GS1 India

The Global Language of Business
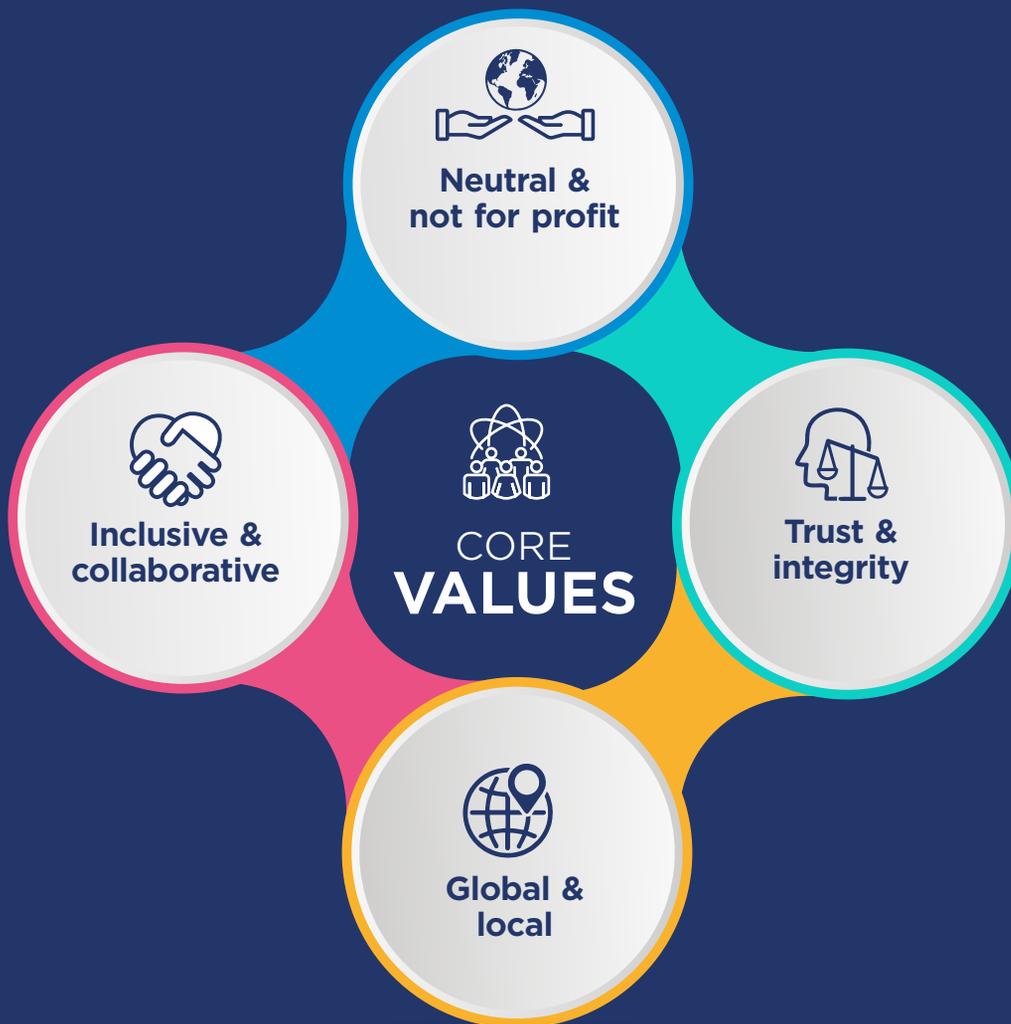
Annual Report 2023-2024

Our Mission

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

Our Vision

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

Neutral & not for profit

Inclusive & collaborative

CORE **VALUES**

Trust & integrity

Global & local

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In response to the increasing demands and expectations of today's consumers, the FMCG and retail industry globally is rapidly adapting to the use of 2D barcodes and a complete transition is anticipated by the year 2027. GS1 is at the forefront of this transformative change, leading the way with its innovative standards and solutions. DataKart plays a crucial role as the backbone of this evolution, providing detailed and accurate product information that supports the seamless exchange of product data between trading partners. Together, GS1 India and DataKart are driving significant advancements in Omni channel retailing, enhancing transparency and efficiency in the industry.'

"

V. Subramaniam
Director
Reliance Retail

Message
from the
President

I t is my privilege to share the highlights of our achievements and initiatives in the fiscal year 2023-24. This year highlighted a significant advancement in the acceptance and realization of global supply chain standards. In response to the increasing demand for digital evolution, GS1 India is committed to setting up and broadening global benchmarks for enterprises, thereby empowering them to develop both on a local and global scale.

GS1 completed 50 glorious years of bringing transformation in businesses all across the globe. GS1 India continues to lead in enabling seamless information exchange throughout supply chains, supporting businesses to thrive locally and globally. We remain committed to bolstering the 'Make in

India' initiative by promoting standardized practices that enhance operational resilience and minimize disruptions. We adopted measures to the evolving requirements of our subscribers and ensured uninterrupted business operations.

As India emerges as a technology innovation hub, GS1 India has facilitated widespread adoption of emerging technologies such as AI, machine learning, and Blockchain. Our commitment to fostering digital trust and operational agility across diverse sectors has culminated in the establishment of the GS1 India Blockchain Lab. Nestled in Chennai, this lab is a testament of our dedication to harnessing blockchain's transformative power.

Government's vision of 'Viksit Bharat' aims to transforming the country into a developed entity by its 100th independence in 2047. With India setting near, medium, and long-term goals to become a developed economy by 2047, digitisation is one of its tools. Evolving e-commerce, Q-commerce and retail business landscape is a crucial contributing component to country's economic growth and thereby adopting global standards for efficient and expandable operations.

Other development government schemes like 'Ayushman Bharat Digital Mission (ABDM)', are inclined towards welfare of citizens via digital health registries. India

stands as a major producer and exporter of pharmaceutical drugs. GS1 India collaborates with Healthcare stakeholders to ensure patient safety by implementing standards and enabling companies to fulfill regulatory compliances.

The agricultural sector is gaining strength as farmers receive authentic and precise data on pesticides, fertilizers, and seeds through traceability, adhering to regulatory norms. This is transforming the agricultural industry by ensuring quality assurance, supply chain efficiency, sustainability, access to global markets, and risk management protecting farmers from crop failures and market fluctuations. By adopting standards, the agricultural sector is not only strengthening its current operations but also paving the way for future growth and sustainability.

The National Logistics Policy, aimed at promoting seamless movement of goods across the country, has been a significant focus for us. GS1 India has continued to play a pivotal role in addressing the challenges of the logistics supply chain. By ensuring uniformity in the logistics processes, we can enhance efficiency, reduce delays, and ultimately contribute to the policy's goal of decreasing the logistics cost in India.

With an unwavering dedication to

promoting standardization across all sectors, from large corporations to MSMEs and cottage industries, I envision a future where the organization holds immense potential. Industries get empowered with adoption of standards and can significantly contribute to the nation's economic growth and also enhances our competitive edge in both domestic and global market.

Standards are essential in an interconnected business world for growth and innovation. They provide the framework for consistency, risk management, and expansion. Our commitment to promoting standards is unwavering, as they are vital for businesses to flourish and propel India's economic progress.

Under the leadership of its CEO, Mr. S. Swaminathan, the team at GS1 India has been actively participating and contributing to the development and implementation of standards in various industry sectors. I would like to express my heartfelt appreciation to Mr. Vipul Bansal, our former President, and the Board of Management for their unwavering support and guidance in taking the organisation forward.

Vimal Anand

Message from the CEO

I am delighted to present the annual report for the year 2023-24. This year was characterized by a significant surge and embrace of knowledge and innovation at national and global level. Our commitment to fostering a culture of innovation has been unwavering, and we are proud to be part of this transformative journey. This year, GS1 India achieved significant milestones and expanded its footprint across industries.

GS1 India is progressing towards its goal of facilitating effective information exchange throughout supply chains. The Indian economy has shown remarkable growth, navigating challenges with agility and emerging as a global leader in innovation. Our continued expansion is reflected in increase in our subscriber base and services adoption, demonstrating the growing trust and adoption of GS1 standards among businesses nationwide.

GS1 is poised for a transformative leap with the introduction of two-dimensional (2D) barcodes at retail point of sale with global roll-out expected by the year 2027. These next generation barcodes, capable of carrying enriched attributes, will revolutionize information sharing and enhance operational efficiency across supply chains.

In association with the Bill & Melinda Gates Foundation (BMGF), GS1 India initiated a blockchain-based traceability pilot for India's livestock sector. The collaboration was based on a Memorandum of Understanding (MoU) signed between BMGF and the Ministry of Animal Husbandry & Dairy, Govt. of India. This initiative aims to enhance transparency and accountability in the supply chain for dairy, poultry and pashmina, supporting the country's food security and economic development agendas.

Our ongoing project with IIIT Delhi under DataKart centre for Excellence, showcased new developments in the Clickit app which enabled easy image background removal and efficient data extraction from images through use of artificial intelligence and machine learning.

GS1 India made significant strides by releasing papers for knowledge dissemination on topics like Building consumer trust through traceability, Unlocking the potential of the Indian logistics sector, and QR code implementation on agri-inputs.

DataKart has evolved beyond a product registry to offer comprehensive services including barcode label compliance for PMBI and FSSAI, product authentication, pharmaceutical regulatory compliance, and traceability solutions. It continues to innovate, providing essential tools for businesses to ensure compliance and enhance product visibility. We also

embarked on the journey of development of the next version of DataKart, keeping in mind the growing needs of the subscribers and to make the platform more robust, scalable and tuned to the performance needs.

The enhancements to Smart Consumer platform delivered superior user experiences and value-added services. It has had a good start as five major brands - Hindustan Unilever, Pepsico, KRBL, Eli Lily, and Cargill came on-board to comply with the FSSAI advisory with respect to digital labelling guidelines.

GS1 India orchestrated events that underscored our commitment to industry advancement and innovation including 'National Conference on QR Code Implementation on agri-inputs', The GS1 India Forum 2024, and there was an annual leadership meet of the registered solution providers' community.

Furthermore, we are proud to remain associated with CII for 10-15 years towards proactive efforts in promoting food safety through best practices and innovations. This is in alignment with our ongoing dedication to advancing standards that safeguard consumer health and integrity of food industry.

In our pursuit of commitment to customer satisfaction, we have migrated to a new unified Customer Relationship Management (CRM) platform which simplified the registration process and empowered our dedicated teams. This has resulted in a frictionless experience and enhanced efficiency, with reduction in response times. It has facilitated in expanding our customer base and delivering exceptional service. GS1 India has demonstrated remarkable resilience by embracing change and fostering collaboration across sectors.

At GS1 India, we firmly believe that our greatest asset is our people. From comprehensive training programs to workshops on soft skills, we have empowered our workforce to communicate,

collaborate, and innovate with agility and efficiency. Their relentless efforts and enthusiasm are the cornerstone of our achievements and the driving energy of GS1 India.

I extend my heartfelt gratitude to our esteemed past President, Mr. Vipul Bansal, for his support and guidance. I also express sincere appreciation to Mr. Vimal Anand, our current President, the GS1 India Management Board, GS1 Global office, and our valued member organizations for their unwavering support and commitment.

As we look towards the future with optimism and determination, we remain committed to advancing standards, fostering innovation, and creating sustainable value for entire business ecosystem and social welfare. Together, we will continue to lead and shape the future of global commerce.

 S. Swaminathan

About
GS1

01

1+ Billion
Products Carry
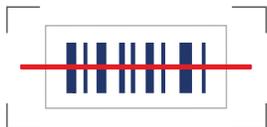GS1 Barcodes

02

2+ Million
Companies trust
GS1 Standards

03

10+ Billion
Scans Everyday

04

116 Countries
Working Together

Bridging the physical and digital worlds to
improve consumer experiences and patient safety

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

SPICES BOARD INDIA

एपीडा APEDA

भारतीय पेंकेजिंग संस्थान Indian Institute of Packaging
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

GS1
Standards

Unique Identification	Automatic Data Capture	Information Sharing

Applications

- Track & Trace
- Product authentication and counterfeit detection
- Product recall
- Real-time stock monitoring
- Expiry management
- Master data management
- Selling through retail chains and e-marketplaces
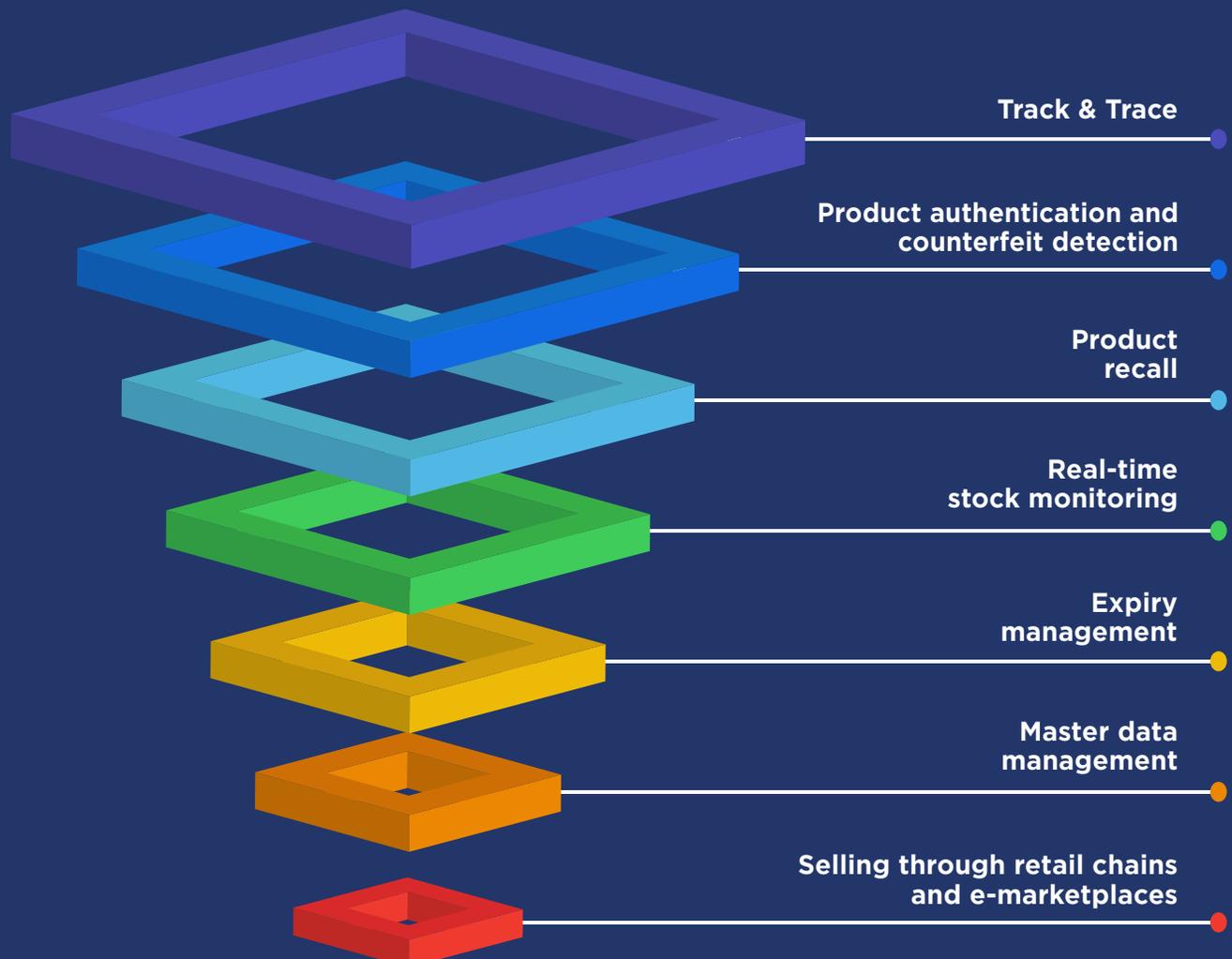
Growth in Barcode Subscriptions

FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24
17,961	19,930	21,810	23,302	25,414	27,616	29,193	31,506
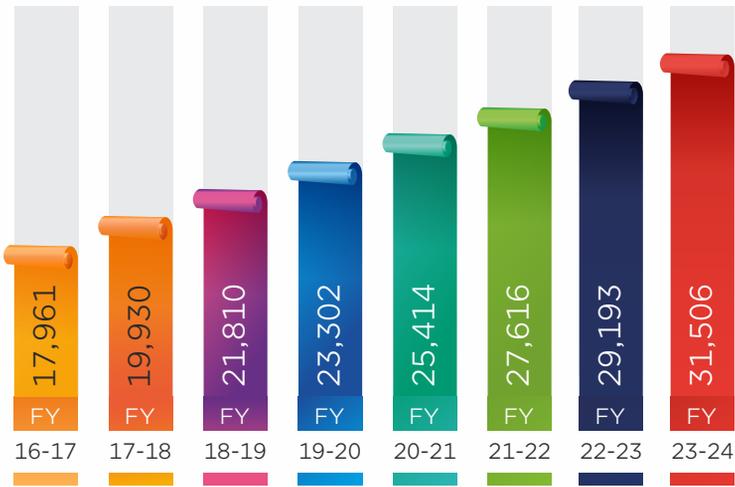
Sectoral Contribution (2023-24)

- Retail **46%**
- E-Com **33%**
- Export **8%**
- Govt. **11%**
- Others **2%**
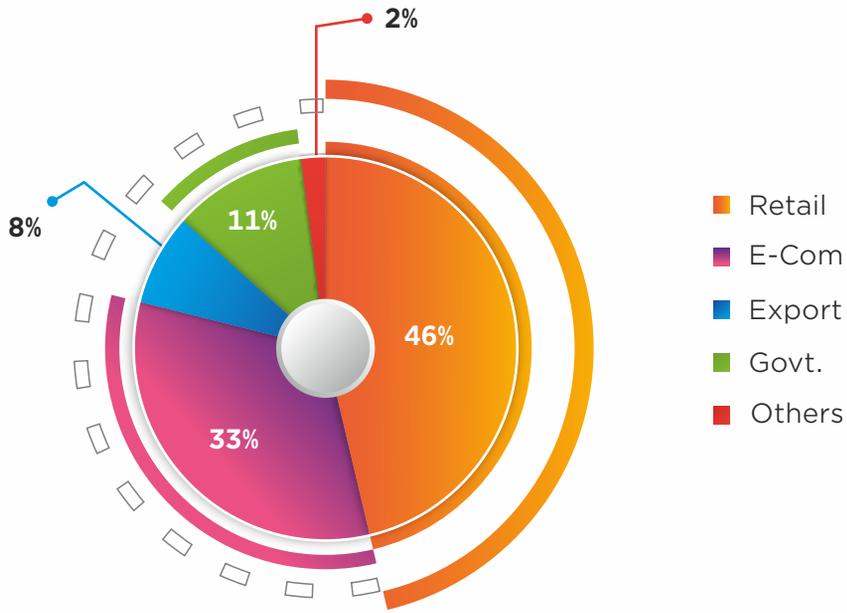
DataKart subscriptions

18-19	19-20	20-21	21-22	22-23	23-24
280	331	409	389	978	1473

New Registration 755
Renewal *(June 2023 onwards)* 718
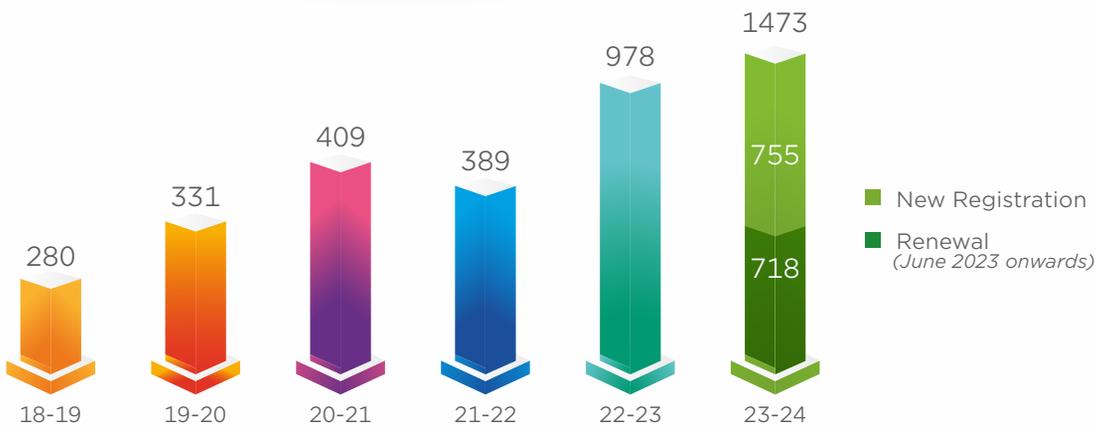
Serv**ices**

Allocation of
GS1 Identifiers

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

Standards identify

Products
GTIN®
01

Locations
GLN
02

Logistics Units
SSCC
03

Assets
GIAI, GRAI
04

Service Relationships
GSRN
05

Documents
GDTI
06

Shipments / Consignment
GSIN, GINC
07
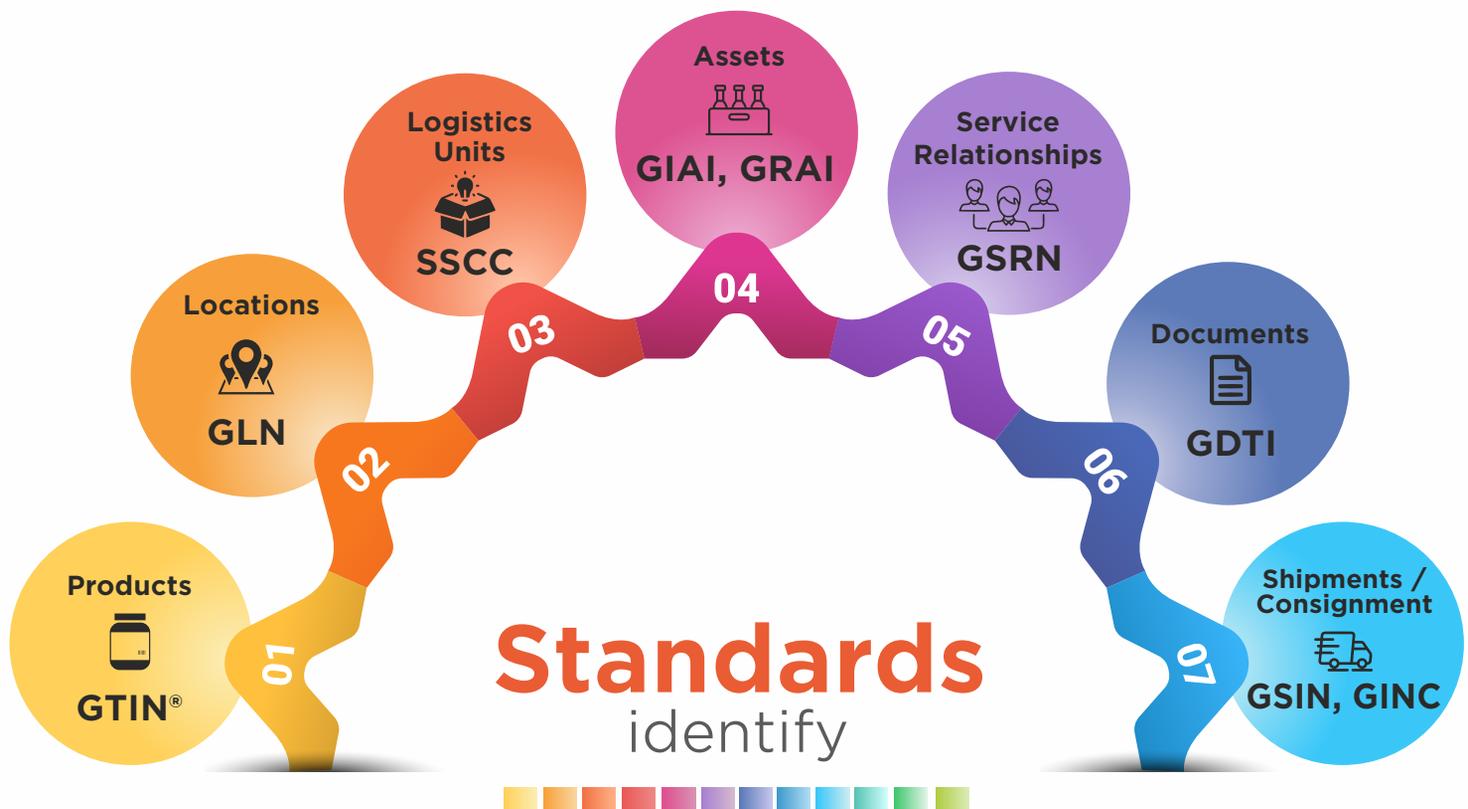
GTIN	Global Trade Item Number
GLN	Global Location Number
SSCC	Serial Shipping Container Code
GIAI	Global Individual Asset Identifier
GRAI	Global Returnable Asset Identifier
GDTI	Global Document Type Identifier
GSRN	Global Service Relation Number
GINC	Global Identification Number for Consignment
GSIN	Global Shipment Identification Number

Data Kart

Product data management

DataKart is a repository of information on retailed products with details of each product attribute like ingredients, product image, MRP, net content, dimensions, etc. It enables streamlining of product information between various departments of brand owners and enable them to share accurate, trusted, and updated SKU data with retailers/etailers in a consistent, structured, and standardized manner, in real time.

DataKart provides foundational data for several B2B, B2G, B2C requirements, which include faster product listing, optimised planogramming, efficient trucking and warehouse management, product recall alert, compliance with statutory labelling/marking guidelines, license/certificate validation etc. It also addresses the need for additional product information to enable consumers make informed purchase decisions through the Smart Consumer mobile app.

> "
>
> DataKart portal provides holistic & new age solutions to brand owners, wherein complete & statutory product information can be captured/stored in a seamless manner. Brought in more transparency to our retail partners/end-consumer while accessing it through Smart Consumer app. Kudos to GS1 backend teams for developing such solutions & providing necessary supported guidance to Brand owners.
>
> **Bagrrys India Pvt. Ltd.**

DataKart Services

ClickIt App

The ClickIt app is an intuitive and user-friendly photo application designed for product manufacturers. It simplifies the process of capturing catalogue-ready product photos and listing them on online marketplaces. Once photos are taken, they automatically sync with manufacturers' DataKart accounts, where they can be edited according to global imaging standards.
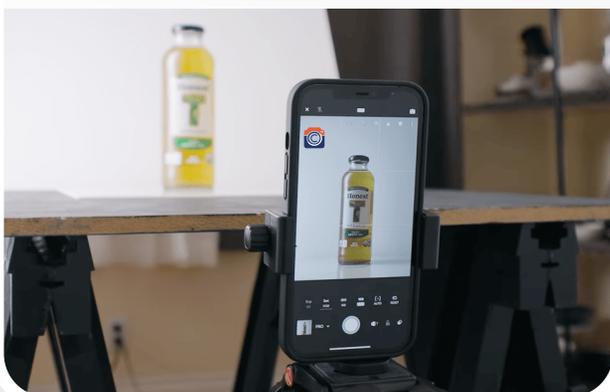
GTIN Validation

GTIN validation allows online marketplaces, retailers, and content aggregators to validate GTINs and product barcode numbers along with essential product data attributes. This service is powered by DataKart, the national product data repository, and verified by GS1, a global solution for verifying the identity of products.

Product ID
Company name
GTIN: 8901072000016
Brand name
Product description
Product image URL
Global product category
Net content & unit of measure
Country of sale

E-cataloguing

GS1 India's e-Cataloguing and Imaging service provides a comprehensive solution for managing product catalogues and images, tailored for both online and offline sales channels. This service ensures that digital images and product details adhere to GS1's global standards, ensuring compatibility with major retailers and online platforms worldwide.

Some of the brands onboarded on
DataKart in 2023-24

Hindustan Unilever Limited

Dabur

TATA CONSUMER PRODUCTS

pepsi

Parlé Agro
refreshing india

Crompton

PHILIPS

SUN PHARMA

Dr.Oetker

DataKart
Trace

GS1 DataKart Trace is a traceability solution based on Global Traceability Standards (GTS). It resolves industry challenges by synchronizing system inventory with physical inventory and tracking product locations in real-time throughout the supply chain. DataKart Trace ensures seamless traceability across industries and geographies.

Sectors in DataKart

CLOTHING	FOOTWEAR	HEALTHCARE	FOOD	OTHERS
314 Companies	**61** Companies	**575** Companies	**1492** Companies	**1845** Companies
36,90,686 Products	**4,18,737** Products	**1,77,905** Products	**1,56,374** Products	**10,52,602** Products

"

DataKart has revolutionized the way we manage product information. With the ability to share accurate, trusted, and updated SKU data with multiple retailers and online marketplaces in real time, we've streamlined our processes. Now, we enter product data once and distribute it seamlessly to various buyers. Whether it's reaching out to Kirana stores through Point of Sale (PoS) applications or receiving instant acknowledgements for product changes and promotions, DataKart ensures efficiency and eliminates dependency on crowd-sourced information.

Dr. Oetker

Smart Consumer
Mobile App

The Smart Consumer app connects brand owners directly with consumers, serving as a comprehensive platform for enhanced product promotion and empowering billions of consumers with digital product information. It provides consumers with accurate, updated, and complete details such as product availability, discount coupons, consumer reviews, and customer support information.

The platform was upgraded for superior user experiences and value-added services. Five major brands already adopted it to comply with the FSSAI advisory with respect to digital labelling guidelines.

Major FMCG Companies

Hindustan Unilever Limited

PEPSI

Dabur

Parlé Agro

Cargill

> " Britannia is currently initiating to use one of the key features of the GS1 Barcode where in the manufacturing details like name, address, and FSSAI license numbers details will get embedded in the barcode itself. With a nod from FSSAI for such kind of approach, this results in dual benefit for both Marketer and Consumer. From a consumer perspective, by scanning the barcode through 'Smart Consumer' application, all the details of the product can be obtained including pack shot. This will enable the consumer to make informed choice before buying the product.
>
> **Britannia Industries**

Pro**jects**

Traceability Pilot

GS1 India, in collaboration with the Bill & Melinda Gates Foundation (BMGF) and the Ministry of Animal Husbandry & Dairy, Government of India, embarked on a landmark project aimed at enhancing traceability within India's livestock sector.

This initiative, supported by blockchain technology and global traceability standards, seeks to enhance the resilience and efficiency of the livestock value chain. By establishing a robust traceability framework, the project aims to ensure safe food practices, mitigate risks associated with contamination outbreaks, and authenticate food origins. This effort not only enhances supply chain transparency and accountability but also strengthens India's food security and economic development objectives.

Under the Memorandum of Understanding (MoU) between BMGF and the Ministry, GS1 India is leading project management and consultation activities. This includes collaborating with domain experts and traceability service providers, standardizing processes, and facilitating end-user training and capacity building. The project underscores GS1 India's commitment to fostering sustainable improvements in the livestock sector while laying the groundwork for potential expansion into other industries.

Blockchain Centre of Excellence

As India emerges as a technology innovation hub, GS1 India has played a pivotal role in promoting the adoption of cutting-edge technologies like AI, machine learning, and Blockchain.

These innovations are reshaping business practices, fostering operational flexibility, and fostering digital trust across various industries.

GS1 India's latest initiative includes the establishment of a dedicated Centre of Excellence for Blockchain. This center is focused on developing and deploying blockchain-based applications that enhance transparency, security, and efficiency in supply chains and beyond.

Currently, the Centre of Excellence for Blockchain is poised to leverage the transformative potential of blockchain technology to meet the evolving needs of businesses and stakeholders in India.

DataKart Centre of Excellence
A collaboration between GS1 India and MIDAS Lab

GS1 India, in collaboration with IIIT Delhi's Midas Research Lab, established the DataKart Centre of Excellence (DCoE) in the year 2022-23 to advance product data quality using artificial intelligence and machine learning.

This partnership aimed to enhance DataKart's capabilities in image processing and data extraction, specifically through AI/ML-based OCR technology. Henceforth, the latest development in the ClickIt app includes features for seamless image background removal and efficient data extraction from images, leveraging advanced AI/ML algorithms. This will aid the SME sector in producing product catalogues with high-quality images very easily.

These enhancements empower businesses and consumers to access reliable product data effortlessly, reinforcing DataKart's role as the National Product Data Repository and supporting stakeholders across retail and online marketplaces.

Training
& Events

GS1 India Events

Internal Events

POSH Training

GS1 India conducted POSH training sessions facilitated by Sneha Kala, aimed at educating employees on preventing, prohibiting, and protecting against sexual harassment in the workplace. These sessions were designed to foster a safe and respectful work environment.

One Team One Goal

This was GS1 India's annual goal-setting meeting conducted to define key performance indicators for different teams. After insightful review meetings, this was continued with a day filled with fun activities and sports. This was to encourage perfect balance between work and entertainment and to imbibe a strong team spirit.
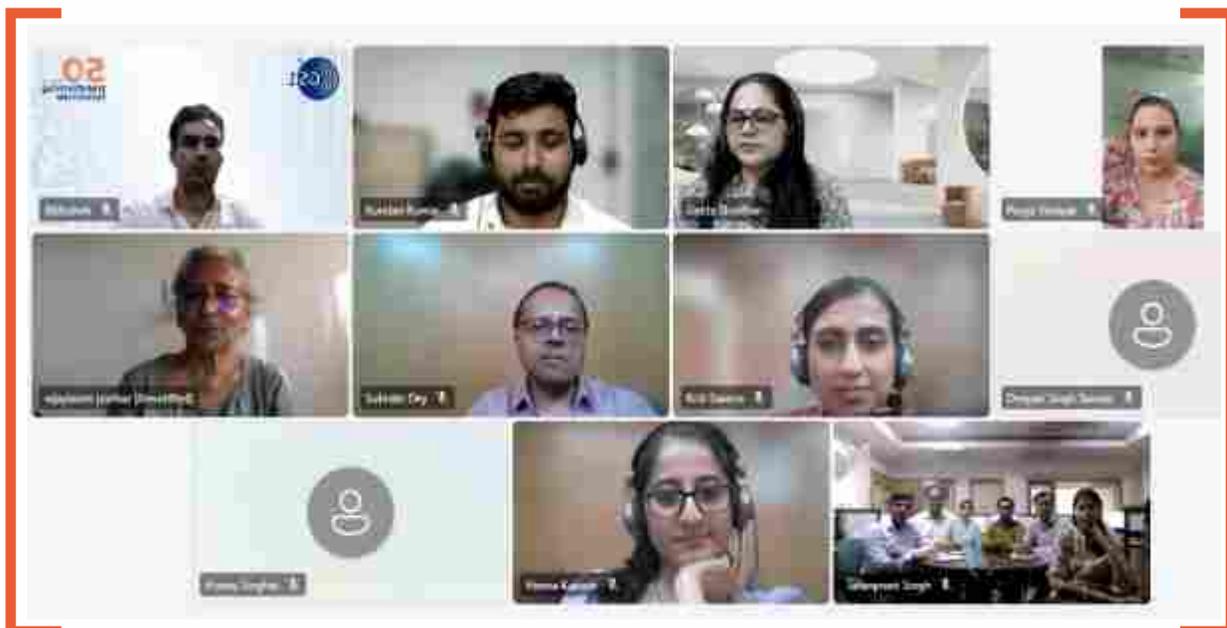
Internal Events

Mindfulness Program: Twin Heart Meditation

A meditation event was hosted to promote holistic wellness among GS1 India employees. This session aimed to cultivate mindfulness, reduce stress, and enhance overall well-being through guided practices and relaxation techniques.

External Events

Conference on QR Code Implementation on agri-inputs

GS1 India hosted the 'National Conference on QR Code Implementation on agri-inputs' at India Habitat Centre, New Delhi on September 1st, 2023. The conference aimed to promote the adoption of standards-based QR Codes within the agri-input sector, emphasizing their role in enhancing traceability, ensuring sustainability, and facilitating compliance with regulations. QR Codes were highlighted as pivotal tools for fostering transparency in supply chains and combating counterfeit products, ultimately benefiting farmers nationwide.

The event commenced with an opening address by the CEO of GS1 India, underscoring the imperative of digital transformation in agriculture, given its foundational role in the nation's economy. Key discussions centered on challenges within the agricultural industry, such as information dissemination gaps and supply chain integration issues, which QR Codes addressed by enabling seamless data

linkage. The conference also explored advancements like widespread smartphone adoption and UPI payment systems, pivotal for driving digital initiatives like e-crop and Agri-stack. Sessions and panel discussions on digital innovations in agriculture highlighted the potential for technology to enhance productivity and yield per hectare, crucial for sustainable agricultural practices. They examined the transformative benefits of structured QR Codes, including end-to-end visibility across supply chains. The conference emphasized that these innovations are vital for fostering continuous growth and sustainability in the agri-input sector.

External Events

Solution Providers Meet

GS1 India hosted the annual 'Solution Providers Meet', gathering the registered solution providers' community to discuss collaborative engagement strategies across new industry sectors. The event focused on fostering partnerships and advancing the adoption of GS1 standards within the marketplace, emphasizing the role of standardized practices in enhancing operational efficiency and interoperability across diverse sectors.

External Events

GS1 India Forum 2024

The GS1 India Forum 2024 brought together diverse industries in Mumbai, serving as a pivotal platform for advancing global standards and services adoption. This flagship event underscored GS1 India's commitment to nurturing robust relationships and delivering valuable insights to its esteemed subscribers. Industry leaders engaged in vibrant discussions on emerging trends, innovations, and effective strategies aimed at driving sector-wide advancements.

The Forum commenced with an inspiring address by GS1 India's CEO, emphasizing its role in breaking down barriers across industries. He highlighted the transformative impact of digitization and the Forum's mission to foster cross-sector collaboration and knowledge-sharing. The event encapsulated GS1 India's dedication to facilitating cross-sectoral learning and enhancing the collective understanding of cutting-edge solutions to address industry challenges in an evolving digital landscape.

External Events

External Events

14th CII Food Safety Awards

GS1 India has been closely associated with CII FACE for 10-15 years towards proactive efforts in promoting food safety through best practices and innovations. This is in alignment with our ongoing dedication to advancing standards that safeguard consumer health and integrity of food industry. CEO, GS1 India chaired the Jury for the CII FACE awards in the year 2023-24.

Knowledge Sessions

Conducted by GS1 India

- **May, 2023**

  Webinar on global standards & new trends in QR Code Implementation on pesticide products

- **June, 2023**

  Webinar on Solution Provider engagement

- **September 2023**

  Webinar on MSME Financial Assistance Scheme on GS1 Barcode Adoption

- **September 2023**

  Webinar on QR Code Implementation using GS1 Standards

Digital Presence

GS1 India actively disseminates knowledge and promotes awareness of its global standards and related services through various digital platforms. Our engagement includes sharing authored articles, updates on services, internal activities, upcoming events, global developments, and insightful blogs. These efforts are meticulously tracked across our social media handles on LinkedIn, YouTube, Instagram, and Facebook.

We consistently posted engaging content across these platforms, conducted interactive polls, and launched regular email campaigns to keep all the stakeholders informed. A series of interactive polls were conducted to understand consumer habits related to product labels, safety checks, and the use of digital features like QR codes.

GS1 India YouTube channel featured a series of short, awareness and informative videos focusing on essential topics. We also actively participated in Quora discussions as part of our key SEO activities, addressing a wide range of frequently asked questions on topics such as GS1 barcodes, and how to sell products on platforms like Amazon, Flipkart.

Also, GS1 India's article contributions have significantly boosted our visibility in the industry. By publishing authored articles in leading industry publications, we've shared insights on global standards across multiple sector establishing ourselves as a thought leader. Our PR efforts have reached a wide audience, including industry professionals and the general public, enhancing our visibility and fostering discussions on product safety and traceability.

Press Release

Publication: Financialexpress
Date: 26 Jan 2024

Publication: The Hindu Business Line
Date: 21 Aug 2023

Publication: Free Press Journal
Date: 16 July 2023

Publication: Free Press Journal
Date: 19 June 2023

Publication: Express Pharma
Date: 2 June 2023

Publication: Times of India
Date: 3 May 2023

Awards
Recognition
&

Congratulations

Mr. Sandeep Issar, Assistant Manager – DataKart Premium Services was awarded the employee of the year 2023 for his contribution to the growth of services
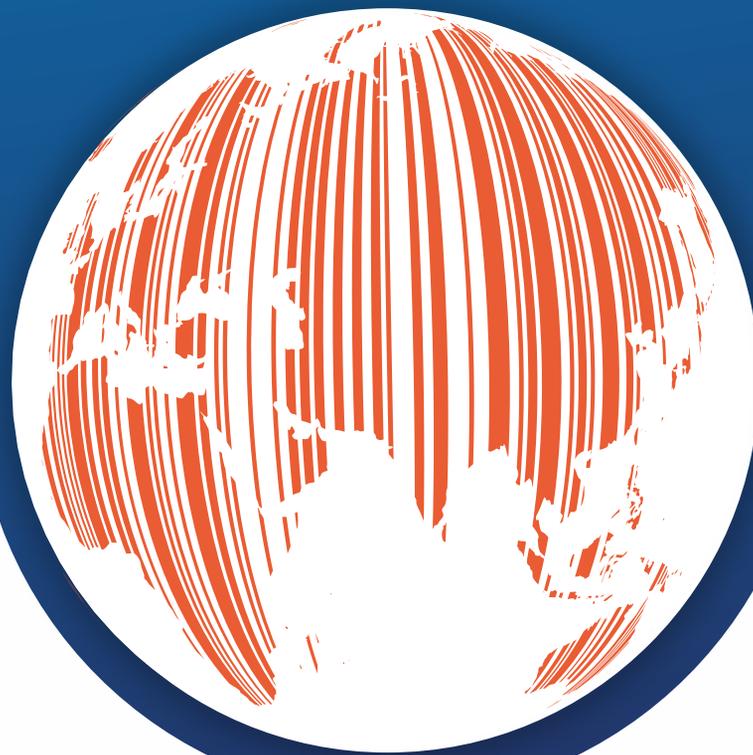

Mr. Andrew Thomas. Sr. Software Developer was awarded Rising Star for outstanding performance for streamlining the development of services application

5 & 10
Years of Services

Global
Developments

The Barcode turns 50
and is about to change our lives – again

The celebration of the barcode's 50th anniversary marked a significant milestone in technology and commerce, highlighting its profound impact on global economies and daily lives. Initially adopted in 1973, the barcode has become ubiquitous, gracing over 1 billion products worldwide and streamlining countless transactions with its familiar "beep" at checkout counters globally.

Beyond its historical role, the barcode continues to evolve with next-generation advancements like two-dimensional QR codes and GS1 DataMatrix. These innovations promise to revolutionize consumer engagement and supply chain transparency, offering unprecedented levels of trusted data. QR codes, for instance, enable detailed product "stories" by linking to comprehensive digital information—from origin and allergen content to environmental impact and recycling instructions. This enhanced transparency empowers consumers to make informed decisions while providing businesses and regulators with robust tools for ensuring safety, sustainability, and efficiency across industries.

Looking ahead, GS1's global initiative to transition to next-generation barcodes is gaining momentum, with successful pilots already underway in more than 20 countries and regions, including China, the US, Australia, and Brazil. This collaborative effort among industry leaders underscores GS1's commitment to harnessing cutting-edge technology to enhance global standards and drive positive societal impact through smarter, more connected commerce solutions

Trend Research 2023-24
Innovation in a world of continuous disruption

The "Trend Research 2023-2024: Innovation in a world of continuous disruption" article by GS1 explores pivotal trends shaping industries amidst ongoing global challenges and digital transformation.

Highlighting the resilience of corporate strategies amid disruptions like inflation concerns and climate change impacts, the report reveals that a significant majority of executives remain optimistic about mitigating these challenges through proactive measures. Emphasizing flexibility, collaboration, and innovation as critical principles, the report underscores their role in navigating uncertainty and enhancing supply chain transparency and resilience.

Authored by the GS1 Innovation Board, the article delves into emerging trends such as supply chain digitalization, sustainability, circular economy practices, and the empowerment of consumers and the metaverse. It also examines key enabling technologies like generative AI, verifiable credentials, computer vision, robotics, and automation.

With a dedicated section on healthcare sector trends, the article not only identifies these trends but also offers strategic recommendations on leveraging the GS1 system to drive digital transformation across industries. By advocating for flexibility, collaboration, and innovation, the article aims to fortify supply chains, making them more adaptive and resilient in an era of continuous disruption.

ICC Digital Standards Initiative
launches expanded recommendations for trade documents

The ICC Digital Standards Initiative (DSI) has expanded its digital standards recommendations under its Key Trade Documents and Data Elements (KTDDE) practice.

This includes a baseline analysis for 14 key trade documents and a new key trade data glossary. The work builds upon foundational standards set by various global organizations and aims to promote alignment and interoperability across networks and supply chains. Robert Beideman, Chief Product Officer of GS1, says, "The DSI's continued efforts to expand the understanding of digital standards in international trade represent a significant step forward in streamlining global commerce. By promoting data reusability and consistency across supply chains, we are facilitating more efficient and secure transactions for businesses across the globe."

Also, Pamela Mar, Managing Director of ICC DSI, emphasized the crucial role of a digital standards baseline in DSI's objective of digitalising trade. She says, "By creating transparency and accessibility around trade documents and their core data elements, we aim to enable a more rapid digital transformation among industry".

GS1 Management Board

Mark Batenic
Chairman, IGA, Inc. (Chair)

Susan Moffatt-Bruce
CEO, Lahey Hospital & Medical Center
(Vice Chair)

Renaud de Barbuat
President & CEO, GS1 Global Office
Ex-officio

Bruno Aceto
CEO, GS1 Italy

Rocco Braeuniger
VP, Country Manager Germany,
Amazon

Mike Byrne
CEO, GS1 Ireland

Bob Carpenter
President & CEO, GS1 US

April Cielica
President Global Business Services,
Procter & Gamble

Ahmed ElKalla
CEO, GS1 Egypt

Thomas Fell
CEO, GS1 Germany

Miguel Ángel González Gisbert
Global Chief Technology and Data
Officer, Carrefour

Béatrice Guillaume-Grabisch
Executive VP & Global Head HR &
Business Services, Nestlé S.A.

Simon Han
Vice President Head of Platform
Ecosystem, JD.com

John Inwright
Chairman, GS1 US

Peter de Jong
Chairman of the board and CEO,
Brocacef Groep NV

Toyofumi Kashi
Director, DX Promotion General
Manager, AEON Co. Ltd

Stéphane Lannuzel
Operations Chief Digital Officer,
L'Oréal

Meinrad Lugan
Member of the Management Board, B.
Braun Melsungen

Eileen MacDonald
President & CEO, GS1 Canada

Laura Martinez Magdaleno
Global Director of Commercial Innovation and Transformation, Grupo Bimbo

Bertrand Mothe
CPO, METRO AG

Maria Palazzolo
Executive Director and CEO, GS1 Australia

Oscar Rubiani
CEO, GS1 Paraguay

Julia Sabin
VP Government Relations, The J.M. Smucker Co

Prashant Singh
Head of Data Products, Costa Coffee

Greg Smith
EVP, Global Operations and Supply Chain, Medtronic

Jan Somers
CEO - GS1 Belgium & Luxembourg, GS1 in Europe Chair

Per Thau
Executive VP, COO, COOP Denmark

Özgür Tort
CEO, Migros Ticaret

Didier Veloso
CEO, GS1 France

Subramaniam Venkatachalam
Director, Reliance Retail Limited

Vincent Weijers
COO, bol.com

Kathryn Wengel
Executive VP & Chief Technical Operations & Risk Officer, Johnson & Johnson

Claudia Willvonseder
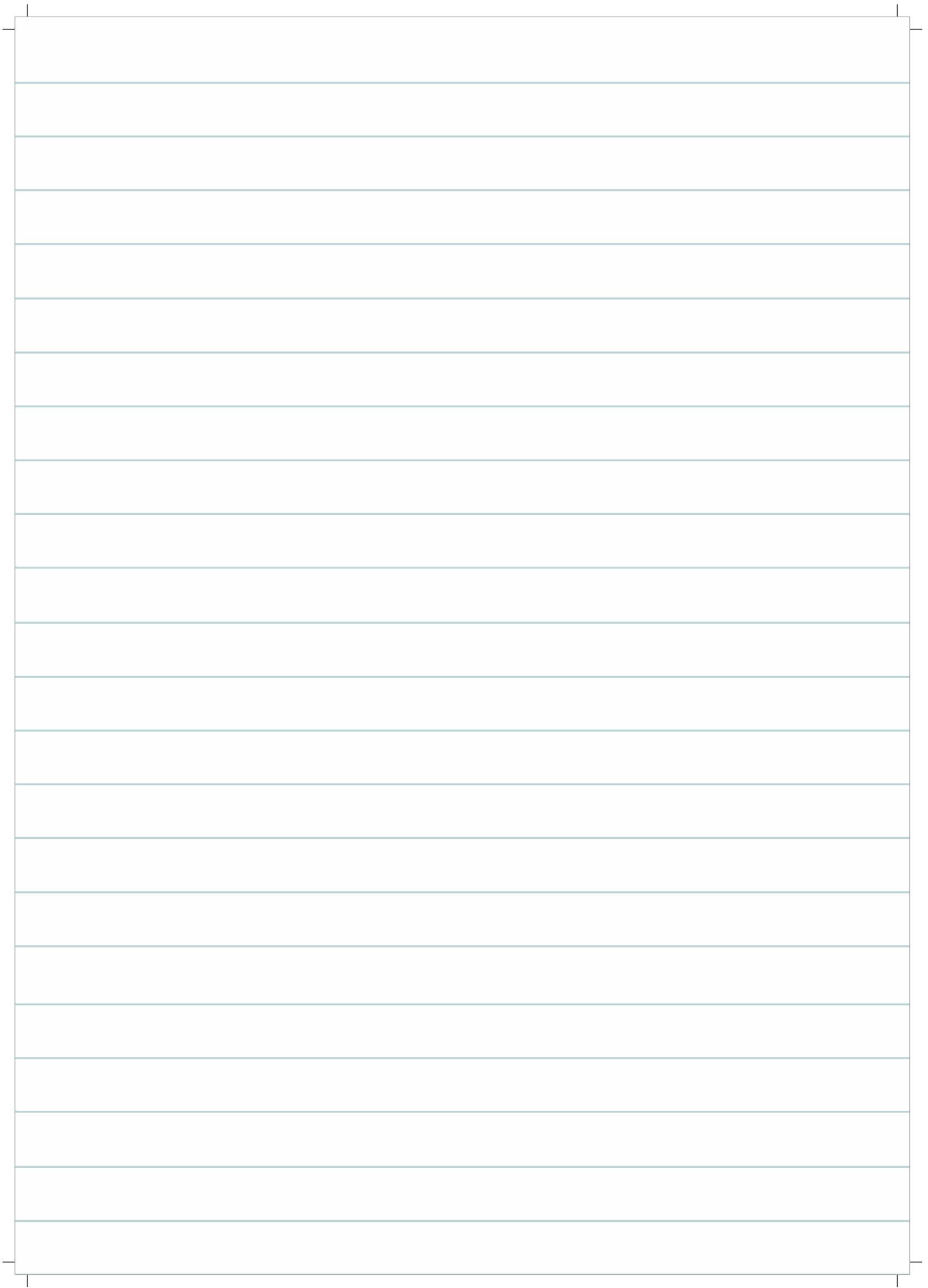Executive Board Member, Dr Oetker

Matthias Zenger
Senior Engineering Director, Google

Chenghai Zhang
CEO, GS1 China

Milestones of
GS1 India

2023 — Blockchain Lab

2022 — DataKart Centre of Excellence - A collaboration between GS1 India and MIDAS Lab

2021 — Launch of Digital Link QR Codes for pesticide manufacturers

2019 — Indian Army adopted GS1 standards for food traceability

2016 — Development of national hospital data registry ROHINI

2015 — Setting up of eSpiceBazaar platform for traceability of Indian spices

2013 — Launch of FASTag electronic toll collection using EPC/RFID tags

2012 — Delhi State Excise Department rolled out liquor traceability solution based on GS1 standards

2011 — DGFT directed pharma exporters to implement track & trace based on GS1 standards.

2007 — APEDA implemented GS1 standards based traceability system for grape exports.

1998 — Canteen Stores Department (CSD) adopted GS1 barcodes

1996 — EAN India founded, later rechristened as GS1 India

GS1 India

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