

Quality Connect

In order to overcome the challenge of reaching a broader section of the society and to provide common consumers with a direct human interface for learning about quality and standards, the "Quality Connect Campaign" was also launched by BIS during 2022-23. The campaign involves personal interactions with households through door-to-door visits conducted by youth volunteers known as "Manak Mitra." These volunteers were derived from Nehru Yuva Kendra, Consumer Organizations and College students. The volunteers were first physically trained in BIS Activities and then tasked with performing door-to-door visits and sharing consumer - centric information including information related to mandatory products, Hallmarking, detection of spurious ISI mark etc. through a specially designed App for this purpose. The pilot version of this App monitored initiative, "Quality Connect Campaign 1.0" was launched on World Standards Day in October 2022. Building on the success of the pilot campaign, two additional campaigns were organized-one on B I S Foundation Day on January 6, 2023, and the other on World Consumer Rights Day on March 15, 2023. Thus far, more than 1000 volunteers trained by JPBO 1 have reached out to over 32,000 households, educating and raising awareness among common consumers.



