

National Consumers Day 2024 Report by LKBO

1. Consumer Awareness Program:

(Details to include, Date, venue, Topic, activities held, chief guest, no. of participants, messages/ Pledge Taken, Press Release etc.)

Programme Name	Consumer Awareness Program
Date of programme	24-Dec-2024
Venue of Programme	Venue: Village – Goila Deva Road Lucknow Uttar Pradesh- 206010 'Upbhokta Sashaktikaran Karyakram' Awareness about standards, ISI-Marks, R- Marks, Hallmark, BIS Care App, Quality Pledge taken by participants
Topic of Programme Activities Held	
Chief Guest	Shri Ramu Kannaujia, Local Parshad
No. of Participants	100
BIS Activity Film Displayed	Yes
Standards Promotion Message / Film Displayed	Yes
Manak Geet Message / Film Displayed	Yes



2. Students Exposure Visit:

(No. of Exposure Visit Held, Nos. of Students participated, Factory Visit, , BIS Lab visit, Quality testing elaborated, etc.)

Programme Name

Students Exposure Visit

Total No of Exposure Visit

15

No of Educational Institutes Participated

15

Educational Institutes Participated

Government Schools and Government Polytechnic

No.of Students participated

465

Period of programme

15/12/2024 to 25/12/2024

No. of youth/households/ Industry Visited

Birla Cement Mil Road Raebareli /
RCCPL Cement Raebareli / KTL Beverages Pvt. Ltd.



3. Standards Writing Competition (Dates(s)/ period, No. of Institutes covered, No. of Students Participated, etc.)

No. of Institutes covered -

15

No. of Institutes covered –

15

No. of Students Participated -

620

Name of District Covered -

Raebareli / Hardoi.

Period of Campaign -

16/12/2024 to 27/12/2024



6. Gram Chaupal Programme for Sensitization of Gram Panchayat Consumers:

(Details to include, Program , Venue, No. of participants, No of Participants attended the programme, News & press coverage etc.) -

Program -	Gram Panchayat Chaupal
No of Programs -	04
Total Participants -	500 (More Than)



7. Sensitization Program for Industry & Government Department:

(Such as Government Department, Non-Licensees, licensees, industry association, organizations)

Organized By - MSME Kanpur

Session Delivered By - Bureau of Indian Standards Lucknow.

Department / Industry / Association Participated- District Industry Center Gorakhpur / MSME Kanpur / Industry association

Date - 21/12/2024

Venue - Hotel Clark Inn Gorakhpur

No of Participant - 100

