

# Report on National Consumer Day 24/12/2024- HUBO

**Subject: Report on National Consumer Day 24/12/2024 pertaining to HUBO**

1. Advertisement in newspapers for the BIS Care App
  - Quarter page advertisement published in 3 Languages on 24/12/2024 in the following Newspapers.
    - Deccan Herald (Karnataka) – English Advt.
    - Tarun Bharat (Goa) – Hindi Advt.
    - Vijaya Karnataka (Karnataka) – Kannada Advt.

**Photos:**

**Deccan Herald**

The clipping from Deccan Herald shows a quarter-page advertisement for the BIS Care App. The ad is titled "Your Go-To App for Quality & Safety" and features a smartphone displaying the app's interface. Below the title, it states "More than 60 MILLION downloads and growing - have you downloaded yet?". The ad lists several app features: Verify Licence Details, Know Your Standards, Measure and Verify, and Certification. It also mentions "APP FEATURES" and "BUREAU OF INDIAN STANDARDS भारतीय मानक ब्यूरो HUBO BRANCH OFFICE". The ad is framed by a red border.

**Tarun Bharat**

The clipping from Tarun Bharat shows a quarter-page advertisement for the BIS Care App. The ad is titled "गुणवत्ता और सुरक्षा के लिए आपका पसंदीदा ऐप" (Your favorite app for quality and safety) and features a smartphone displaying the app's interface. Below the title, it states "80 लाख से अधिक डाउनलोड" (More than 80 million downloads). The ad lists several app features: गुणवत्ता जांचें (Verify Quality), जानें आपका मानक (Know Your Standard), मापें और जांचें (Measure and Verify), and प्रमाणपत्र (Certification). It also mentions "ऐप की विशेषताएं" (App Features) and "भारतीय मानक ब्यूरो BUREAU OF INDIAN STANDARDS HUBO BRANCH OFFICE". The ad is framed by a red border.



## 2. Radio publicity:

On the occasion of **National Consumer Rights Day 2024**, the Bureau of Indian Standards (BIS), Hubli Branch Office, organized a special talk to create awareness about consumer rights and the role of standards in protecting consumers. The talk was broadcast on **90.4 FM**, a popular community radio station, ensuring widespread reach and engagement with the local community.

**Note:** The recording of the talk broadcast on 90.4 FM is attached to this email for your kind perusal.

### **3. Standard Clubs:**

#### **a. Awareness Program to Parents:**

SCID- 9849, Damodar High School Conducted an Awareness Program for the parents of the standard club Members where the Mentor Presented a Presentation on BIS and its activities and also showed the video bytes which were shared. The mentor also made sure that parents downloaded the BIS Care App in their Phones and guided them to use it efficiently.

#### **b. Awareness Program to Students:**

The mentor of SCID – 10036, UBDT College, Davangere gathered all the standard Club members and celebrated National Consumer Rights Day on the occasion. The mentor explained students about the importance of the day and also guided them to download BIS Care App” and explained them its uses and benefits.

### **4. Awareness Program:**

#### **Awareness Program at The Institution Of Engineers (INDIA)**

The Institution Of Engineers( INDIA) celebrated Consumer Rights Day with Great Enthusiasm emphasising the importance of consumer Rights and responsibilities. The event aimed to educate engineers about consumer rights and promote awareness.