

### **National Consumers Day 2024 Celebration by Dehradun Branch Office**

The Dehradun Branch Office of Bureau of Indian Standards has organized various Consumer Awareness Programs through various domains of promotion and publicity on the occasion of National Consumer Rights, 2024.

Following are the series of events on the occasion –

#### **1. Advertisement in newspapers for the BIS Care App –**

Wider publicity of the features of BIS CARE App was accomplished through advertisements in popular News dailies of Uttarakhand namely, Amar Ujala, Dainik Jagran and Hindustan Times.

#### **2. Radio publicity - Highlight key initiatives like the month-long program, jingles, etc.**

##### **a) Akashvani**

On December 24th, "Namaskar Dehradun" aired a special episode that was both entertaining and informative. The program, hosted by Madhuri Dhanu Pundir, featured a mix of film songs, important news, and special feature on National Consumer Rights Day.

Head Dehradun Branch Office joined the program to share his insights on National Consumer Rights Day 2024. He shared valuable information on the importance of consumer awareness, the role of standards in promoting quality and safety, and the initiatives being taken by the Bureau to protect consumer interests.

##### **b) Jingles related to Mandatory Products and BIS Care App played by Oho Radio and Red FM on the Occasion of National Consumer Rights Day**

#### **3. Promotional activities such as Announcement in Reliance malls etc.**

Month long audio announcement regarding BIS and BIS Care App was conducted at Reliance Stores on the occasion of National Consumer Rights Day.

#### **4. Exposure visits - Number of visits conducted, along with the institutions and students covered.**

In the month of December , 16 exposure visits were conducted for the students of standard clubs during which the 6 pillars of Consumer Rights were also discussed along with the industrial exposure.

Further, a mass exposure visit is planned on 30<sup>th</sup> December for the students of standard clubs at Forest Research Institute and Uttarakhand State council for Science & Technology.

#### **5. Manak Carnival.**

The Dehradun Branch Office of Bureau of Indian Standards has planned “**Standard Carnival**” for the students of Standard Clubs on 30<sup>th</sup> December, 2024. The Carnival includes various Sports related activities, Intellectual Games and several fun related activities.

## 6. Manak Chaupal

A Gram Chaupal program was organized in Gram Sikroda by the Bureau of Indian Standards (BIS), with participation from 96 attendees. The chief guest, former State Minister Mr. Virendra Singh Saini, emphasized the significance of Indian standards. He highlighted that adherence to these standards is essential for safety, health, and prosperity. He urged the attendees to use only ISI-marked products and to report non-standard products to BIS.

## 7. Awareness programs.

### a) **Celebration of National Consumer Rights Day in collaboration with All India Consumer Council (AICC), Dehradun**

The National Consumer Rights Day 2024 was commemorated with great enthusiasm and success by the All India Consumer Council (AICC), Uttarakhand, in association with the Bureau of Indian Standards Dehradun Branch. The event aimed to empower consumers by raising awareness about their rights and responsibilities, along with promoting the adoption of quality standards.

**Dignitaries Present** - Chief Guest: Dr. S Farooq, Chairman, Himalayan Wellness Company  
Special Guests: Brig. K.B. Bahl (President, AICC) and representatives from Sanyukta Nagrik Sangathan

**Guest of Honour:** Retd. Justice P.C. Agarwal

### b) **Celebration of National Consumer Rights Day at Doon Library and Research Center, Dehradun**

On the occasion of National Consumer Rights Day, a program was organized by the Doon Library and Research Center on 24-12-2024, in which the book titled "Your Knowledge is Your Strength" authored by our Standard Promotion Consultant (SPC) Sh Manish Oli was launched. The program was attended by Head DHBO and Sh Yogesh Bhatt (Information Commissioner) as the chief guests.

The speakers at the program discussed the book, which focuses on the Consumer Protection Act, and said that through this book, consumers will get complete information about the rules and laws of the Act and will become empowered.

### c) **Awareness Program Organized by BIS Dehradun on National Consumer Rights Day**

The Dehradun Branch Office of the Bureau of Indian Standards (BIS) successfully organized an awareness program on the occasion of National Consumer Rights Day. The event aimed to promote awareness of consumer rights and their impact on society, bringing together a diverse group of stakeholders, including consumer organizations, NGOs, industry representatives, students, government officials, jewellers, and experts.

The Chief Guest, **Padma Bhushan Dr. Anil Joshi Ji, a renowned environmentalist and founder of the Himalayan Environmental Studies and Conservation Organization**, delivered a thought-provoking keynote speech. He emphasized the role of consumer rights in maintaining the quality of life and standards within the ecosystem.

### **Expert Contributions**

- **Dr. Pawan Sharma, Director, Forgiveness Society**, shared his insights on ethical consumer practices.
- **Mrs. Sunita Bhatt from Himwant Foundation** discussed the impact of consumer awareness on societal development.
- **Shri Arvind Dabral from Udyan Sanstha** highlighted the role of grassroots initiatives in fostering consumer protection.

**d) Awareness Program Organized at several districts under Dehradun Branch Office jurisdiction**

1. Consumer Awareness Program for Auxiliary Nurse Midwives (ANM) at the Siau (Chandpur) Community Health Centre (CHC) in the presence of CHC Incharge Dr Kunwar Pratap Singh IN Bijnor District.
2. A sensitization program was conducted on the occasion of National Consumer Rights Day, in Block Jansath, District Muzaffarnagar, with the aim of educating participants (SHG) about the activities of the Bureau of Indian Standards (BIS) and the importance of purchasing ISI marked products.
3. BIS Consumer Awareness Program organized by Bureau of Indian Standards Dehradun and National Rural Livelihood Mission (NRLM) was a successful step in which women officials of 15 Self Help Groups participated was organized at Raipur, Dehradun.
4. Similar Awareness Programs were also organized at Saharanpur, Sirmaur, Pilibhit, Pithoragarh and Champawat on the occasion of World Consumer Rights Day.

**8. Quality pledge during the morning assembly.**

A district level competition was organized on the occasion of National Consumer Rights Day at Saharanpur. The program began with the Quality Pledge by all the students as well as mentors of the Standard Clubs.