

**Rules and Procedures for DBIM
Compliance Certification**
(STQC/DBIM/D01)
Issue :01



DBIM Certification Body
STQC Directorate,
MeitY, Government of India
INDIA

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0.1 Approval and Issue

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Reviewed by : Scheme Representative

Approved by : Head, DBIM Certification Scheme

Note:

- Scheme Representative is responsible for issue and distribution of this document including amendments.
- Holder of this copy is responsible for incorporation of all the amendments and currency of the document.

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1. Introduction

India is setting a global example through its remarkable digital growth, marked by the rapid expansion of digital infrastructure and widespread adoption. The Government of India is actively advancing its digital footprint to strengthen governance, improve service delivery, and enhance communication with citizens.

As government digital platforms increasingly become the primary point of contact and the preferred channel for citizen engagement, it is crucial to establish a strong and unified brand presence. This will help connect effectively with both national and international audiences.

The DBIM serves as a comprehensive guide designed specifically to support the Government of India in creating a consistent and recognizable visual identity across all digital platforms. The goal is to build greater public trust, improve brand recall, and simplify citizen interactions by making content and services more accessible and easier to navigate.

2. Objective

The primary goal is to verify the compliance of DBIM Manual which has been established with the foundational elements that will ensure a unified and consistent visual identity for the Government of India across its digital platforms. The DBIM is designed to fulfill two key objectives:

- **To Guide:** Serving as a comprehensive style guide, the DBIM outlines the visual, textual, and experiential standards necessary to bring consistency to government digital platforms. This includes specifications for color palettes, typography, iconography, and other design elements.
- **To Preserve:** The manual also aims to safeguard the integrity of the Government of India's digital brand, ensuring a cohesive and compelling presence that resonates with both domestic and international audiences.

3. Purpose

The purpose of the DBIM Compliance Certification Scheme is to verify the visual identity for the Government of India across all its digital platforms. By providing clear guidelines on design elements such as color schemes, typography, iconography, and content presentation, the DBIM ensures consistency, enhances user experience, and

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strengthens trust in government digital services. It is intended to evaluate the digital assets while preserving the integrity of the government's brand, fostering a coherent and professional image that connects effectively with both national and global audiences.

4. Scope of Certification

The certification process under the DBIM applies to all digital platforms developed and maintained by Government Ministries, Departments, Public Sector Units (PSUs), and organizations under the Government of India. This includes:

- **Websites and Mobile Applications** that serve as official channels for delivering government services and information.
- Digital platforms operated by entities participating in or supporting the **Digital India Program**.
- New and existing digital assets seeking to demonstrate compliance with DBIM guidelines for visual identity, accessibility, functionality, and user experience.
- All digital touch points that interact with citizens and stakeholders, requiring consistent branding, usability, and security standards.

Certification ensures that these platforms meet the prescribed criteria in DBIM Manual for design harmony, technical robustness, content quality, and user-centric features, thereby promoting trust and streamlined citizen engagement across all government digital interfaces.

5. References

Ministry of Electronics and Information Technology (MeitY), Government of India. Digital Brand Identity Manual (DBIM), Version 3.0, 2025.

6 Definitions:

The Digital Brand Identity Manual (DBIM) is an official framework developed by the Ministry of Electronics and Information Technology (MeitY), Government of India, to establish a unified and consistent digital identity across all government websites, mobile applications, and digital communication platforms. It provides standardized guidelines on visual design, user interface, branding elements, and content presentation to ensure a seamless, accessible, and

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citizen-centric digital experience. DBIM aims to enhance trust, recognition, and usability of government digital assets by promoting visual harmony and coherent communication.

Certification Agreement

An agreement which is part of the Certification System and which details the mutual rights and obligations of the certificate holder and the Certification Body, and which includes the right to use the certificate.

Certification Body

This body conducts certification for compliance/conformity with respect to published standards and any supplementary documentation required under the system. All the operations and functions of the Certification body will be performed by STQC Directorate.

Legal Status

STQC Directorate, an attached office of Ministry of Electronics & Information Technology, Government of India located at Electronics Niketan, 6, CGO Complex, New Delhi, India – 110 003.

Auditors/Assessors

Auditors shall be the regular employee of STQC Directorate possessing engineering qualification and having knowledge in any of the area given below:

- i. Information Technology Testing
 - ii. Electronics Testing
- Or, any other equivalent having knowledge in the area of Security, Design, Process, etc. The Auditors/Assessors shall be conducting the assessment as per this scheme on behalf of STQC Directorate.

Roles and functions of Certification Body

All the procedures adopted by the Certification Body are administered in a non-discriminatory manner. The Certification Body makes its services accessible to all eligible applicants, without any undue financial or other conditions.

The Certification Body :-

- Confines its assessment and decision on certification to those matters specifically related to the scope of certification being considered.

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- Has a defined scope determination criterion against which the Devices/Processes of an applicant is assessed. In case of change in specification for any process/design/requirement viz-a-viz certification criteria, the acquirer has to undergo for fresh certification.
- Is responsible for its decision relating to the granting, maintaining, extending, reducing, suspending and withdrawing certifications.
- Has an identified management structure, which has the overall responsibility for the operation of Certification System.
- Has a documented structure, including provisions to assure the impartiality of the operation of Certification Body.
- Has a documented system to provide confidence in its ability to operate a certification system.
- Ensures that each decision on certification is taken by persons different from those who carried out the testing/assessment/evaluation/audits.
- Has defined authorities and responsibilities relevant to its certification activities.
- Has adequate arrangements to cover liabilities arising from its operations and/or activities. (as specified in certification agreement).
- Has financial stability and resources required for the operation of the certification system, in the form of budgetary and resource support from STQC Directorate. The financial administration of the scheme including determination of charges is the responsibility of Head (Certification Body).
- Has sufficient number of personnel having the necessary education, training, technical knowledge and experience for performing certification functions under the overall responsibility of Head (Certification Body).
- The Certification Body's personnel along with Head (Certification Body) are free from any commercial, financial and other pressures, which might influence the results of Certification process.
- Has a defined criterion for appointment and operation of all the committees needed for Certification process. These committees are free from any commercial, financial and other pressures that might influence decisions.
- Has a defined policy and procedure for resolution of Complaints, Appeals and Disputes received from suppliers or other parties about the handling of certification or any other related matter.

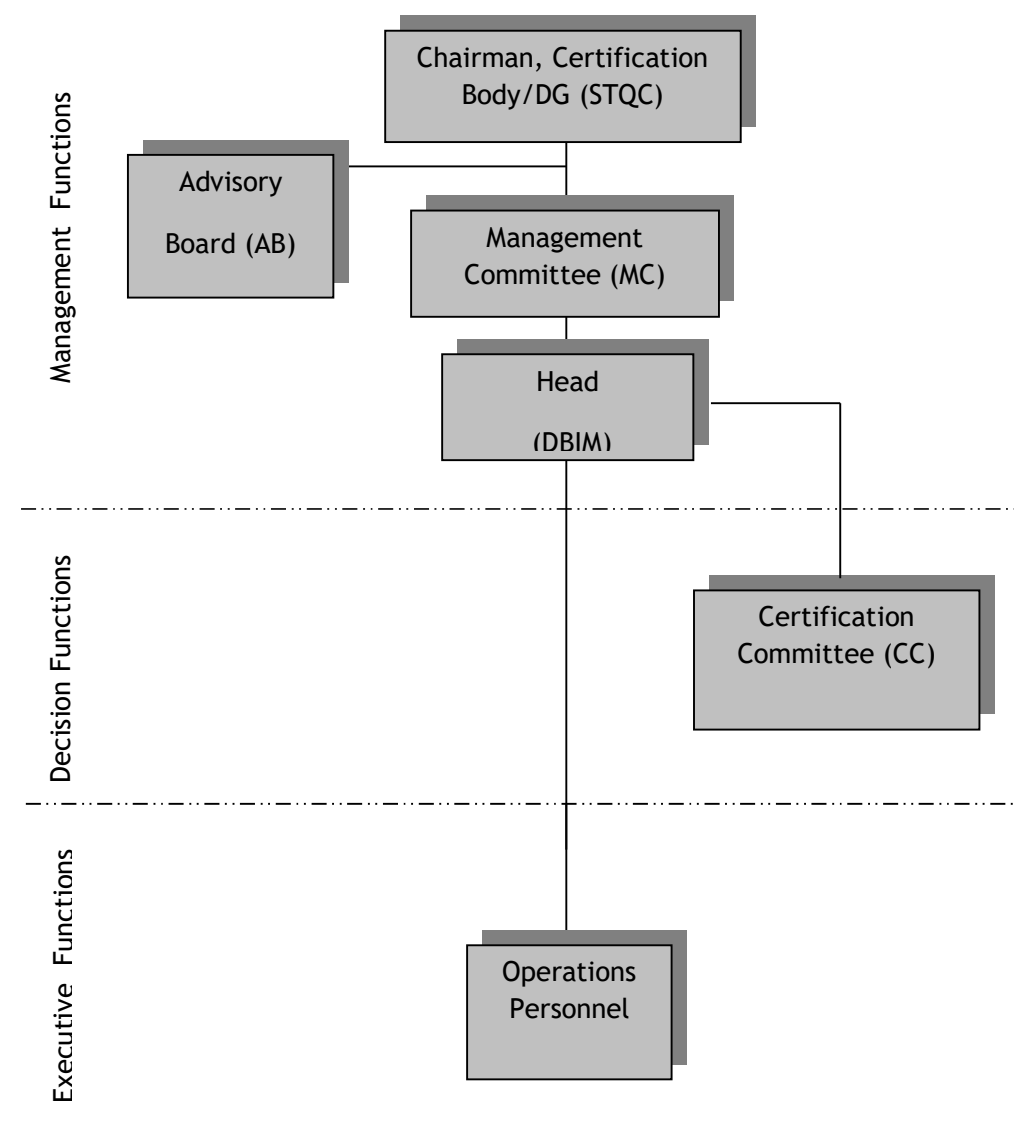
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7. Organization description

Organisation Structure and top Management

The Certification Body has a documented structure which safeguards impartiality, of the operation of Certification Body. It further enables participation of all interested parties in the content and functioning of the certification system.

The Certification Body has an identified management structure which has the overall responsibility for the operation of Certification System. The Organization Chart and the reporting structure is given below:



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The Criteria, Composition and Terms of Reference are as below:

a) Chairman, Certification Body

Director General, STQC is the ex-officio chairman of Certification Body acting under the authority of Secretary, Ministry of Electronics and Information Technology, Govt. of India. He is responsible for overall functioning of the 'Digital Brand Identity Manual (DBIM)' in line with the objectives of STQC Directorate, as well as Ministry.

b) Advisory Board

Objective of Advisory Board

The objective of the Advisory Board is to have Mechanism to safeguard the impartiality of the Certification Operations to provide confidence in certification services provided by the Certification Body.

Structure & Composition of Advisory Board

The Advisory Board will have members not exceeding 10 including the Chairman and Head, DBIM.

- DG, STQC is the ex-officio chairman of Advisory Board.
- Members are chosen from among those interested parties involved in the process of certification.

The members have adequate academic and professional experience in the field of IT Security.

Knowledge of IT Security is desirable.

- In general, the following is deemed as representing the interested parties:
Interested parties

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The members from interested parties representing public/ private sector, Government and Professionals are appointed by the Chairman, Certification Body, in consultation with respective interested parties, for a period of **3 years**. At the end of the tenure, the Chairman, Certification Body may re-appoint the members for a further period of **3 years**. Depending upon the need, the Board may co-opt for more members. In any case, the number of co-opted members will not exceed three and their tenure of membership will not exceed the tenure of the current Advisory Board.

Terms of Reference (ToR) for Advisory Board

- Formulation of policy matters relating to the operation of Certification Body and approval for adoption of policy related to Scheme documents.
- Having an overview of the implementation of its policies.
- Setting up of committees as required to which defined activities are delegated or delegate such authority to Management Committee.
- Safeguarding impartiality and enabling participation of all parties concerned regarding the content and functioning of the Certification Body.
- Ensuring that the Certification Body operates in a non discriminatory manner.

The Advisory Board has the power to obtain from the Head, Digital Brand Identity Manual (DBIM) all such information on the conduct of its policy to enable it to discharge its duties properly. The Head, DBIM provides all the necessary information, including the reasons for all the significant decisions and actions, and the selection of the persons for a particular activity.

The advice of the board is binding on the Management Committee on certification related matters.

Business Procedure of Advisory Board

Meetings of the Advisory Board shall be held at **least once in two year**. The date and place shall normally be decided during the previous meeting. The

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Chairman of the Advisory Board may at his discretion or at the request of at least three members call for a special meeting giving prior intimation to the members sufficiently in advance.

The quorum of the meeting is obtained when more than half members are present at the meeting. If there is no quorum, the meeting shall proceed but in such circumstances where decisions require confirmation, voting by correspondence will take place subsequent to the meeting. However, in all cases of voting, the Chairman, Advisory Board and Member Secretary shall not have the right to vote, either in favor or against the matter under consideration for voting.

Depending upon the importance of the matter under consideration during a meeting, the Chairman, Advisory Board may decide for voting at the meeting & itself or voting by correspondence. The proposal on the subject matter is adopted when no opposing vote is received within the time specified in the correspondence, otherwise, the matter shall be dealt with at the next meeting.

The Certification Body shall maintain records of confidentiality and background experience of the board members.

c) **Management Committee**

Objective of Management Committee

The objective of the Management Committee is to manage the certification activities in line with the charter of STQC Directorate and advice of Advisory Board.

Structure & Composition of Management Committee

- Chairman

Head DBIM is the ex officio Chairman of Management Committee. Head, DBIM is an STQC person of the sufficiently senior level, appointed by Chairman, Certification Body.

- Members

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- Do not exceed 10 in numbers excluding Chairman and Member Secretary,
- Belong to STQC Directorate of sufficiently senior level, preferably unit/activity head
- Active professionals in certification related fields, administration & finance
- The committee shall include representative for each device certification scheme e.g. (DBIM) at least one person with appropriate competence in that field of certification
- Appointed by Chairman, Certification Body in consultation with Chairman, Management Committee depending on the need the committee may co-opt more members up to a maximum of 2 persons,
- Management Representative is the member secretary of the committee.

Terms of Reference for Management Committee

While being accountable to Advisory Board, the Management Committee will:

- formulate and oversee the implementation of DBIM Compliance Certification Scheme.
- decide on approval of decisions made by the Head, DBIM and relating to the certification decisions in case of an equal vote in the Certification Committee, or in case the Head, DBIM not being in agreement with the advice of Certification Committee,
- provide all requisite information and support to the Advisory Board to enable it to fulfill its obligations,
- ensure compliance with the advice of the Advisory Board,
- carry out periodic reviews of the certification systems/operations to ensure compliance with all applicable requirements,
- seek Advisory Board's concurrence on the technical contents of policy nature for adoption into the certification system,

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- set up committees as required to deal with the technical content of the certification system,
- review and approve all scheme specific documentation (except forms / formats),
- make efforts for satisfactory resolution of complaints/disputes received from clients or other parties.

Business Procedure of Management Committee

Meetings of the Management Committee shall be held generally **twice a year**. A Special meeting of the Management Committee can further be held as and when required by the Chairman or at the request of any of the members.

The business transacted at the meeting shall be recorded in the minutes by Management Representative.

d) Certification Committee

Objective

The objective of the Certification Committee is to advise the Head, DBIM on decisions relating to Devices/Process under certification.

Structure & Composition of Certification Committee

The composition of the Certification Committee should have competence in IT audits and subject expertise, represented by one or more persons individually or collectively.

- Have adequate academic background or experience in Information Technology and Infrastructure related issues.
- Involved/engaged in IT/IT Security related projects/activities.

Chairman, Certification Body shall appoint members of the Certification Committee.

Terms of Reference for Certification Committee

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While advising the Head, DBIM on certification related decisions, the Certification Committee will:

- ensure compliance of evaluation and validation to the defined criteria
- review the reports for adequacy of their content
- provide feedback for improvement
- seek expert opinion where necessary for determining the technical basis for granting certification,

While advising on technical interpretation to various committees, they are required to be:

- independent in opinion
- confidential
- impartial
- objective
- technological relevant etc.
- accountable to the committees

Business Procedure of Certification Committee

The committee shall normally meet once in a fortnight or as required. The independence of the committee in each decision shall be ensured by not involving committee members who took part in the testing process on which a decision has to be made. The minimum quorum of the committee should consist of atleast three independent members. If excluding one or more committee members should result in inappropriate expertise, being present while needed to make a certification decision, the convener shall arrange for the participation of independent experts during the relevant parts of the meeting.

The Convener is not a party to the decision of the committee.

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The convener of the committee presents all requisite information along with supporting documentation to the committee. The committee will examine the inputs and advises the Head, DBIM on certification decision.

The Committee shall not normally overturn a negative recommendation of the testing team. If such a situation should arise, the Certification Committee shall document and justify the basis for the decision to overturn the recommendation and seek clarification whenever required.

e) Certification Operations Personnel

i) Head, DBIM

- is an active professional in QA, belonging to STQC Directorate and of the sufficiently senior level.
- has sufficient work experience (preferably not less than 10 years) in certification and accreditation matters.
- meets qualifications and criteria assessor in ISMS etc.
- Knowledge of IT standards
- is appointed by Chairman, Certification Body.
- Along with his team (certification personnel) is responsible thereby to the Advisory Board for day to day operation of the Certification System.
- will act on the advice of Certification Committee on certification decisions. In case of equal votes, the Certification Committee or conflict of opinion with the decision of the Certification Committee, he may take a decision.
- is the **member secretary** of the Advisory Board.
- is responsible for approval of Documents/ Procedures and Forms/ Formats.

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ii) Operations Personnel

- The personnel looking after the certification operation of the Certification Body.
- are having adequate academic background (preferably Graduate/Diploma in Engineering or Science graduate)
- having sufficient work experience (preferably not less than 2 years) in Quality Assurance, Information Technology and Information Security.
- preferably meet training & qualification related to relevant scheme and criteria.
- are responsible for day-to-day operations, all liaison/co-ordination within and outside the certification body.
- have adequate procedure and instructions/guidelines for carrying out their activities related to:
 - maintenance of files, records and website related to certification matters.
 - support to Certification Personnel
 - Maintenance of the database.

The Certification Body has defined criteria for appointment and operation of all the committees needed other pressures that might influence decisions. Certification body retains authority to appoint for the Certification process. These committees are free from any commercial, financial and withdraw members of such committees.

List of Appointments

The document, STQC/ DBIMCCS/D06 – “List of Appointments” identifies the personnel & other resources involved in the activities of Certification Body as follows:

- Members of Advisory Board
- Members of Management Committee
- Head, DBIM
- Members of Certification Committee
- Certification Operations personnel

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The responsibilities of all personnel involved in the certification activities are indicated in the document, STQC/ DBIMCCS /D07– “Responsibility Matrix”.

9 Records

The Certification Body maintains a record system to comply with existing procedures. The records demonstrate that the certification procedures have been effectively implemented, particularly with respect to application forms, audit reports, test reports and other documents relating to granting, maintaining, extending, reducing, suspending or withdrawing certification. The records are identified, managed and disposed of in such a way as to ensure the integrity of the process and confidentiality of the information. These records are kept for at least one full certification cycle (i.e. 3 Years).

10 Documents and Change Control

Certification body maintains a formal document control system where all procedures, specifications etc. are controlled by Doc. No., Version No., and Records/ History of amendments and approval of changes. A master list of approved documents indicating above is maintained by certification body.

11 Confidentiality

The Certification Body has adequate arrangements, consistent with applicable laws, to safeguard confidentiality of the information obtained in the course of its certification activities at all levels of its organization, including committees and external bodies or individuals acting on its behalf.

The information obtained for the certification purposes shall not be disclosed to a third party without the written consent of the supplier. Where the law requires information to be disclosed to a third party, the supplier will be informed of the information provided as permitted by the law.

12 Liability

The Certificate of Compliance given to a applicant, here in referred to as “Acquirer”, under the scheme shall not be regarded as in any way diminishing the mutual contractual responsibilities/obligations between the supplier and purchaser. While the

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Certificate of Compliance will normally be a sound indicator of the capability of supplier to provide quality products/applications/ services, it should not be taken as a sort of guarantee accorded by the Certification Body. The Certification Body will not be liable for any deficiency in the products/service supplied by supplier.

13 Appeals, Complaints and Disputes

Appeals, Complaints and Disputes brought before the Certification Body by suppliers or other parties are subject to the review of Technical Advisory Committee.

The Certification Body

- a) Keeps records of all appeals, complaints and disputes and remedial actions relative to certification
- b) Take appropriate corrective and preventive action
- c) Document the actions taken and assess their effectiveness.

13. Changes in the Certification Requirements

The Certification Body will give due notice of any changes it intends to make in its requirements for certification. It will take account of views expressed by the interested parties before deciding on the precise form and effective date of the changes. Following a decision on, and publication of, the changed requirements it shall verify that each certified supplier carries out any necessary adjustments to its procedures within such time, as in the opinion of the Certification Body, is reasonable. Certification Body will accept specification changes only from the committee, which is responsible for Specification Development.

14. Certification Procedure

Registering for Certification

The applicant shall submit duly filled prescribed application form with following documents to the certification body and requisite fee in advance:

1. Certification Agreement
2. Payment Receipt
3. Compliance Matrix
4. No. of Pages and its URLs

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Only Digitally Signed Documents as mentioned above shall be accepted.

Application review

The Certification Body shall scrutinize the completeness of application with relevant documents.

Nomination of Assessors

Certification Body shall nominate Testing Lab for carrying out the assessment as per the prescribed requirements of DBIM. In case of Certification is to be done on basis of evaluation performed by SETL, Validator shall be appointed before initiation of evaluation and the validator shall do the technical validation during the audit.

Compliance Assessment

The evaluation checklist filled and submitted by the applicant organization will be reviewed by the assessment team. The observation or any discrepancy may be clarified with the applicant before proceeding for assessment.

Further, Certification Body has the rights to modify the assessor team at any stage with proper justification.

The assessment may be conducted virtually. Auditors may assess the Evidence of Conformance with its references. Applying the Assessment Procedures, the Assessor determines whether the evidence provided demonstrates the Organization's conformity to the Conformance Requirements for each of the website/mobile apps.

The Assessor records comments regarding conformance to the Conformance Requirements in the document according to the instructions in the Guidelines to assessors.

In case of Certification is to be done on basis of evaluation performed by SETL, Validator shall be appointed before initiation of evaluation and the validator shall do the technical validation during the audit. Based on the recommendations of the Validator, the certification may be considered.

Completion of Assessment

Once the Assessor has completed the Assessment Report against the proposed scope of certification, both the Organization and the Assessor review and sign the Assessment Report.

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The Evidence of Conformance that was submitted to the Assessor along with Assessors report will be submitted to Certification Body and remains with the Certification Body. The Certification Body reviews the submitted documents and for consistency and completeness and to determine whether:

- The Certification Evidences and other relevant documents are complete.
- The Assessment Report is unambiguous.

If the Certification Body believes the Assessor's findings are insufficient, then the Certification Body may require the Assessor to provide clarification or additional rationale to support the findings.

Certification

Certification committee evaluates compliances in holistic way and integrates information from all channels stated above. Based on compliances submitted by Certification Body along with Certification Committee recommendation, certificate of approval is issued to acquirer. The validity of the "Certificate of Approval" will be issued for three years from date of issue subjected to surveillance audit. The Certificate shall be issued in four categories:

1. **Level 1:** Certification for Government Website
2. **Level 2:** Certification for Mobile Application
3. **Level 3:** Comprehensive Certification covering Government Website and Mobile Application

The Certification body has all rights to publish the name of certification applicant and scope of certification in STQC website.

Surveillance Audit

Surveillance Audit shall be conducted every year and the dates of surveillances audits shall be issued by Certification Body. The failure to convene the surveillance audit after the schedule proposed by Certification body within 6 months shall lead to suspension/withdrawal of Certificate. The Assessors for the Surveillance Audit shall be nominated by Certification Body. The findings of Surveillance Audits in prescribed checklist shall be submitted by Assessors to the Certification Body. The Lead Assessors shall seek evidences of conformance for all the parameters or on sampling basis against the parameters mentioned in actual guidelines to assessor document along with

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Surveillance Audit Checklist. Maintenance of Certificate shall also be verified during surveillance audit.

Suspension and Withdrawal/Cancellation of Certification

Suspension

Certification may be suspended for a limited period, at the discretion of Certification Body under the following circumstances:

- Continuous complaints from users.
- If the certified applicant is not regularly involved in the activities for which he is certified.
- If there has been any other contravention of the applicable requirements or rules of procedures of certification body.
- Fail to provide conformance during surveillance audit
- In interest of National Security, if product is found to be having adverse effect to National Cyberspace and users
-

The official communication by the Certification Body of the suspension will be either through a registered letter or equivalent means. The Certification Body will publish notification of the withdrawal/cancellation.

Withdrawal/Cancellation

The Certification Body will cancel certification; withdraw the Certificate under the following circumstances

- If the product/service under suspension fails to rectify non-conformance within specified period (Six months)
- If the product/service provider (organization) either will not or cannot ensure conformance to changed rules of procedure of Certification Body
- In interest of National Security, if product is found to be having adverse effect to National Cyberspace and users
- If the product/service developer ceases to maintain the applications

The official communication by the Certification Body of the withdrawal/cancellation will be either through a registered letter or equivalent means. The Certification Body will publish notification of the withdrawal/cancellation.

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15 Maintenance of Certification

For maintenance of certification, the acquirer shall submit annually a statement regarding continuing compliance with the criteria and the requirements scheme along with objectively verifiable documents as per maintenance procedure. The CB will carry out the monitoring of these documents along with the Surveillance audit.

Based on the results of the assessment and documents provided monitoring CB will take the decision for continuation of the certification or otherwise.

16 DISCLAIMER

1. The auditing & certification services and the results there of are provided on an this scheme basis without warranty of any kind. STQC disclaim any and all warranties, express or implied, including without limitation any warranties of merchantability or fitness for a particular purpose with respect to the audited services and the audit results.
2. In no event shall STQC or any of their respective officers, directors, subsidiaries, parents or affiliates be liable to anyone claiming through applicant, for any special, indirect, incidental or consequential damages of any kind or for any damages whatsoever resulting from reliance on the audit results.
3. If the DBIM Scheme applicant passes the audits/tests as per requirements, DBIM Scheme provider will be entitled to disclose the fact that the processes passed the audit to third parties. Notwithstanding the foregoing, all right, title and interest in and to the audit results, including without limitation, the copyright thereof, remains with STQC.

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The acquirers will indemnify STQC against any misuse of STQC Name and Logo. For any misuse of STQC name and logo, the supplier themselves will be held responsible. STQC will take necessary actions for such cases. STQC will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the intermediary or any other interested party.

The empanelled suppliers will not use the Name of STQC and its Logo, to promote their interest in any manner in any programme not connected / related or being undertaken for STQC.