



Quality Council of India and National Small Industries Corporation Sign MoU to Strengthen Quality, Competitiveness and Market Access for MSMEs

QCI-NSIC Partnership to Integrate ZED Certification, Digital Market Access and MSME Support Initiatives

QCI and NSIC to Set Up Joint Coordination Committee to Guide Implementation of Joint Initiatives

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The Quality Council of India (QCI) and the National Small Industries Corporation Limited (NSIC) today signed a Memorandum of Understanding (MoU) to establish a collaborative ecosystem aimed at strengthening quality, competitiveness and market access for Micro, Small and Medium Enterprises (MSMEs) across the country. The partnership brings together QCI's expertise in quality, accreditation and certification with NSIC's extensive MSME support ecosystem to accelerate the adoption of globally recognised quality standards and enhance the growth of Indian enterprises.

The collaboration seeks to integrate key national initiatives, including the MSME Sustainable (ZED) Certification Scheme, MSME Global Mart, the TEAM Initiative and the Single Point Registration Scheme (SPRS), to enable MSMEs to leverage the strengths of both organisations through a unified support framework. It will facilitate wider adoption of Zero Defect Zero Effect (ZED) Certification, improve digital market access, strengthen testing and accreditation infrastructure, and expand capacity-building opportunities for MSMEs and training institutions.

Under the partnership, ZED-certified MSMEs will receive enhanced opportunities for digital commerce through MSME Global Mart, onboarding on the Open Network for Digital Commerce (ONDC) under the TEAM Initiative, AI-enabled product cataloguing, and export promotion through dedicated digital platforms. The collaboration will also strengthen convergence between ZED Certification and NSIC's Single Point Registration Scheme, support NABL accreditation for NSIC testing facilities, and enable NABET-led assessment, accreditation and customised capacity-building programmes for NSIC training centres and laboratories.

To ensure effective implementation of the partnership, QCI and NSIC will constitute a Joint Coordination Committee (JCC) comprising representatives from both organisations. The committee will meet every quarter to identify new areas of collaboration, monitor progress and guide the implementation of joint initiatives during the five-year tenure of the MoU.

The partnership reflects the shared commitment of QCI and NSIC to fostering a culture of quality, innovation and continuous improvement across India's MSME sector. By strengthening quality infrastructure, improving market access and enhancing institutional capabilities, the collaboration aims to support the growth of globally competitive enterprises and contribute to the vision of *Viksit Bharat 2047*.

The MoU was signed at the QCI Office, World Trade Centre, New Delhi, in the presence of Chairman-cum-Managing Director, NSIC, Dr. Subhransu Sekhar Acharya; Senior Director and Head, National Division for Industry Excellence (NDIE), QCI, Dr. A. Raj; Chief Executive Officer, National Accreditation Board for Testing and Calibration Laboratories (NABL), Dr. Ramanand N. Shukla; Chief Executive Officer, National Accreditation Board for Education and Training (NABET), Dr. Varinder S. Kanwar; and senior officials from both organisations.

Chairman-cum-Managing Director, NSIC, Dr. Subhransu Sekhar Acharya said that MSMEs are central to India's journey towards *Viksit Bharat 2047*. He said the partnership with QCI brings together quality, market access and institutional support to create greater opportunities for MSMEs to enhance their competitiveness, expand into new markets and achieve sustainable growth. He added that the collaboration would help build a stronger ecosystem that empowers enterprises to compete confidently in both domestic and global markets.

Senior Director and Head, National Division for Industry Excellence (NDIE), and Chief Executive Officer, National Board for Quality Promotion (NBQP), QCI, Dr. A. Raj said the collaboration harnesses the complementary strengths of QCI and NSIC to accelerate the adoption of quality across India's MSME ecosystem. He said that by integrating ZED Certification with QCI's quality infrastructure, including NABL, NABET and the National Accreditation Board for Certification Bodies (NABCB), while leveraging NSIC's outreach and support mechanisms, the partnership would enhance MSME competitiveness, strengthen quality consciousness and further advance QCI's National Quality Campaign.



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