

'TRUSTED MARK' CERTIFICATION SCHEME MANUAL

(TRUST 100)



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Foreword

IRF TRUSTED MARK LLP is the International Retail Forum setting 'Customer Centric' Standards in Retail and is the scheme owner of the 'TRUSTED MARK' Certification Scheme for Retailers & Shopping centres. IRF TRUSTED MARK LLP is promoted by the IMAGES Group, the premier knowledge, networking and business platform for India's burgeoning retail, consumer brands and Shopping Centre industries.

Recognised by the international retail community through its B2B Magazines, Conferences, Exhibitions, Research Volumes, Web Portals & Online Services, the Images Group is trusted as the catalyst for profitable growth of modern retail through knowledge platform leadership.

Images Group presents the most comprehensive opportunities for retailers, consumer-facing businesses and support organizations to intelligently navigate the changing marketplace dynamics, and capitalize on emerging consumer expectations and aspirations.

A strong portfolio of business publications have served since 1992 to inform, advise and inspire leaders and decision makers of the retail industry. Focused media serves the Retail industry across various verticals like Textiles & Fashion, Shoes & Accessories, Sportswear, Food & Grocery, Beauty & Wellness, Food Service and also others like Consumer & Personal Electronics, Books, Music, Toys & Gifts, Home & Office Improvement etc. through its various print and online publications and websites.

Images Group covers various aspects of retail business like space, location, market & consumer/ shopping trends, store design, shopfit & VM, product sourcing, merchandising, marketing & promotions, branding, supply chain & logistics, retail business models (Franchising, distribution, Licensing, Joint Ventures etc.), IT, CRM, HR etc.

The need to connect with businesses, people, knowledge and ideas associated with modern retail is served by its Business Exhibitions and networking meets. Images organises annual mega confluences of different retail sectors that bring together the most successful and influential retail visionaries, consumer and retail experts and the industry's powerful decision makers on one mega platform as a means to retail enlightenment. Unprecedented consumer insights, retailing innovations and path-breaking retail technologies coalesce at every rendezvous to transform India's retail ecosystem. Images Awards are respected for their accurate, unbiased and transparent evaluation and recognition of retail performance.... And loved for the style with which these successes are celebrated.

The sole objective of the Images Group is to modernize Indian retail; bring retailers across the country in to the fold of structured businesses with modern systems & processes following Govt rules and regulations.

The 'Trusted Mark' certification scheme is a step forward to encourage retailers and shopping centres to be more customer centric and adhere to global best practices in all retail operations. Initially launched in India, the scheme aims to cover retailers and shopping centres all over the world in time to come.

Introduction

This 'TRUSTED MARK' Scheme Manual addresses the requirements of ISO/IEC 17067:2013. The Scheme Manual details how the scheme owner meets the requirements of the individual clauses of ISO 17067 or in the alternative, makes references to procedures, policies and/or other documents, which address the clauses thereof.

This Scheme Manual and all associated procedures and documents have been drafted fully taking into account the principles outlined in ISO 17067. For ease of use this Scheme Manual lays down the stipulated guidelines starting at Clause 2

1 Scope

The 'TRUSTED MARK' Certification Scheme describes the fundamentals of certification for services and provides guidelines for understanding, developing, operating or maintaining such a certification Scheme.

The Scheme is intended for use by all stakeholders in the retail and shopping centre industry with an interest in certification, and especially by Certification Bodies.

2 Certification

2.1 Concept of Certification

The 'TRUSTED MARK' Certification Scheme for the purpose of certifying retailers operating in India across all channels including but not limited to brick and mortar, e-commerce and/or omni-channel.

The 'TRUSTED MARK' Certification Scheme primarily aims to serve two purposes. The first aim is to award certification to retailers and shopping centres who demonstrate superior quality and other characteristics, which meet the rigorous requirements of the Scheme. This aim will further include spreading awareness amongst stakeholders in the industry about the Scheme and encouraging them to improve the quality of their practices, systems and infrastructure. The second aim is to inform and assure consumers through the certification that retailers, as certified under the Scheme, are in compliance with the comprehensive quality requirements of the Scheme, which, in turn, are inherently consumer oriented and focused.

The scheme owner aims to undertake a nationwide campaign to establish the 'Trusted Mark' as the seal for consumer trust– generating consumer awareness as well as encouraging consumers to confidently shop, eat and enjoy services of outlets and centres with 'Trusted Mark'.

2.2 Objectives of Certification

Certification to the 'Trusted Mark' assures that the organization has adequate systems and infrastructure in place to provide confidence to its customers in the quality of service provided by the organization and further assures that the systems of the organization have been independently assessed by an impartial third party. The 'Trusted Mark' certification shall endeavor to facilitate trade, fair competition and consumer acceptance on a national, regional and international level.

All Certifying bodies responsible for assessment and certification based on the 'Trusted Mark' Scheme shall conform to the ISO Standard, ISO/IEC 17065 and shall be accredited by the International Accreditation Forum member accreditation bodies such as the National Accreditation Board for Certification Bodies, United Kingdom Accreditation Service etc.

3 Certification Scheme

Any retail organization desirous to gain the 'Trusted Mark' can apply under this Scheme. The scheme owner shall not seek any information, which may be confidential from any organization. The applicant is required to register first with duly signed application form to apply for the 'Trusted Mark'. The organization shall enter into an agreement with any of the approved Certifying Bodies (CB). The CB shall comply with ISO/IEC 17065:2012 and shall employ trained / qualified auditors to audit the organization against the specified criteria. The audit shall include verification of documented evidence and interviews with concerned/authorized personnel. The auditor shall submit a documented report to the CB on the audit findings. The organization's business information including the audit findings shall be considered as Confidential and shall be held by the respective CBs. Accordingly, each qualified CB shall carry out its own risk assessment and manage the risk. Respective Accreditation Bodies shall monitor the risk assessment, conflict of interest and confidentiality of information.

The CB certification committee shall review the audit findings and verify the adequacy and effectiveness of implemented system of the organization audited and accordingly, issue the 'Trusted' Scheme Certificate, if deemed fit. A retail or a mall brand shall be certified only on achieving score of 70 out of 100 as defined in Trust 150. The Certificate shall be valid for 3 years and CB shall carry out 2 yearly surveillance audits and one surprise audit to ensure continuing compliance to Scheme criteria.

3.1 Segments for the Certification:-

The Scheme will address the following business segments:

Trusted Shop	Retailers in formats like hyper markets, super markets, department stores, specialty and convenience stores operating in brick & mortar
Trusted Spa	Health resorts and spas - standalone organizations or part of a hotel offering- therapeutic services such as massages, saunas, baths and manicures
Trusted Salon	Parlors and salons offering beauty, facial, hair, skin and nail care services
Trusted Care	Gyms, Fitness and Wellness Centres
Trusted Restaurant	Restaurants & Eateries
Trusted Cineplex	Multi and Miniplexes/ Single Screens
Trusted Fun Zone	Family Entertainment Centres, Gaming & Play Zones, Water/ Ice Parks etc.
Trusted Pharmacy	Retailer of Medicines on prescription / OTC
Trusted Jeweller	Jewellery and Bullion retailers
Trusted e-shop	e-Retailers and Service Providers
Trusted Shopping Centre	Shopping malls

The Scheme has specific standards which include generic and sector specific requirements. The standards are customer centric and the organization is free to seek compliance to ISO standards like ISO 9001, ISO 14001, 10000 series etc.

3.2 Functions and activities in the Certification Scheme

The scheme owner has constituted a Trusted Board with four (4) committees under it to sustain the 'Trusted Mark' Scheme Certification. The roles, responsibilities and processes for each committee are detailed in the annexure to this Scheme manual.

Trusted Board	Annexure A
Technical Committee	Annexure B
Focussed Committees	Annexure C
Certification Committee	Annexure D
Mediation Committee	Annexure E

4 Development and Operation of the Certification Scheme

4.1 General

The 'Trusted Mark' Scheme is open to any retail organization or shopping centre for using the criteria and implementing the systems to enable and support compliance thereof. The scheme owner has no role in the system implementation or certification process. The scheme owner has developed the 'Trusted Mark' Scheme and reserves the right to review and revise the Scheme. The scheme owner will continue seeking feedback from various interested parties (such as QCI, Accreditation Body (AB), Certifying Bodies, Certified organizations and its Focused Committee members) and use their feed back for removing / clarifying any ambiguity or adding / amending/ deleting any standard. The scheme owner has constituted a Technical Committee for the aforesaid purpose and has also provided provision for a Mediation Committee as and when required to receive any appeal / complaint related to certification from stakeholders. The committee is responsible for issue resolution or arbitration, if required. The Certification Committee is responsible for review of the certification process, monitor competence of auditors and review performance of various CBs.

4.2 Relationship between Certification Scheme and Certification Process

The Scheme Owner has developed and implemented various processes covering all aspects of Scheme implementation. The 'Trusted Mark' standards (criteria parameters/ checklist) comprise of generic and sector specific requirements. The certification process is defined in Trust 200 and includes selection and qualification of CBs, defined audit process including timelines, audit reporting templates, certification review and decision making process. All CBs shall be qualified by National Accreditation Body (IAF member) and each CB shall be audited for compliance to ISO/IEC 17065.

4.3 Scheme owner

The 'TRUSTED MARK' Scheme is owned by the **IRF Trusted Mark LLP**, the international retail forum setting 'customer centric' standards in retail. Images Group, Promoter of the Trusted Mark is the premier knowledge, networking and business platform for India's burgeoning retail, consumer brands and Shopping Centre industries.

The scheme owner - **IRF Trusted Mark LLP**, is incorporated pursuant to section 12(1) of the Limited Liability Partnership Act 2008 with the Registrar Delhi, Ministry of Corporate Affairs, Govt. of India having LLP Identification Number: AAI-2150. The scheme owner has adequate financial stability and resources to fulfil its role in the operation of the Scheme.

The promoter - Images Multimedia Pvt. Ltd., popularly known as the Images group, is a company registered under the provisions of the Companies Act, 1956 with the Registrar of Companies, NCT, Delhi and Haryana having Corporate Identification Number: U22122DL2003PTC120097. The promoter too has adequate financial stability and resources to fulfil its role as promoter of the Scheme.

The scheme owner has overall ownership control (including copyrights) and responsibility towards the objective, content and integrity of the Scheme. The Scheme implementation shall be governed by the Trusted Board and supported by various subject committees. The committees comprise of members with diverse background (interested party representation and subject expertise) to provide necessary support. The scheme owner also has a team of administrative staff managing the Scheme operations.

The Scheme is developed with experts competent in developing such Schemes. The scheme owner has organized several meets to provide necessary guidance to the CBs and also provide any clarification to retail organizations and interested parties on any aspect of the Scheme.

While the Scheme addresses various sector specific standards, it shall be still considered as a single certification Scheme.

Scheme certification is customer centric and provides consumer with the assurance that the organization has adequate mechanism and meets specific quality standards to service the consumer and that the consumer can trust the organization for the quality of service. The contract between CB and organization includes necessary indemnity clause. Accordingly, no special insurance or reserves are required for any liability.

The scheme owner shall authorize the approved CBs, the right to grant Trusted' Scheme Certificate. The certified Organization can use / display the 'Trusted' Logo represented under the Trusted Scheme Certificate, for business promotion provided the Organization agrees to the conditions specified in the defined logo rules.

The scheme owner has designed specific logo for each business segment mentioned in clause 3.1. This has been detailed in Annexure F.

The Scheme is documented and open to public on the website www.irfrustedmark.org

The scheme is amended and updated on its website as and when required.

4.4 Development of the Trusted Mark Certification Scheme

The scheme owner has understood the assumptions, influences and consequences involved in establishing, operating and maintaining the **'Trusted Mark'** Scheme on an ongoing basis. All the committee members (representing all interested parties) are made aware of the objectives and assumptions underlying the Scheme. The Trusted Mark Scheme content, fundamental principles, ownership rights, governing and decision-making mechanisms have been reviewed and approved by the Trusted Board. Technical Committees shall monitor and review the Scheme periodically.

Members of the Trusted Board and all committees under it have agreed to participate and contribute voluntarily without any financial consideration. The Trusted Board reviews the recommendations of these committees and its decisions are binding on the scheme owner and the respective committees.

4.5 Content of the Scheme

The **'Trusted Mark'** Scheme is applicable to all organizations involved in the retail and shopping centre business. The scheme has defined 11 types of retail businesses with standards for each one of them. The standards are unambiguous and can be easily understood, however organizations can seek clarification from the scheme owner .

The certification process is defined (Trust 200) and includes various functions and activities as explained below –

<p>Selection including planning and preparation activities, specification of requirements. This includes</p> <ul style="list-style-type: none"> ✓ Documenting standards for Scheme certification. ✓ Selection of CBs and their auditors. All CBs and their auditors shall be trained before qualifying to carry out audits. ✓ Development of standard templates for recording audit information etc. ✓ Issuance of Certificates by respective CBs. ✓ Selection of CBs authorized to issue certificates. CBs shall be accredited by Accrediting Bodies (IAF member). ✓ Selection and training of various committee members.
<p>Assessment including assessment of service and process compliance. This shall be done by qualified auditors and includes review of documentation and review of records / evidences. Mystery audit, wherever applicable during assessment, will be undertaken by the scheme owner.</p>
<p>Review of evidence of conformity. This shall be done by the CB certification committee to ensure sufficient sampling has been carried out and adequate evidences have been verified and recorded. Actions taken on any non-conformity shall be reviewed for effectiveness.</p>
<p>Certification decision includes granting, maintaining, extending, and reducing, suspending and withdrawing certification. This is done by the CB Certification Committee which shall also verify independence of auditors (no conflict) and confidentiality of information maintained.</p>
<p>Attestation includes issuance of certificate of conformity. The certificate is issued only on positive recommendation by the CB Certification Committee. The certification process shall also be reviewed and monitored by Accreditation Body. AB may decide to witness the audit to determine audit effectiveness.</p>
<p>Surveillance includes periodic system audits (at least once a year) and one surprise audit to ensure continuing compliance to Scheme requirements. This shall be done by qualified auditors of respective CBs.</p>

The template for information to be provided by the organization is defined. The audit time required for specific organization is defined in the Scheme. The organization shall sign an agreement with selected CB. The agreement shall include other requirements to be met by the organization. This includes indemnity, use of logo etc. The template for certificate is also defined and information to be provided on the certificate is also defined.

The 'Trusted Mark' Scheme being system certification, a sampling plan is defined in Trust 202 - The Scheme Audit Manday Estimation Guideline document. The auditor shall take adequate evidences to determine conformity to standards.

All CBs shall comply with the requirements of ISO/IEC 17065:2012. This ensures consistency among all CBs. CBs are not permitted to outsource any part of the certification. CBs may use their employees or subcontractors however CBs will have to exercise control w.r.t. impartiality, integrity, competence development and performance review.

The scheme owner shall maintain a directory of certified clients and this shall be available on its website. This shall make the entire process transparent and also avoid any fraudulent claim of certification.

The scheme owner has developed appeals and complaints process (Trust 230). A Mediation Committee when in operation, reporting to the Trusted Board shall be responsible for receiving, investigation and resolution of any appeal / complaint and to see mechanism of handling complaints at the Trusted Mark Secretariat. Any issue that cannot be resolved by the Mediation Committee shall be addressed to the Trusted Board. The decision by the Trusted Board shall be final and binding on all parties.

The scheme owner shall make necessary efforts to make the Scheme popular through a nationwide campaign.

4.6 Maintenance and improvement of the Scheme

The scheme owner has formed a Technical Committee and the development and review process is defined in the Annexures of this manual. The process includes reviewing the operations periodically in order to confirm its validity and to identify aspects requiring improvement, taking into account feedback from interested parties. The review shall also ensure that the Scheme requirements are being applied in a consistent manner.

Technical committee shall monitor the interested party feedback, changes in applicable regulatory requirement and make necessary changes in the standards as and when needed, to keep pace with the rapid developments. Where such changes occur, the committee shall also identify transition period, if required.

The scheme owner has developed a set of documents detailing various processes and activities related to the 'Trusted Mark' Scheme Certification.

4.7 Scheme documentation

The scheme owner has developed various documented processes for implementing 'Trusted Mark' Scheme Certification. These processes are available to all Organizations, Certifying Bodies, Consultants, Consumers and General Public on its website.

Trust 100	Trusted Mark Scheme Manual
Trust 150	Trusted Mark Standards
Trust 200	Trusted Mark Scheme Certification Process
Trust 201	Application Process
Trust 202	Trusted Mark Scheme Audit Manday Estimation Guideline
Trust 203	CB Personnel Competence Requirement
Trust 204	Self Evaluation by Client
Trust 210	Scheme Procedure for Appeals and Complaints
Trust 211	Incident Report
Trust 250	Rules for use of Trusted Mark

Annexure A**Trusted Board****Constitution, Roles and Responsibilities****A. Purpose of Trusted Board**

The Trusted Board is made up of 20 member representatives and is co-chaired by the Chairman of India Retail Forum and Chairman of Quality Council of India. Working closely with the Trusted Mark Secretariat in New Delhi, its tasks involve –

- ✓ Approval and advice on strategy, designing the standards setting procedure, adopting standards and rules, and providing the legal framework for regulating the certification bodies.
- ✓ Direct and approve overall working of the sub committees i.e. Technical Committee, Focused Retail Committee, Certification Committee and Mediation Committee.
- ✓ To extend support with critical strategic advice on final approval on standards, modifications, CB audit process, programs to establish the mark as the seal of consumer trust and functioning of the Scheme.
- ✓ To monitor the progress of the Scheme from time to time with the Technical and Certification Committees and also share their vision and ideas with heads of consumer brands, retail & support industries, policy makers, investors and all retail industry stakeholders.
- ✓ To formally review the scheme at least once a year and take proper account of the subcommittee decisions and views in its decision making by ensuring consultation with all interested stakeholders.
- ✓ To represent the "Trusted Mark" certification program in external meetings or other public forums.

B. Organization of Trusted Board

- ✓ The Trusted Board is co-chaired by Former President & CEO of Walmart India and Chairman of QCI.
- ✓ The new members of the Trusted Board are selected by the Executive Director with the approval of the existing Committee in a manner that ensures no one interest dominates.
- ✓ Members of the Committee must be with appropriate experience, qualifications and exposure to retailing and shopping centre business.
- ✓ Members may be removed from the committee by the Executive Director with the approval of the membership when there is just cause.

C. Responsibilities of Trusted Board Members

- ✓ The Executive Director will communicate with Trusted Board members periodically via personal meetings, telephone and mail.
- ✓ Members must be available for consultation to the Executive Director and other members.
- ✓ Members must inform the Executive Director of any information, which may impact 'Trusted' Scheme operations, including any issues concerning how CB services are being conducted.
- ✓ Board Members can be represented by their legal, compliance, regulatory or retail operations' experts - familiar with 'Trusted Mark' Scheme documented system.

Annexure B

Technical Committee

Constitution, Roles and responsibilities

The Technical Committee consists of members with expertise in legal/ regulatory/ compliance/ Maintenance of the standards from organisations in each retail format and also from academics/ research/ consulting/ trade body/ Accreditation Body and Certification Body.

The Technical Committee enables the stakeholders to integrate their expertise for the improvement and the development of the IRF 'Trusted Mark' Certification Scheme. To study and approve any proposals put forward by the Focused Retail Committee for any changes in the Certification Program.

- ✓ Participate in Other Committee meets as the need arises.
- ✓ To ensure that all legal/ compliance/ regulatory issues are looked into and are duly adhered to as per the prevailing laws in force.

Technical Committee will meet as and when required Members must be available for consultation to the Executive Director and other members.

The Committee shall formulate its own processes and procedures.

Annexure C

Focussed Committees

Constitution, Roles and responsibilities

Focused Committee is made up of a wide range of industry experts, primarily retailers of specific verticals and formats who want to be actively involved in the standard development process for their specific retail format. Similarly the committee for Shopping Centres has industry experts from that business.

- ✓ Exchange knowledge & experience among fellow retailers in order to identify current market needs and assess the difficulties faced by retailers in implementation of the standard.
- ✓ Review the compliance criteria from time to time.
- ✓ Develop a communication strategy for success of the certification - Raise awareness for the program amongst retailers.
- ✓ Operate as a consultative body, and may from time to time deal with specific technical matters that are in the interest of all retailers.

Focused Committees are responsible for review and provide feedback to Technical Committee on any changes in the Scheme Standards. The committee shall periodically take feedback from market (through their own sources) on the perception of the Scheme among the retail industry and consumers. This feedback will help Technical and other Committees to improve the Scheme.

Focused Committees will meet as and when required Members must be available for consultation to the Executive Director and other members.

The Committee shall formulate its own processes and procedures.

Annexure D

Certification Committee

Constitution, Roles and responsibilities

The Certification Committee (CC) is an operating committee reporting to the Technical Committee. The Certification Committee is made up of wide range of industry experts from global retail organisations with knowledge of ISO standards, certification process; Accreditation Body (NABCB), Certification Bodies with thorough understanding of retail operations audit; Retail wing of National Trade Body, Consumer Protection Law, Consulting and Research. The Committee decides its own chairperson. The Executive Director may invite additional members (on need basis) in consultation with Committee chairperson. The Certification Committee shall have at least 5 members to take a decision wrt certification process, CB requirements and audit issues. The Certification Committee enables the stakeholders to integrate their expertise for the improvement and the development of the 'Trusted Mark' Certification Scheme. The committee will meet as and when required. Members must be available for consultation to the Executive Director and other members.

The Committee shall formulate its own processes and procedures.

The purpose of Certification Committee includes –

- ✓ To discuss implementation issues and provide feedback as well as represent the activities of the Certification Bodies.
- ✓ To coordinate and supervise the activities of the Certification Bodies.
- ✓ To discuss changes if required in the certification process, CB requirements, audit issues.
- ✓ To review any specific trend based on issues / feedback received and recommends necessary changes in the Scheme process to the Technical Committee.
- ✓ The Certification Committee reviews reports from various CB to establish that the audits and recommendations for Certification are arrived at through adherence to prescribed procedures and are supported by the evidence gathered during the audit.
- ✓ These reviews may include:
 - Identifying the need for training of CB personnel where repetitive errors are made, or client appeals are found to be justified.
 - Providing feedback to Certifying bodies where deviations from the prescribed procedures are found.
 - Evaluating feedback received from Accreditation body (NABCB) on CB performance.
 - Appoint a team to carry out witness audit on CB audit teams on a sample basis

Annexure E

Mediation Committee

Constitution, Roles and responsibilities

The Mediation Committee will have representatives from various committees like the Focused Retail Committee / Technical Committee / Certification Committee in addition to other eminent members drawn up from various sectors of the retail industry. The Committee shall formulate its own processes and procedures.

The purpose of Mediation Committee is to resolve any differences between any two parties related to Trusted Mark Scheme Certification. The committee may receive an appeal or complaint from the aggrieved party (e.g. Retail organization, CB, or/ and Trusted Mark Secretariat). The Mediation Committee aims to -

- ✓ To act as a Mediator as and when required, resolving any disputes / issues of disagreement / redressal that may arise between the aggrieved parties.
- ✓ To ensure that aggrieved parties are given a fair and unbiased hearing before any final decision is taken by the Mediation Committee.
- ✓ To ensure that a fair and just decision is taken in resolving the matter keeping in mind best and fair practices in the interests of the retailing community.
- ✓ To review any specific trend based on complaints received and recommend necessary changes in the Scheme process to the Technical Committee.

The Committee comes into operation once any complaint / appeal is received by the Committee Chairperson hence no frequency or duration of meetings is set for the Committee. This may be through the Trusted Mark Secretariat or direct. The committee may decide to meet to discuss the issue or may appoint any member to investigate the complaint. The Committee shall follow the defined Trust 210 procedure. Committee may decide to change the procedure or amend the procedure for any specific case.

The Committee decision shall be final and binding on the aggrieved parties involved. Trusted Mark secretariat shall maintain all the records for future reference.

Annexure F

'Trusted' Scheme Logo Marks

