- Product authentication
- Product traceability
- Counterfeit detection
- Expiry management
- Real-time stock monitoring
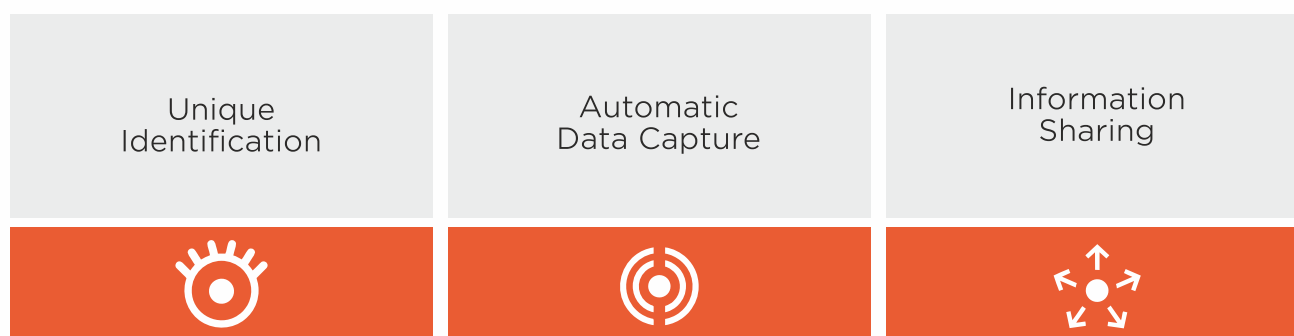
GS1
Stand**ards**
development

Standards created by the industry, for the industry.

The GSMP (Global Standards Management Process) is a community-based forum for businesses facing similar problems to work together and develop standards-based solutions.

A neutral participant, GS1 facilitates dialogue and the development of standards-based solutions among business and technical people from nearly sixty countries. Industries represented include retail and consumer goods, fresh foods, healthcare, transport and logistics, governments and many more.

Large or small, all members share a seat at the table to ensure that their business challenges are heard and taken into account while shaping the future of industry

Services

Allocation of
GS1
Identifiers

GS1 India allocates unique and universal identifiers for products, assets, services, locations, documents, and more.

GS1 Identification keys used in supply chain

		GTIN				
GLN	GTIN	SSCC	SSCC		GLN	
		GSIN				

| Manufacturer | Item | Case | Pallet | Transport | Distributor | Transport |

			GTIN			
SSCC	GLN		SSCC	GTIN	GLN	
			GSIN			

| Pallet | Distribution Centre | Transport | Case | Item | Retailer/Healthcare Provider | Consumer/ Patient |
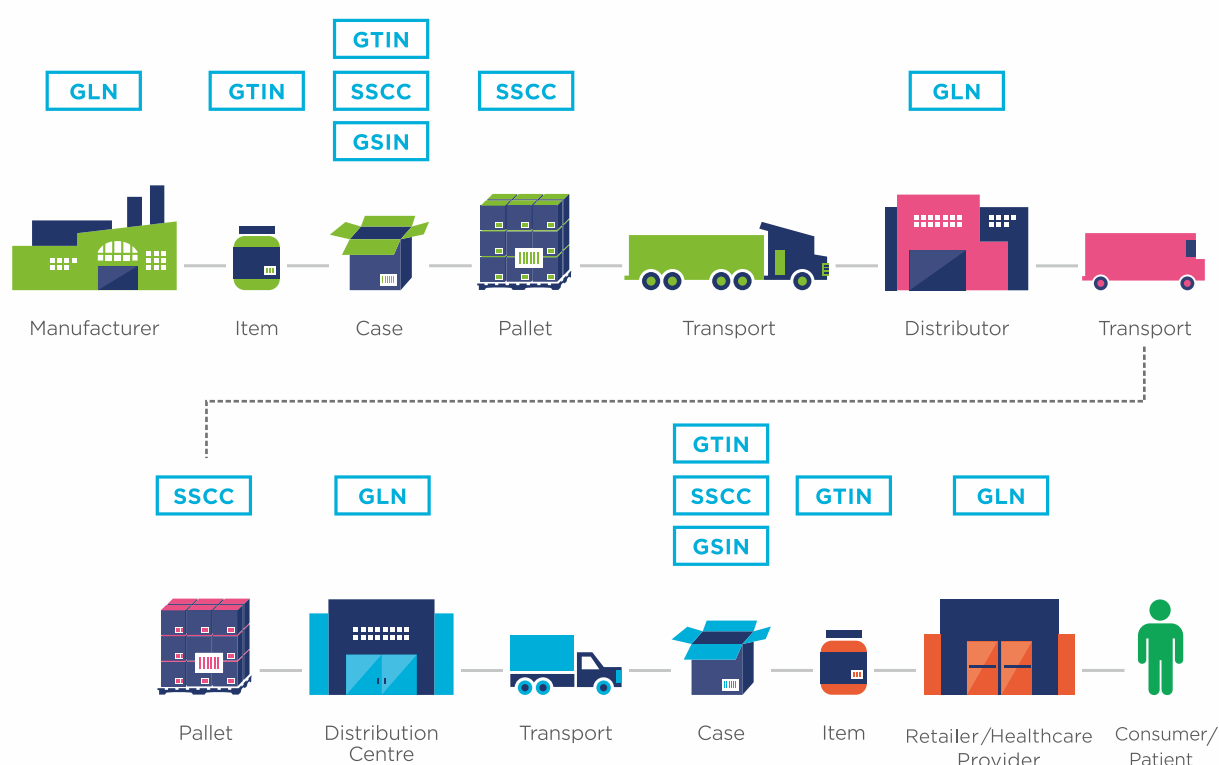
Standards identify

Companies	GCP		Products	GTIN®
Locations	GLN		Logistics Units	SSCC
Documents	GDTI		Service Relationships	GSRN
Assets	GIAI, GRAI		Shipments	GSIN, GINC

Data Kart

Product data management

DataKart is a B2B platform that connects brand owners/suppliers, retailers/online marketplaces, data aggregators, POS solution providers, and other stakeholders. It provides foundational data for several B2B, B2G, B2C requirements, which enables faster product listing, optimised planogramming, efficient trucking & warehouse management, targeted product recalls, compliance with statutory labelling/marking guidelines, and license/certificate validation. It also acts as data feeder for various government and industry apps, including Smart Consumer and CSD mobile apps that enable shoppers to make informed purchase decisions.

On one hand, DataKart enables brand owners to efficiently assign and manage barcode numbers (GTINs/EAN), besides generating barcode images following GS1 standards. On the other hand, it enables retailers/e-tailers to receive product information in a consistent, structured, and standardised manner, in

Over the years we have clearly seen the advantages it has given us, w.r.t. accurate & quick Master Updates/Listings with our Trade Partners. It has also enabled us to be automatically complaint, on multiple criteria & norms followed in the FMCG Industry. All of this being is being done with complete ease, due to the user friendly interface.

Adil Elavia
Senior Manager – All India Logistics
Kellogg's India Pvt. Ltd.

real time. This help them update item masters in timely fashion and reduce dependency on secondary information sources.

A couponing module is made available to brand owners for issuing and managing of coupons from a centralised location. This would enable them to issue coupons with unique serial numbers and manage them at the time of redemption.

Some of DataKart subscribers joined in
2020-21

wipro
WIPRO
ENPERPRISES
PVT. LTD.

Samsonite
SAMSONITE
SOUTH ASIA PVT. LTD.

SUN PHARMA
SUN
PHARMACEUTICAL
INDUSTRIES LIMITED

NIVEA
NIVEA
INDIA PVT. LTD.

Sunflame THE CLEAR CHOICE
SUNFLAME
ENTERPRISES
PVT. LTD.

Butterfly
BUTTERFLY
GANDHIMATHI
APPLIANCES LTD.

HERSHEY'S
HERSHEY INDIA
PRIVATE LIMITED

BACARDI LIMITED
BACARDI
INDIA PVT. LTD.

KIMBERLY CLARK
LEVER LIMITED

LUXOTTICA
LUXOTTICA INDIA
EYEWEAR PVT. LTD.

CAPITAL FOODS
CAPITAL
FOODS PVT. LTD.

Vega
VEGA AUTO
ACCESSORIES PVT. LTD.

AEROSTAR Safe is now Smart.
AEROSTAR HELMETS
& ACCESSORIES

BUNGE
BUNGE INDIA
PVT. LTD.

Multani Pharmaceuticals Limited
MULTANI
PHARMACEUTICALS
LTD.

DESAI FOODS
DESAI
FOODS PVT. LTD.

GREEN DOT HEALTH FOODS
GREEN DOT
HEALTH FOODS LTD.

WONDERCHEF
WONDER CHEF
HOME APPLIANCES
PVT. LTD.

SOCIETY TEA
AMAR TEA
PVT. LTD.

INTERNATIONAL TRADERS
INTERNATIONAL
TRADERS

"

In Britannia, from 2019, DataKart has played a huge part with its process of auto allocation of GTIN through its tool and helped to fastrack our go to market plans for new launch SKUs and brands. The DATAKART tool is an important and relevant tool to embrace it especially in the age of digitisation and automation, improving supply chain efficiency metrics across stakeholders.

N.Bhaskar
Supply Chain Manager - Channels

BRITANNIA

"

Supporting services of DataKart

Click It

Click It app enables GS1 India subscribers to capture e-commerce ready product images using their mobile phones. This helps them build an e-catalogue, which is stored in DataKart and can be easily shared with retailers and online marketplaces.

The app helps in background removal and editing of the images as per the requirements of e-commerce.

ClickIt app has been used by 900 companies in FY 2020-21 to capture over 21,000 images.
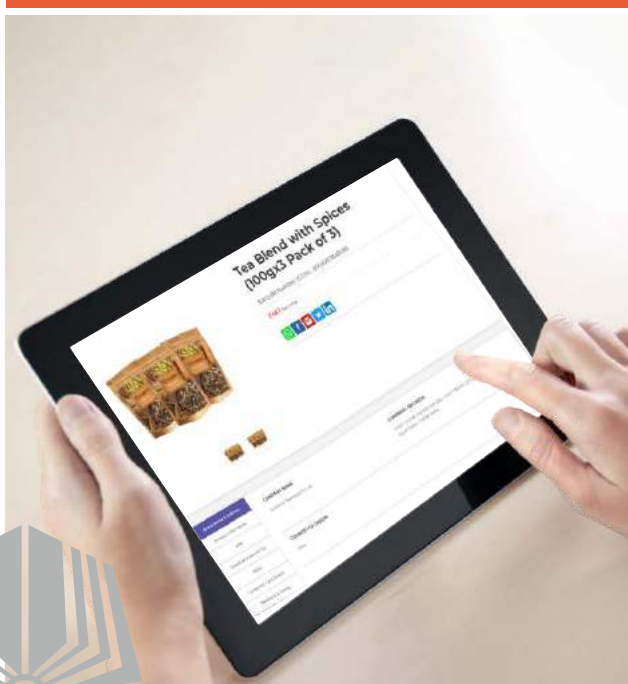

"Click It app is an excellent solution for capturing product images and linking them directly into the DataKart account. It's very convenient and user friendly, even my son can use it to capture images smoothly."

Maanoj Thakker
Founder
Shreenidhi Food Products (Brand 'Virgo')

e-Cataloguing

GS1 India's e-Cataloguing & Imaging service offers a convenient, 'one-stop solution' to meet various product cataloguing and imaging needs for selling products online, in stores, or both.

Digital images and product attribute information, captured through GS1 India's e-Cataloguing & Imaging service, conforms to GS1 Product Image Specification Standards & GS1 Package Measurement Rules, which are used by leading retailers and online shopping sites worldwide.

GTIN Validation

GTIN Validation service enables online marketplaces, retailers, and content aggregators to validate GTINs/product barcode numbers along with core data attributes of products. It helps in validating GTINs on domestic products through our DataKart service, and on international products through Verified by GS1 - the global product data repository.

It will provide product attributes on over 100 million consumer products and will act as a trusted source of validated product information, populated by brand owners. GTIN validation service is being used by Big Basket and Reliance Retail for validating product codes and fetching product information.

> *Thanks to DataKart, we are now able to identify GS1 verified EAN codes for products to maintain a clean catalogue. We've saved time on EAN duplicate identification and reduced catalogue errors by 80% by verifying the EAN codes with DataKart before we onboard the products.*

Praveen Posina
bigbasket

DataKart Trace

DataKart Trace service enables track and trace of goods across multiple trading partners with real-time visibility. It is based on EPCIS standard, which enables visibility to event data and enables compliance with all major global regulations, such as ISO standards on traceability and recall, G.A.P (Good Agricultural Practice), EU Food Law, US Bioterrorism Act and HACCP, among others, and has been endorsed by major food trade bodies, like the British Retail Consortium (BRC) and IFS.

DataKart Trace is used by the Indian Army to ensure freshness of dry and frozen rations to its canteens, and Tata Steel to gain visibility in order tracking.

> *"It has been a wonderful experience implementing the Unique Identification for Tata Pravesh products. Having a long supply chain has always challenged the traceability of material which has been sorted. In addition, DataKart Trace also helps us serve the customer with full orders. We expect to enhance the consumer experience through the implementation of DataKart Trace "*
>
> **Alok Kumar**
> *Sr. Manager – Services and Solutions*

TATA STEEL

Smart Consumer app

GS1 India's Smart Consumer mobile app helps brand owners to connect with consumers directly. The app is powered by GS1 India's DataKart. By scanning the barcode on products, the Smart Consumer mobile app empowers consumers with its digital product information, such as product's name, date of manufacture, MRP, net content, manufacturer details and consumer care details, etc.

The app has 160K installs and over 4 lakh product scans so far.

This year, the app was reviewed for its utility and a plan was made to make it more useful for end-consumers by offering value added services. For the same, new alliances will be formed and app will be relaunched to ensure better user experiences in next financial year.

Consulting & Advisory

Our Consulting and Advisory services leverages the knowledge of 115 GS1 organisations worldwide to understand the business processes related to data capture, provide recommendations on standards-based technologies, ensure interoperability, and achieve efficiency. We study the processes, identify gaps and make recommendation on process changes based on global best practices.

This year, we have worked on consulting projects of UNDP Accelerator Labs and Spices Board, and Indian Navy.

Developing registries

We develop and maintain cloud-based industry registries to bring transparency and streamline various processes. So far, we have worked on IIB's hospital registry to bring transparency in cashless insurance claims, APEDA's farm registry to bring visibility in spices supply chain, and BCAS registry for enabling validation of Aviation Security certificates.

Projects

Blockchain-based traceability system uses GS1 standards

U NDP Accelerator Lab India, along with GS1 India and Spices Board have joined hands to develop a blockchain-based Traceability, Quality Assurance and Trading System for Indian Spices. This will enhance eSpiceBazaar platform by ensuring food safety and improved quality. The project is supported by Cabinet Office of Japan under the Japan SDGs Innovation Challenge 2020.

Currently the pilot is being done for turmeric and chilli spices:

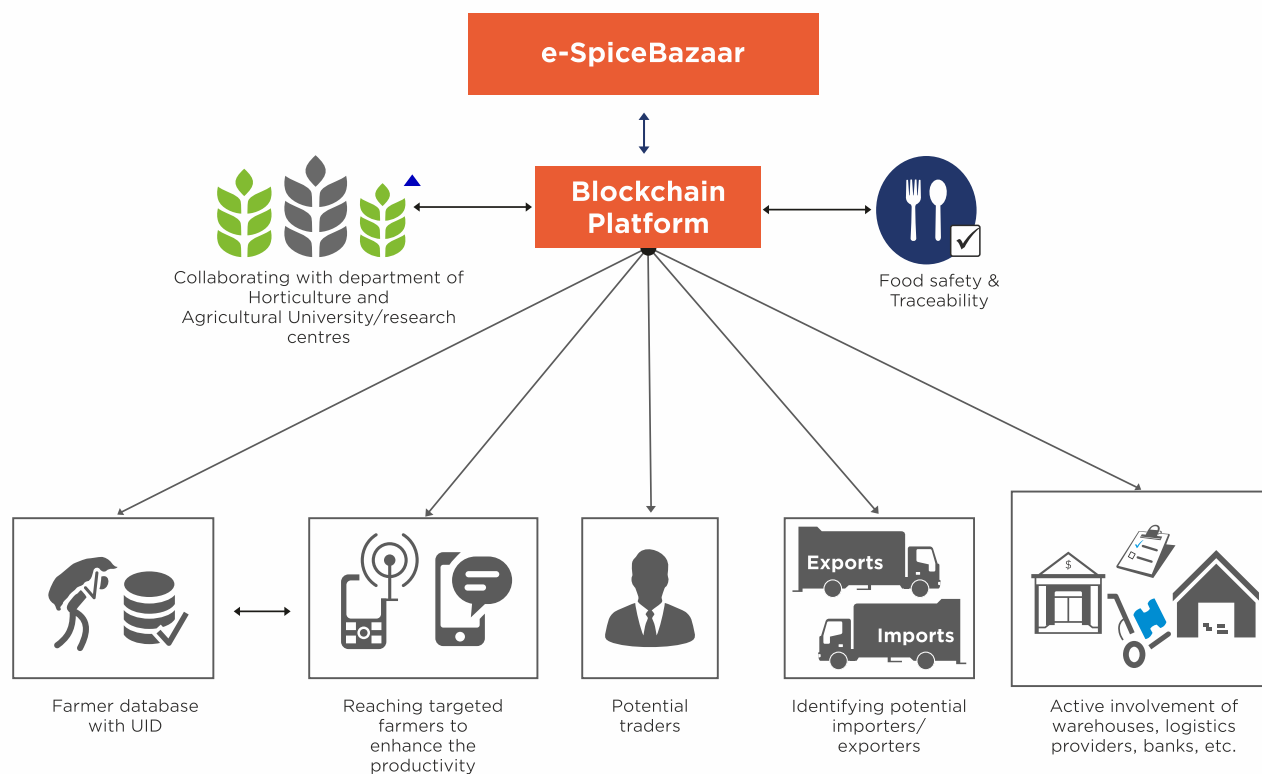| Turmeric	
Farms	500 Nos
Acres	500
Yield	12500 - 15000 Quintals

Chilli	
Farms	500 Nos
Acres	1000
Yield	2300 Tons

During the pilot, farms and crops have been identified uniquely using GS1 identification and capture standards.

Crop Data

Crop ID ....
(Global Trade Item Number)

Crop Name ....

Variety ....

Crop Type.................................

Plantation Season.....................

Region ....

Farm Data

Farm ID (Global Location Number).........................
Farmer Name....................Gender.........................
Address ....
Total Area of Farm...
Crops Cultivated (Variety).......................................
Ownership Status...
Geo Coordinates ....
Fertilizer & Pesticide Details...................................
Quality Certifications ....
FPOs Associated...
Yield ....Selling Price...................

The project is aimed at providing visibility to farmers in the spices value chain and enable their direct access to potential buyers, which will enhance their market value and profits. As the community develops, farmers would also have support in terms of access to advisory services on better farming practices and a chance to develop their capacities in line with the agricultural best practices.

e-SpiceBazaar

Blockchain Platform

Collaborating with department of Horticulture and Agricultural University/research centres

Food safety & Traceability

Farmer database with UID

Reaching targeted farmers to enhance the productivity

Potential traders

Exports

Imports

Identifying potential importers/ exporters

Active involvement of warehouses, logistics providers, banks, etc.

It has been a wonderful experience working with GS1 India towards strengthening traceability and enhancing market access for Indian spices. GS1 India's world-class expertise in the field of traceability and agricultural value chains is helping UNDP and Spices Board India in the development of India's first ever blockchain-powered traceability system for Indian spices.

Dr. Krishnan S. Raghavan
Head of Exploration,
Country Accelerator Lab
United Nations Development
Programme

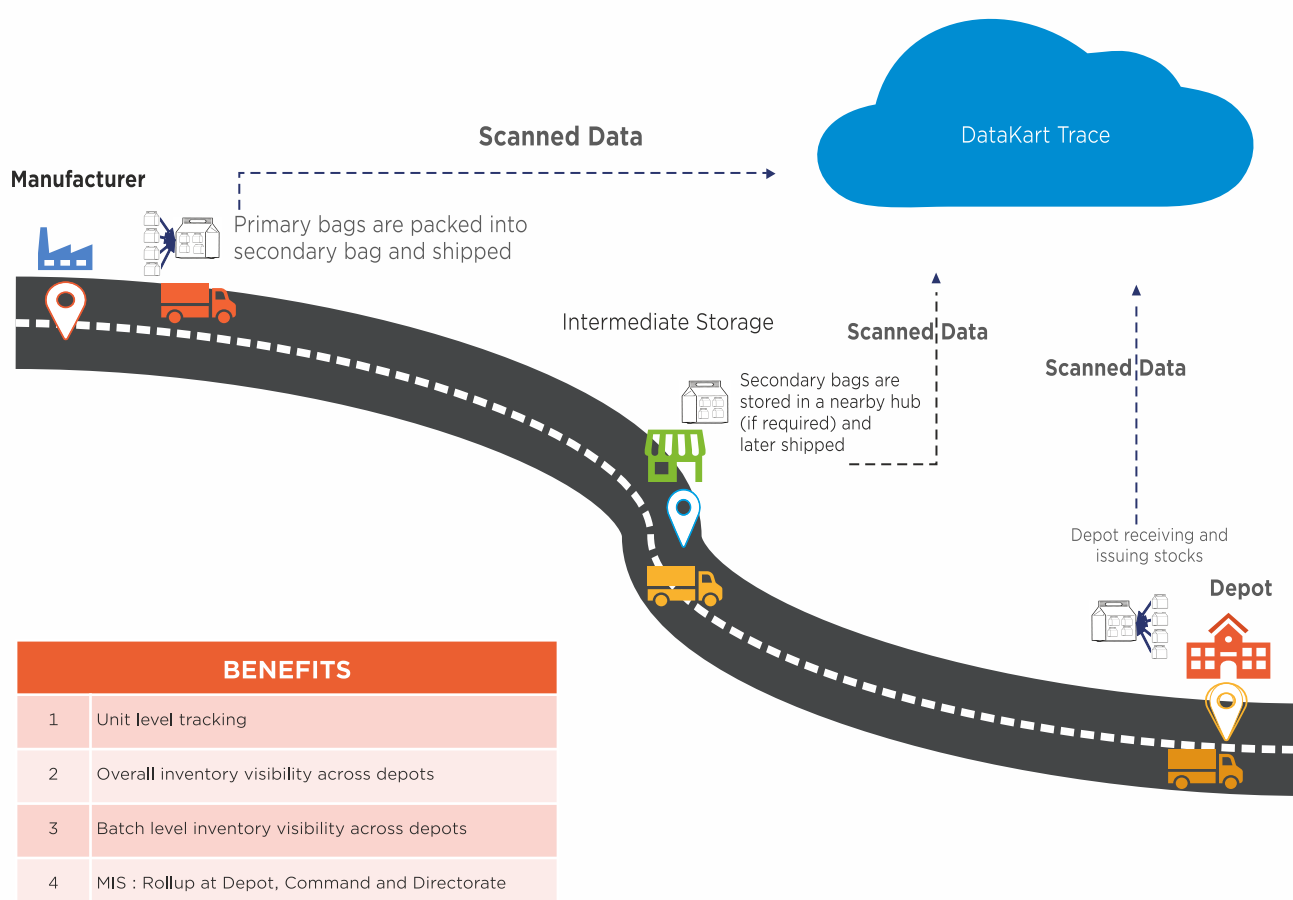# Indian Army extends the use GS1 standards to 81 food depots

Based on FSSAI's guidelines on product recall and traceability, Indian Army has directed its food suppliers to comply with DataKart Trace, which is GS1 standards-based traceability solution.

Data related to movement of food products is captured through the scan of barcodes on secondary packaging by all trading partners in the supply chain. Real-time visibility of supplies is thus enabled, which facilitates product recall in the event of contamination in food supplies at any point in the supply chain. Traceability across food production, processing, and distribution gets maintained in the supply chain.

So far, standards have been implemented at 81 out of 200 food depots, whereas process has been initiated for others. Once fully executed, this project will serve as an important referral for other organisations in the country to implement traceability in their supply chains using GS1 standards.

How it works?

Scanned Data

DataKart Trace

Manufacturer

Primary bags are packed into secondary bag and shipped

Intermediate Storage

Scanned Data

Scanned Data

Secondary bags are stored in a nearby hub (if required) and later shipped

Depot receiving and issuing stocks

Depot

BENEFITS	
1	Unit level tracking
2	Overall inventory visibility across depots
3	Batch level inventory visibility across depots
4	MIS : Rollup at Depot, Command and Directorate

Tata Pravesh uses traceability for end-to-end order tracking

TATA PRAVESH is a flagship consumer brand launched by Tata Steel. Under the brand, Tata Steel is supplying doors, windows and ventilators which are manufactured in 'Steel with elegance of wood'. The manufacturing of the product is through outsourced vendors with product and quality defined by Tata Steel.

The whole of supply chain includes multiple manufacturers, distributors and installation agencies, with more than 50 partners involved in all the transactions. Due to multiple stakeholder involvement, there was a critical need of end-to-end traceability of product starting from receipt of order, manufacturing, storage, dispatch and installation at the end consumers. The product also comes with warranty terms, which are required till the defined lifecycle of the product. To achieve this, Tata Steel has availed GS1 India's Consultancy and DataKart Trace services, which helped them establish visibility across all stakeholders.

All products are being uniquely identified using GS1 DataMatrix barcode with serialized GTIN, which is generated and labelled on the product at the time of manufacturing. These barcodes are being scanned at each transaction point in the supply chain using DataKart Trace mobile app of GS1 India. On scanning, information related to event data is being stored at cloud-based DataKart Trace platform, which enables access to real-time status tracking of every product in regards to the order.

Going forward, Tata Pravesh has plans to link the customer service and warranty claims with GTIN, which will be recorded using Smart Consumer mobile application.

Department of Agriculture endorses standards

Insecticides is an important crop input and any spurious insecticide administration to crops can lead to low yield or even damage the crop as well as the ecosystem around it. To detect and avoid the circulation of spurious or counterfeit products in the supply chain, Department of Agriculture & Farmers Welfare has directed crop protection companies (insecticide and pesticide manufacturers) for the use of standardised information encoded in QR code packaging label to enable farmers' access to high-quality and genuine insecticides. The information required to be encoded in QR code include:

- GTIN (Unique Identifier),

- Batch number,
- Date of manufacture,
- Expiry date and
- Weblink / URL for additional information

This will also enable traceability of crop protection products, and availability of quality and genuine insecticides to the farmers.

To help companies implement the same, GS1 India has provided implementation support and conducted several industry awareness sessions. Once fully implemented, farmers would be able to differentiate between spurious or look alike products in the market.

ASPA, GS1 India joined hands to strengthen anti-counterfeiting ecosystem

Realising the magnitude of damage caused by counterfeiters to the Indian economy, brands and consumers, Authentication Solutions Providers' Association (ASPA) and GS1 India have signed a MoU to jointly work towards mainstreaming and nurturing of anti-counterfeiting ecosystem by promoting the use of standards-based solutions for the betterment of industry and consumers, at large.

Jointly, the organisations will be sensitising stakeholders in this respect, will spread awareness, and motivate brands & customers to use 'Smart Consumer' – an app launched to empower consumers with digital product information. The app is powered by the national repository of information on retailed products – DataKart.

Pilot has been conducted to integrate authentication solutions offered by ASPA members with Smart Consumer app. The solutions would be GS1 standards compliant and would ensure product validation by consumers using the app.

Validation of Aviation Security certificates

Bureau of Civil Aviation Security (BCAS) is responsible for creating standards and measures with respect to security of civil flights at international and domestic airports in India. In this regard, BCAS conducts regular evaluation of professionals from aviation sector and upon clearing the evaluation, the professionals are awarded Aviation Security (AVSEC) certificate, which has a validity. To ensure the validation of these certificates, whenever required, and to avoid duplicity/misuse, BCAS identified all certificates uniquely using GS1 standards. Once uniquely identified, these certificates can be verified online using BCAS certification registry.

Based on our engagement with BCAS, GS1 India has been entrusted with the development of application for certificate generation, management & verification.

Exporters to Saudi Arabia to use GTINs on products

The Saudi Standards, Metrology and Quality Organization (SASO) released the requirement for the products exported to Saudi Arabia. As per the requirement, exporting companies are required to register their unique product barcode on an online platform 'SABER' before exporting to Saudi Arabia.

SABER, an online platform launched by SASO, allows companies to register their products and to have Type Approval Certificate (TAC) and shipment certificate, both of which are mandatory for consignment to enter the Saudi market. The system was established to enforce the new Saudi Product Safety Program known as 'SALEEM', which was effective from 1st January 2020. These certificates protect the businesses from fraud by making sure that the products entering the market conform to the Saudi Approved Standards and Specifications, as well as ensure that the products are safe for consumers.

SABER certification gives protection to business and consumers, while reducing the required time for product clearance by the Saudi Customs Authority. This requires all products exported to the Saudi Market to display 13-digit barcodes (GTINs) on the packaging.

To help Indian exporters comply with this requirement, GS1 India gathered information and conducted several workshops/awareness sessions with the industry associations, including All India Ceramic Manufacturing Association, export councils of Leather, Plastics , Gems & Jewellery , Engineering , Textiles, Chemexcil, and Capexil, to help their members comply with the SASO requirements and to educate them on the use of global barcoding standards.

GS1 India is also working with leading testing Labs – SGS, Intertek, TUV, Cotecna, Qima, Bureau Veritas — which are associated with issuance of Product Certification of Conformity (PCoC), to spread awareness among exporting communities in India.

AFMS mandates the use of standards

Office of the Director General, Armed Forces Medical Services (AFMS), procures drugs, consumables, medical devices, etc., basis the demand received from unit hospitals.

It receives drugs in its four warehouses, where the inwarding and despatch are happening using manual processes. With the objective of managing inventory and automating stocks inwarding, AFMS has included GS1 Standards as part of the drug procurement tenders. Starting June'21, all suppliers are using barcodes on product packaging before supplying.

These standards are also interoperable with e-aushadhi – healthcare supply chain solution presently in use at AFMS.

Technical feasibility study conducted for Indian Navy to bring visibility in ammunition inventory

Directorate General for Naval Armament (DGONA) availed of GS1 India's Consulting services to track ammunition in Naval Armament Depots (NAD) and issued to the ships. The technical feasibility study is conducted and report has been submitted for barcode implementation on ammunition inventory management by Indian Navy. GS1 India undertook a comprehensive study of their current logistics and warehouse management processes and brought out its recommendations on use of barcoding for facilitating real-time asset tracking and stock management.

Real-time location visibility of ammunition inventory, whether onboard or in Naval warehouses/depots, is critical for effectively monitoring stock availability and ammunition movements.

Goalsetting workshop

G S1 India had organised a two-day goal setting meeting on Feb 12-13, 2021, to bring alignment between various departments, and help them envision and prepare for the 5-year goal of the organisation. During the meeting, team leaders across departments presented the plan of their respective departments for next financial year (April 2021 – March 22). The theme of the meeting was "gearing up for the Growth and aligning with GS1 global priorities'.

On Day 2 of the meeting, a strategic consultant was invited to envision the long-term growth of the organisation and motivate team to work towards it. Discussions revolved around frameworks of growth and how GS1 India can adopt these frameworks to be more visible on digital platforms and accelerate its growth.

Trainings

For subscribers

We believe that a constant process of learning is the best way to help our subscribers and keep their businesses afloat and profitable. Hence, we organize regular knowledge sharing sessions for our subscribers, delivered by industry experts, where they share their knowledge and experiences to help them move up the value chain. In FY 2020-21, over 50 webinars were organised for retail and FMCG brand, in which executives from around 500 companies have participated.

Sessions

24th April 2020

Industry Expert Series Session with Mr. Kamaldeep Singh, President Food & FMCG at Future Retail

08th May 2020

Industry Expert Series Session with Mr. Kishore Kumar, Bigbasket on 'How to Grow Your Business Online through E-commerce Channels'

04th June 2020

Knowledge Session on 'Enhancing Agricultural Value Chain through Seed Traceability'

12th June 2020

On-demand webinar on 'Opportunities and Strategies for Food & FMCG Companies in Post Covid World'. This was delivered by Mr. Jamshed Daboo, ex-CEO Star Bazaar

23rd June 2020

Industry Expert Series Session on 'New Normal- Current Challenges and Ways to Collaborate', delivered by Mr. Vallabh Soudagar, SVP & Business Head (FMCG & Fresh Food) at Reliance Retail

28th July 2020

Industry Expert Series Session on 'Importance of Product Quality and Sustainable Packaging', delivered by Mr. V. Gopalakrishnan, COO, More Retail

19th August 2020

Knowledge Session for ASPA members on the 'Use of GS1 Standards'

21st September 2020

Industry Expert Series Session on 'Creating an Agile and Responsive Supply Chain' by Dr. Rakesh Sinha, ex-COO at Godrej Consumer Products.

Knowledge Sessions

Knowledge sessions have been organized for GS1 India staff members to keep them updated on new technologies, industry news, offerings of solutions providers, and help them cope with the difficult times. Details of some of them are:

Knowledge Session on Anti-Counterfeiting Technologies, 10th April

Maximising Conversions & Increasing Productivity, 8th August

Effective Team Management and Result Orientation, 11th & 12th September

Training on POSH
18th September

Mindfulness at Work
29th October

Presentation Skills and Public Speaking, 16th January

Problem Solving and Crisis Management, 27th February

GS1 India

@events

GS1 India@events

- Mr. S. Swaminathan, CEO, GS1 India, participated as panelist in webinars on:

  - Ensuring Best Hygiene Practices in the Value Chain of Essential Commodities. The webinar was organised by Assocham on 29th June 2020.

  - Securing Supply Chain with Technology and Standards. The webinar was organised by ASPA on 21st April 2020.

- Mr. Bijoy Peter, DGM – Technical Services, GS1 India, showcased our work with Indian Railways along with Mr. Tanmay Mehta of CRIS, at the following webinars:

  - Asia Pacific Rail organised on 11th Nov 2020 by Terrapinn.

  - Rail Virtual organised on 25th June 2020 by Terrapinn.

- Mr. Subrato Dey, DGM - Industry engagement, GS1 India, participated as Guest VIP speaker, at:

  - 'Leveraging Agtech for Building Innovative Traceability & Quality Testing Solutions in Fruits & Vegetables Supply Chains' on 28th Aug 2020

  - Packaging Live webinar on 'Brand Protection and Safety: Anti Counterfeit Packaging and Technologies', on 18th Sep 2020

- Mr. S. Swaminathan also participated in CII Expert Group on Food Safety and Quality 2021, organised in Feb 2021
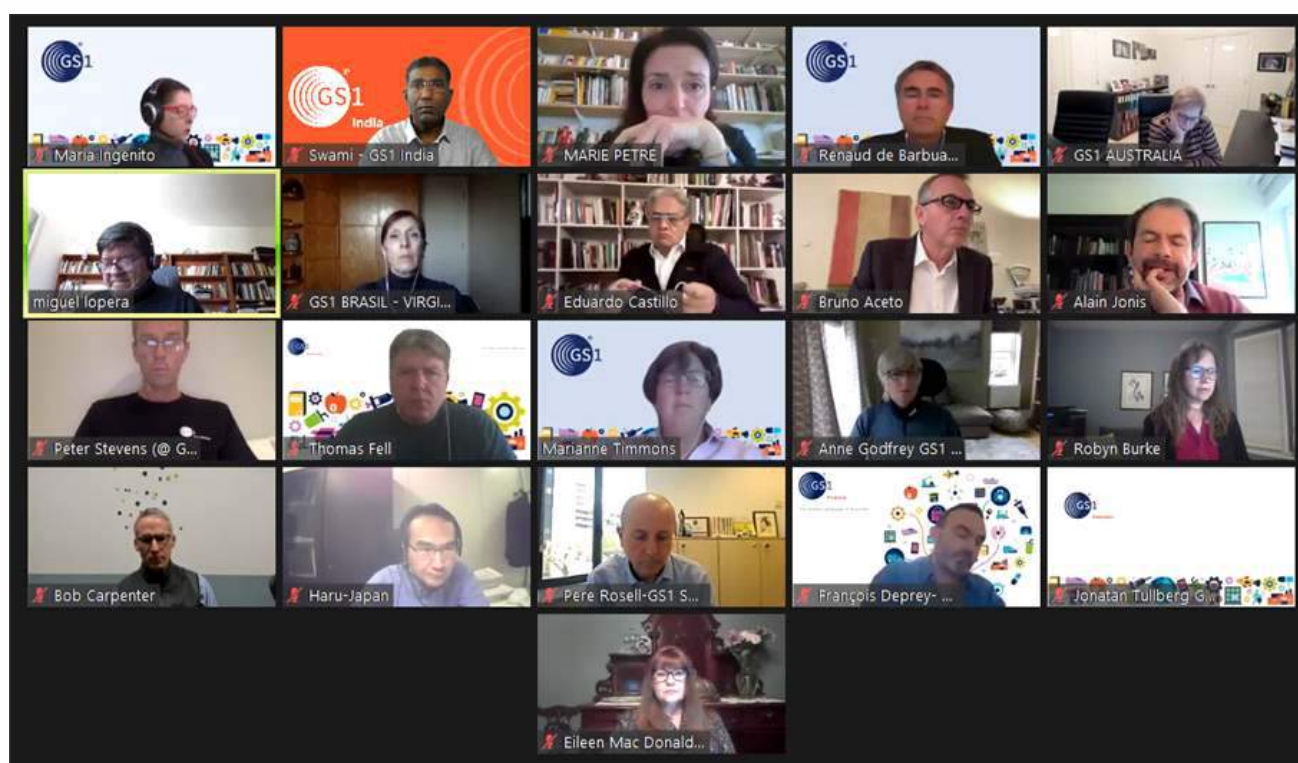
GS1 Advisory Council meeting

Awards&
Recognition

COVID-19 has not only slowed down the growth worldwide but has also given dimension to workplaces by forcing everyone to work remotely.

During this period, GS1 India motivated its employees through various initiatives. One of them was constituting awards.

1. **Service Awards** on completion of 5, 10, 15, 20 years with the organization

Employee of the year award is presented based on the dedication of the employee towards his/her work and exemplary performance measured based on various parameters.


Safety Measures

With COVID-19 stalling work for many, GS1 India team had made provisions to ensure business continuity while keeping everyone safe. Office infrastructure was made available to employees to ensure smooth working from home environment, while maintaining the well-being of the employees and their families.

Advisories were issued from time-to-time to update staff members on the situation and regular sanitation drives were carried out to avoid spread.

Stress-relieving (how to be happy at work as well as in personal life), skill upgradation, and fun sessions were organised periodically.
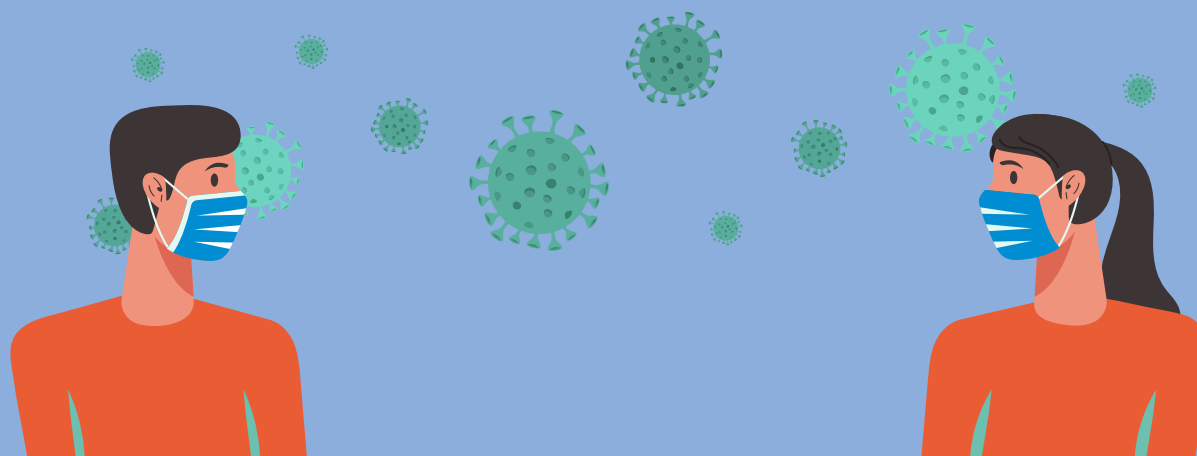
Global
Develop
ments

50 Years of GTIN

Fifty years ago, on 31st March 1971, leaders from the biggest names in commerce came together and transformed the global economy forever by developing the Global Trade Item Number (known as the "GTIN"). This numerical code uniquely identifies every single product and is the core of the barcode, the most important supply chain standard in history. Today, the barcode is scanned over six billion times every day and remains one of the most trusted symbols in the world.

The 1971 historic meeting took place in New York City and included leaders from the biggest names in groceries, retail and consumer goods at the time, including Heinz, General Mills, Kroger and Bristol Myers Company. The executives agreed to create a system to uniquely identify every single product, calling it the Global Trade Item Number, or GTIN. With great foresight, they believed that the GTIN could have a positive impact even beyond the grocery store – from warehouses to board rooms,

would boost speed and efficiency of transactions & processes that could transform everything from supply chains to consumer experiences. They agreed at the meeting to continue to innovate together to create a system that would benefit businesses and consumers alike. Decades later, the BBC named the resulting outcome — GTIN as one of "the 50 things that made the world economy."

GS1 standards such as the barcode continue to help make the vast complexity of modern, global business flow quickly, efficiently and securely, simplifying all kinds of supply chain processes in almost every sector all around the world. However, as consumers demand more and better product information, it is time to bring barcodes to the next level.

50 years THE BEGINNING OF DIGITALISATION

Digital Link

GS1 Digital Link extends the GS1 system, enabling our identifiers to link customers, consumers, business partners, and patients to multiple sources of online information, supporting different processes of multiple partners and serving multiple needs.

Gs1 Digital Link 'web-enables' barcodes by providing a simple, standards-based structure for the data that is encoded in new barcode and by providing simple rules that apps, websites and POS scanners can use to translate both old and new barcodes into connections, shopping experiences and

interesting product content. Brand owners and retailers can now connect consumers, patients and business partners to all types of information about their products—from dimensions and images to expiration dates, nutritional and medical product data, warranty registration, troubleshooting instructions—even social media links. These connections to other sources of information can be enabled by leveraging common "resolver" functionality.

A "resolver" is a lookup tool. Imagine a physical phone book or a list of contacts on your computer. When you look up a

company (or person's) name, it is connected— or "resolved"—to a phone number and to other relevant information, such as a physical address, email address, job title, etc. Like phone books, resolvers can be created by—and used by—a variety of entities, like a company, for example. In a similar way, an entire industry or community may choose to collaborate on a resolver functionality to serve specific business needs.

| 8 9 0 4 0 0 0 4 |
| GTIN |

Nutrition
Instructions
Loyalty Rewards
Patient Portal
And more

In a business-to-consumer (B2C) context, GS1 Digital Link can be used to engage consumers and patients via apps and websites by simply scanning a barcode. Doing this will allow industry to engage more dynamically with consumers and patients, and to share relevant information with them from across their enterprise. We see existing market penetration of QR code for uses such as SmartLabel™ as complementary to GS1 Digital Link, and we seek to ensure that such codes leverage this new standard.

Verified by GS1

Verified by GS1 is a global solution that enables GS1 members to verify the identity of a product by querying the GS1 Registry Platform.

The vision for the GS1 Registry Platform is to include every Global Trade Item Number® (GTIN®) along with a core set of attributes. The registry will contain as much legacy GTIN data attributes as possible, and in the future, all new GTINs as they are allocated.

The responsibility of populating the registry belongs to the respective brand owners of each product since they are the most appropriate source to provide the highest quality and most complete set of core product data. This registry subsequently enables solutions like Verified by GS1.

Verified by GS1 is a global business solution that allows GS1 members to verify the identity of a product by querying the GS1 Registry Platform via a GS1 Member Organisation (MO). Responses to a query for a given GTIN include information about the:

- Validity of the GTIN

- Company that owns the GTIN

- Presence of the GTIN in the GS1 Registry Platform

- Core product attributes available for the GTIN

Ultimately with Verified by GS1, companies can gain access to a neutral, trusted source of brand-authorised product data and have the foundation they need to deliver confidence to their consumers.

For Indian retailers, online marketplaces and consumers, verified by GS1 benefits are available through GS1 DataKart.

> *GS1 India has been providing new insights and strategic inputs to the GS1 Advisory Council. Thanks to their work and understanding of companies and the new digital world, they have been one of the key drivers and early adopters of Verified by GS1 (VBG) - the global retail product data repository project of GS1. GS1 India, combining business and technical knowledge, has created new opportunities for stds & services adoption by various Industry and Govt. sectors incl. Healthcare, Defence, Railways, National Highways etc.*

Miguel A. Lopera
President & CEO,
GS1 Global

Global Data Model

Global Data Model is global project aimed at building one product, one experience, across all channels. It helps brand owners leverage their product content for a seamless shopping experience across every channel.

Over 30 companies globally are partnering with GS1 to develop a Global Data Model, organise a series of validating pilots and develop a business case.

The GS1 Global Data Model simplifies and clarifies data requirements to enable faster, cheaper and more accurate data creation and exchange. More reliable and complete product information improves the omnichannel consumer experience.

Consumers will benefit from seamless, omnichannel shopping experiences as the GS1 Global Data model improves the availability, completeness, accuracy and

timeliness of product data. Specifically, the GS1 Global Data Model will:

- Make it easier to find the right product online
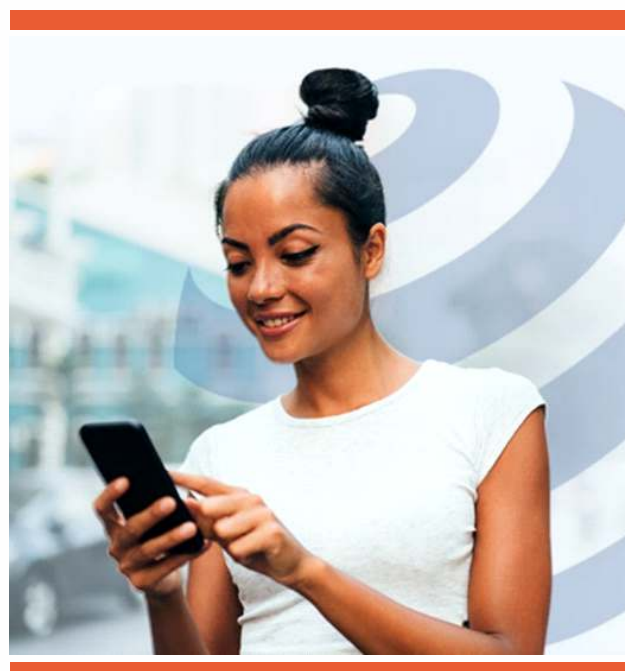
- 5-10% reduction in returns driven by product data

- Speed availability of new and unique products

- Help deliver personalized experiences and offers

Brand owners and retailers will benefit from increased operational efficiencies as the GS1 Global Data Model makes it easier to share quality product data across trading

partners. Specifically, the GS1 Global Data Model will:

- 30%-60% reduction in effort for data exchange

- Simplify data management and quality control

- Reduce the cost of mitigating data issues

- Maximise opportunities to leverage advanced analytics

Future of on-pack coding

A lot has changed since the introduction of the barcode over 45 years ago, but businesses still use on-pack barcodes and symbols because they benefit manufacturers and customers alike. GS1 is

partnering with industry to harness the power of these barcodes and symbols so they remain relevant – well into the future by unlocking new capabilities for 2D barcodes delivering more powerful granular data.

When talking about using 2D at point-of-sale (POS), POS refers to the place where items are scanned to complete a retail, consumer transaction for goods or services. This is not just the checkout register anymore!

This could be in-store purchases, home delivery, and anywhere in between.

The objective of this work is to:

- Satisfy the consumer needs of quick access to product information,

- Simplify product packaging by ensuring it does not contain too many barcodes

- Provide more data to brands and retailers, through a single barcode, for solving new business challenges

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Mark Batenic (Vice-Chair)
Chairman, **IGA, Inc.**

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CEO, **GS1 Italy**

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President - Global Business Services,
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Eddy Vanhille
COO, **Metro AG**

Subramaniam Venkatachalam
Director, **Reliance Retail Limited**

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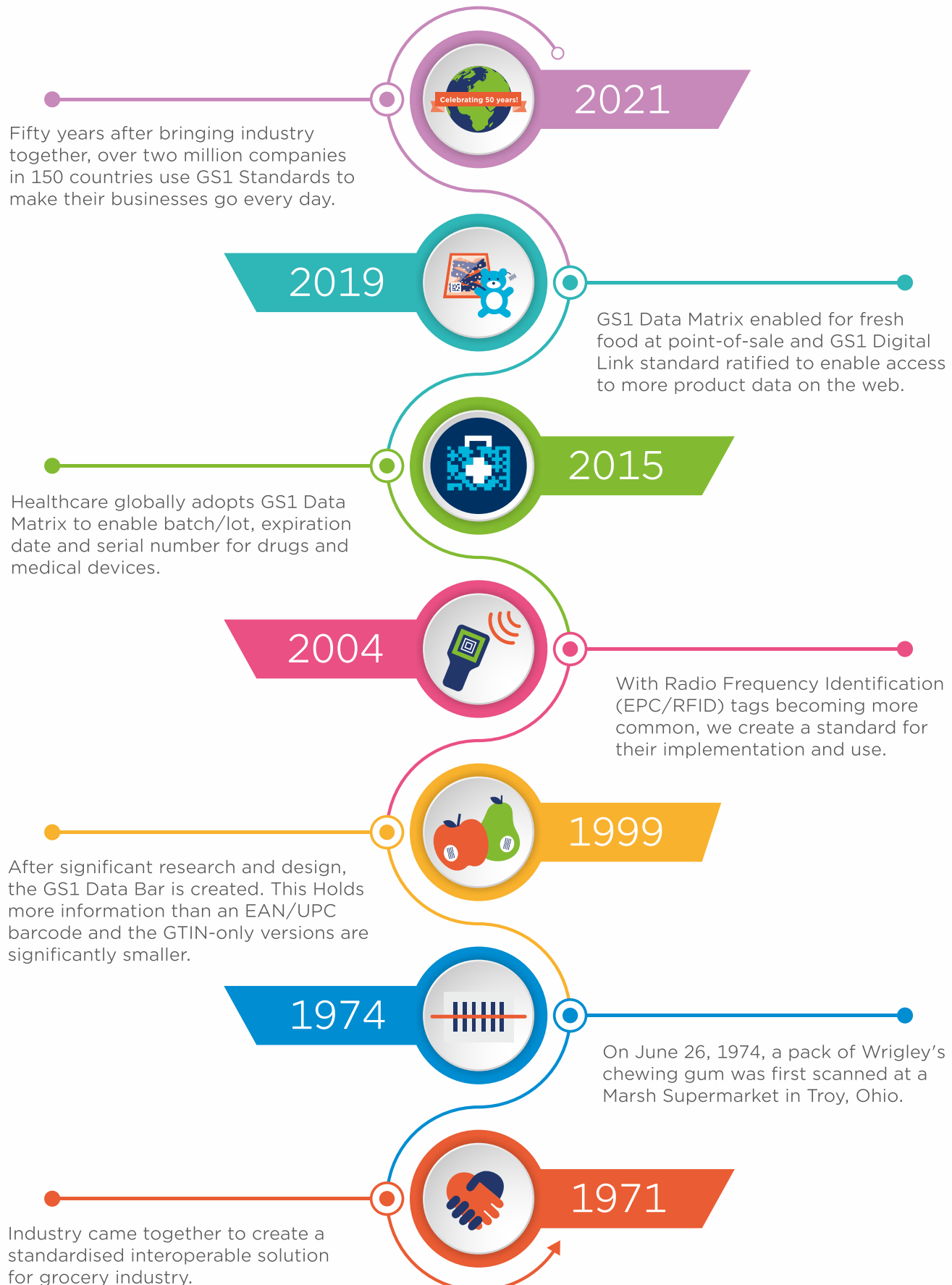Senior Vice President, **Cainiao (Alibaba Group)**

Vincent Weijers
COO, **bol.com**

Chenghai Zhang
CEO, **GS1 China**

50 Years of empowering industry

2021

Fifty years after bringing industry together, over two million companies in 150 countries use GS1 Standards to make their businesses go every day.

2019

GS1 Data Matrix enabled for fresh food at point-of-sale and GS1 Digital Link standard ratified to enable access to more product data on the web.

2015

Healthcare globally adopts GS1 Data Matrix to enable batch/lot, expiration date and serial number for drugs and medical devices.

2004

With Radio Frequency Identification (EPC/RFID) tags becoming more common, we create a standard for their implementation and use.

1999

After significant research and design, the GS1 Data Bar is created. This Holds more information than an EAN/UPC barcode and the GTIN-only versions are significantly smaller.

1974

On June 26, 1974, a pack of Wrigley's chewing gum was first scanned at a Marsh Supermarket in Troy, Ohio.

1971

Industry came together to create a standardised interoperable solution for grocery industry.

India

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