



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

SHINE Scheme (Bureau of Indian Standards)

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Launched on the **79th Foundation Day of BIS** (January 2026), the **SHINE** scheme stands for *Standards Help Inform & Nurture Empowered Women*.

Key Features

- **Objective:** To empower women by making them "Quality Ambassadors."
- **Mechanism:** It uses **Self-Help Groups (SHGs)** and NGOs to spread awareness about **ISI marks, Hallmarking, and CRS (Compulsory Registration Scheme)** at the grassroots level.
- **Impact:** By educating women on product safety and quality standards, the government aims to protect households from sub-standard goods and enhance the "Quality Culture" in India.