



BUREAU OF INDIAN STANDARDS

Ministry of Consumer Affairs, Food and Public Distribution,

Government of India

CHENNAI BRANCH OFFICE

NATIONAL CONSUMERS DAY 2024 REPORT

National Consumers Day:

1. Newspaper Advertisements

Advertisements for the BIS Care App were published exclusively in The Times of India, ensuring targeted and impactful outreach

2. Article Published on the Occasion of National Consumers Day 2024

On the occasion of National Consumers Day 2024, Shri. Gowtham B J, Scientist D/Joint Director, Bureau of Indian Standards, Chennai Branch Office, authored an insightful article titled:

"Hot Idlis, Perfect Parathas, and Spill-Free Rasam: Why ISI Certification for Insulated Food Containers is a Game-Changer?"

The article delves into the significance of the Quality Control Order (QCO) under IS 17569, which mandates ISI certification for Insulated Food Containers. It highlights

how this regulation prioritizes consumer safety and convenience by ensuring containers deliver warm, fresh meals, prevent spills, and avoid harmful materials.

Shri Gowtham B J explains how this standard represents a transformative step in quality assurance, empowering consumers to make safer and healthier choices while enhancing trust in certified products. The article also emphasizes the role of the Bureau of Indian Standards (BIS) in ensuring product reliability and consumer satisfaction.

The article was published in PIB, Business Minutes, and Science Park and has been well-received for its focus on consumer empowerment and the broader impact of quality standards on everyday life.

<https://pib.gov.in/PressReleasePage.aspx?PRID=2087569>

<https://www.businessminutes.in/2024/12/hot-idlis-perfect-parathas-and-spill-free-rasam-why-isi-certification-for-insulated-food-containers-is-a-game-changer.html>

3. Radio Publicity on National Consumers Day 2024

As part of the National Consumers Day celebrations, impactful jingles were aired on Radio City Live, enhancing public awareness about consumer rights and safety.

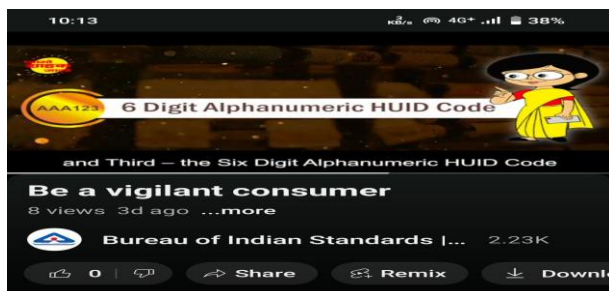
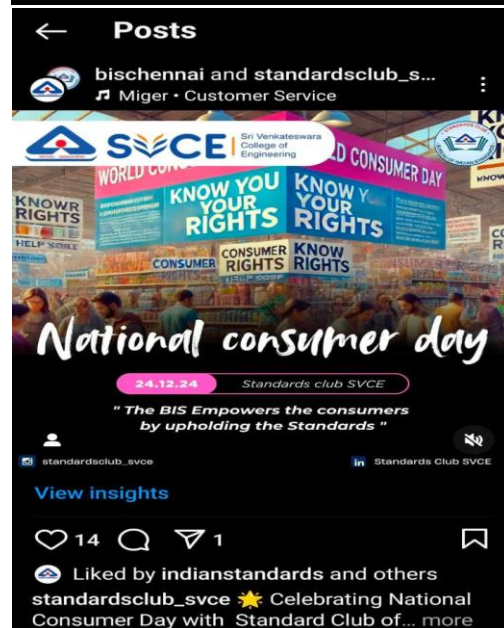
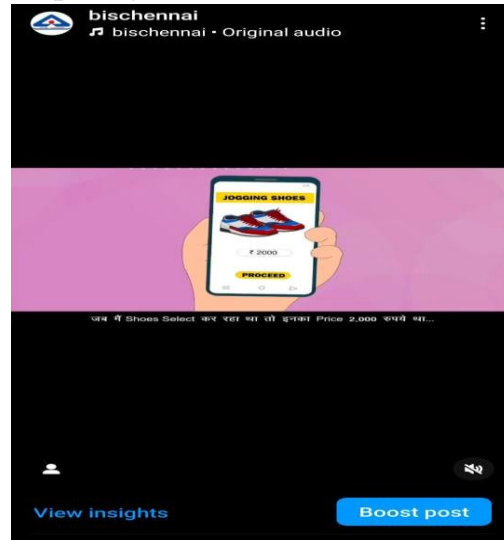
Radio City Jingle- https://drive.google.com/file/d/1cbp5lpvxbfDx_-4MI2l7m_Vo2-jrG5k_/view?usp=sharing

4. Social Media Campaigns

Social media posts and video content were shared through BIS Chennai's official social media handles, focusing on:

- Promoting the use of hallmark-certified jewelry
- Spreading awareness about Quality Control Orders (QCOs)
- Educating the public on consumer rights and safety

These campaigns effectively enhanced public awareness and reinforced BIS's commitment to consumer empowerment and quality standards.



5. Message on National Consumer Day 2024

A message highlighting the importance of consumer awareness and the role of BIS, shared in stakeholders' WhatsApp groups, including mentors, MoU education institutions, resource persons, government officials, Gram Panchayats, licensees, consumer organizations, and NGOs. The message also includes the video links received from DoCA.

6. Sensitization Programme on National Consumer Rights Day in Association with Consumer Group

On 24th December 2024, a sensitization programme was organized in association with Tamil Nadu Progressive Consumer Centre. The session covered key BIS activities, including standardization, conformity assessment, laboratory activities, and hallmarking of gold and silver jewelry. The participants were sensitized about BIS's role in nation-building and consumer protection. As part of the programme, the **BIS Care App** was demonstrated and downloaded on participants' smartphones, highlighting its critical features for consumer protection and information. The programme successfully raised awareness among students about the vital role of BIS in safeguarding consumer interests.



7. Competitions in BIS Standards Clubs

As part of the campaign to promote the use of BIS-certified products, including hallmark-certified jewelry, ISI & CRS marked products, and Quality Control Orders (QCOs), BIS Standards Clubs organized a series of awareness competitions. These competitions included poster contests, standards writing competitions, and skit/elocution events aimed at engaging and educating participants.

Some institutions have planned to hold these competitions before 10th January 2025 due to vacation leaves, ensuring continued awareness and participation in the campaign.



8. BIS Stall at Soumex 2024 International Exhibition

A dedicated BIS stall has been set up at Soumex 2024 to raise awareness about Indian Standards and engage with a wider audience. The Chennai Branch Office (CNBO) is participating in the "Sourcing & Manufacturing Supply Chain" exhibition, organized by the Tamil Nadu Small and Tiny Industries Association (TANSTIA), which will be held on 27th, 28th, and 29th December 2024.

The exhibition is expected to attract around 20,000 participants, with 38 district industry associations attending the event. The BIS stall will serve as a platform to educate the public on the importance of quality standards and BIS certification.



The poster for Soumex 2024 International Exhibition features a blue background with various industrial and technological icons. At the top, it reads "TOWARDS TAMILNADU REACHING 1 TRILLION ECONOMY" and "TAMILNADU'S BIGGEST EXHIBITION ON SOURCING & MANUFACTURING SUPPLY CHAIN". The central logo is a blue hexagon with a white 'S' shape. To the right of the logo, it says "3rd Edition SOUMEX 2024 International Exhibition" and "27, 28 & 29 DEC, 2024". Below this, it states "Chennai Trade Centre, Chennai, India". At the bottom, there is a row of images showing industrial processes, a robotic arm, a solar panel, and an electric car. Below these images, it says "Supported by" followed by logos for FoMe TN, NSIC, sidbi, SICO, TILC, and others. At the very bottom, it says "Organised by : TAMILNADU SMALL AND TINY INDUSTRIES ASSOCIATION".

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