

Consolidated Report: Key Initiatives and Activities of BIS Guwahati

1. Advertisement Campaign for National Consumer Day 2024

BIS Guwahati successfully conducted a widespread advertisement campaign for Consumer Rights Day 2024 across six northeastern states. Ads were published in prominent newspapers such as *The Sentinel*, *Nagaland Post*, *Shillong Times*, *Arunachal Front*, *Mizoram Post*, *Sangai Express*, and *Tripura Times*, ensuring extensive outreach and awareness among consumers.

2. Radio Publicity and Interviews

Radio jingles highlighting BIS initiatives aired throughout December 2024 on popular FM channels like GupShup and RedFM, reaching a wide audience. Additionally, 04 interviews with the Head of BIS Guwahati on these platforms elaborated on BIS's role in consumer protection, standardization, and promoting quality standards. Key topics included the BIS Care App, ISI certification, and the importance of consumer rights.

4. Exposure Visit to CIPET Guwahati

On 26th December 2024, BIS Guwahati organized an exposure visit for 40 students and teachers from Arya Vidyapeeth College to CIPET, Guwahati. The visit provided insights into the testing and certification process of plastic products, fostering a deeper understanding of the role of standardization in ensuring safety and quality.

5. Gram Chaupal Programs in Kamrup Rural District

On 17th December 2024, BIS Guwahati conducted Gram Chaupal programs in Goreswar and Jaickuchi, engaging 150 participants. The sessions featured discussions on standardization, consumer rights, and the BIS Care App. Pamphlets explaining the ISI mark and tips to identify genuine products were distributed. The program was lauded for empowering rural communities with critical knowledge.

6. National Consumer Day 2024 Seminar in Agartala

BIS Guwahati, in collaboration with CPA Agartala, marked National Consumer Rights Day 2024 with a seminar at Ramthakur College, Agartala engaging 120 participants. Dignitaries delivered impactful speeches, and attendees were educated on BIS's role in safeguarding consumer rights and promoting quality standards. The event, attended by diverse stakeholders, reinforced BIS's commitment to consumer empowerment.