



For the industry

I Mark is a **business tool**, as it recognizes a well-designed product which is trustworthy, valuable, preferred by customers, and is manufactured in a responsible manner

For consumers

I Mark is a **yardstick** to ensure good value for money

For designers

I Mark is a **reward** of good work

For society

I Mark is an **enrichment tool** as it promotes responsible ways of manufacturing products, and aids industrial development in the country

SUPPORTED BY:

