

Report on National Consumers Day 2024 Activities Conducted by BIS Kochi Branch Office

1. Standards Club Events Bureau of Indian Standards (BIS) Kochi Branch Office organized multiple events as part of the National Consumers Day 2024 celebrations.

- **20th and 23rd December 2024:**

- As a part of these events, students actively participated in awareness sessions on consumer rights and BIS activities. These sessions aimed to educate their peers and community members about the significance of standards, consumer protection, and the role of BIS in ensuring quality and safety.
- The Quality Oath was taken in all Kendriya Vidyalayas under the Kendriya Vidyalaya Sangathan Ernakulam Region and in two Chinmaya Vidyalayas (Chinmaya Vidyalaya Attukal and Chinmaya Vidyalaya Naruvamoodu) highlighting the importance of maintaining quality and adhering to standards.

The photographs of the events are uploaded in Google drive (link attached below)

2. Newspaper Advertisement on BIS Care App:

- On National Consumers Day (24th December 2024), the BIS Kochi Branch Office published advertisements about the new BIS Care App in leading newspapers across Kerala.
 - **English Edition:** The Hindu
 - **Malayalam Edition:** Malayala Manorama
- The advertisements aimed to promote the app and enhance consumer awareness about its features, such as product verification and complaint registration.

The pdf & photos of the advertisement are uploaded in Google drive (link attached below)

3. Instagram Reel Making Contest:

- BIS Kochi Branch Office launched an Instagram Reel Making Contest on 20th December 2024, which will run until 3rd January 2025.
- **Theme:** "Bureau of Indian Standards and Consumer Protection & Rights."
- The contest encourages participants to creatively highlight the importance of BIS in safeguarding consumer interests and ensuring product quality.

4. Upcoming Standards Club Event:

- As part of National Consumers Day celebrations, BIS Kochi Branch Office planned to conduct an event at College of Engineering Karunagapally on 20th December 2024, unfortunately the event had to be postponed as the college mentioned some practical difficulties on the date. The same event is now being planned on 3rd January 2025.

- The event will feature an **Idea Pitching Competition** focused on making the BIS Care App more user-friendly. This initiative aims to engage young minds in enhancing the accessibility and usability of the app.

5. Exposure Visits:

BIS, Kochi Branch Office organized 28 Exposure visits for various Standards Clubs in December. Please see the table for the Standards Club details, factory details and no. of students participated in each visit.

Sl. No.	Name of College	SC-ID	Industry/ Factory	No. of students engaged
1	Naipunnya Institute of Management, Cherthala	8934	Malabar Cements, Pallippuram	25
2	St. Michel's College, Cherthala	9002	Malabar Cements, Pallippuram	18
3	St.Joseph's Women's College, Alappuzha	8891	Malabar Cements, Pallippuram	20
4	KVM College of Applied Science, Cherthala	9169	Coirfed RCP Unit, Alappuzha	20
5	Institute of Management & Technology, Punnappra	9451	Coirfed RCP Unit, Alappuzha	42
6	Government College, Ambalapuzha	9627	Coirfed RCP Unit, Alappuzha	18
7	Kendriya Vidyalaya, Kannur	4440	Planet Polymer, Koothuparamba	15
8	Kendriya Vidyalaya, Keltron Nagar	4434	Planet Polymer, Koothuparamba	20
9	Kendriya Vidyalaya, Thalassery	4429	Planet Polymer, Koothuparamba	15
10	Kendriya Vidyalaya, Peringome	2706	Malabar Veneer, Kuniya	20
11	Kendriya Vidyalaya, Nileshtar	428	Malabar Veneer, Kuniya	23
12	Kendriya Vidyalaya, Kanhangad	4446	Malabar Veneer, Kuniya	21
13	Kendriya Vidyalaya, 2 CPCRI Kasargod	4447	Poornachandra Pipes, Kasargod	20
14	Kendriya Vidyalaya, 1 Kasargod	4437	Poornachandra Pipes, Kasargod	18
15	Shree Vidyadhiraja College of Arts And Science, Thevarkavu	10069	Unicorn Plywoods Pvt. Ltd	15
16	Sree Narayana College of Technology	9818	Unicorn Plywoods Pvt. Ltd	20
17	Model Polytechnic College, Karunagappally	9791	Unicorn Plywoods Pvt. Ltd	20

18	TKM College of Arts & Science	9018	Mather Water Technologies & Bottling Plant	19
19	TKM Institute of Technology	8513	Mather Water Technologies & Bottling Plant	18
20	Baby John Memorial Government College	9079	Mather Water Technologies & Bottling Plant	20
21	Malabar Christian College	10694	PeeKay Steel Castings (P) Ltd	19
22	Kozhikode and Farook College (Autonomous)	10482	PeeKay Steel Castings (P) Ltd	21
23	CHMKM Government Arts and Science College	9983	Win Heels	22
24	R. Sankar Memorial SNDP Yogam Arts and Science College, Koyilandy	10075	Win Heels	16
25	Dayapuram Arts and Science College for Women	10000	Win Heels	15
26	Kendriya Vidyalaya Kalpetta	4445	VKC Shoes and Allied Products India Pvt Ltd	17
27	Govt Engineering College Wayanad, Mananthavady	8469	VKC Shoes and Allied Products India Pvt Ltd	7
28	MES College of Engineering Kuttippuram	8471	Pegado Fixing Solutions Pvt Ltd	23

The activities conducted by the BIS Kochi Branch Office as part of National Consumers Day 2024 have successfully raised awareness about consumer rights and the importance of standards among students and the public. These initiatives have also fostered active participation and creative engagement in promoting BIS's mission of quality assurance and consumer protection.