



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Per. unthalaivar Kamarajar"

SHINE Scheme (Bureau of Indian Standards)

Published On: 07-01-2026

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.

Kamaraj IAS Academy

Plot A P.127, AF block, 6 th street, 11th Main Rd, Shanthi Colony, Anna Nagar, Chennai, Tamil Nadu 600040

Phone: **044 4353 9988 / 98403 94477** / Whatsapp : **09710729833**