

## Report of Activities conducted on the occasion of National Consumer Day 2024

### Consumer Plaza Stalls: Engaging Consumers at the Grassroots Level

To directly connect with the public and raise awareness about consumer rights, Mumbai Branch Office-I, in collaboration with the Mumbai Grahak Panchayat, set up Consumer Plaza Stalls at strategic locations:

1. **Vasai, Mumbai (23rd December 2024)**
  - The stall at Vasai served as an educational platform to disseminate information about the importance of ISI-marked products, consumer rights, and the BIS Care App. Brochures, demonstrations, and interactive sessions enabled visitors to better understand quality assurance and safe purchasing practices.
2. **Dadar, Mumbai (24th December 2024)**
  - The stall at Dadar continued the outreach efforts, showcasing BIS-certified products and encouraging the use of the BIS Care App to verify product authenticity. The initiative emphasized the role of standards in ensuring consumer safety and quality assurance.

### Awareness Program at M.K. Junior College, Tarapur, Palghar (26<sup>th</sup> December 2024)

On National Consumer Rights Day, an awareness program was organized at M.K. Junior College, Tarapur, Palghar, in collaboration with Resource Persons (RPs) from the Mumbai Grahak Panchayat. This program aimed to educate students and faculty on various aspects of consumer protection.

- **Topics Covered:**
  - Consumer rights and responsibilities.
  - The significance of ISI-marked products.
  - The role of standards in ensuring product safety and quality.
- **Key Highlights:**
  - Interactive sessions and real-life examples helped participants understand the practical application of standards.
  - Students actively engaged in discussions and queries about consumer protection.
  - The event concluded with a Consumer Pledge, where students vowed to uphold their rights and advocate for ethical consumer practices.

## **Media Campaign: Promoting the BIS Care App**

To complement the on-ground activities, BIS launched a media campaign featuring advertisements for the BIS Care App in **seven leading newspapers** on 24th December 2024 by WRO. The campaign highlighted the app's capabilities, including verifying ISI-marked products, accessing BIS standards, and lodging consumer complaints. This initiative aimed to empower consumers with a reliable tool to make informed decisions. (Advertisement PDF is attached for your reference)

## **Exposure Visits: Inspiring Young Minds through Science and Standards**

### **1. Visit to Western Regional Laboratory (WRL): (13<sup>th</sup> December 2024)**

- Mumbai Branch Office-I organized an exposure visit for 52 Standard Club members from St. John Institute of Pharmacy and St. John College of Engineering (Mechanical Department), accompanied by two teachers. The students gained practical insights into the testing and certification processes conducted at WRL.

### **2. Visits to Nehru Science Centre, Mumbai: (11<sup>th</sup> December 2024)**

- Participants: Standard Club members from eight schools and colleges:
  1. PM Shri Kendriya Vidyalaya, Bhandup
  2. A.B. Goregaokar English School
  3. Kendriya Vidyalaya No. 1, Colaba
  4. Anjuman Khairul Islam Mohd. Ali Mitha Girls High School
  5. Vidyanidhi Kamla Raheja Jr. College of Vocational (Electrical Department)
  6. Vidyanidhi Kamla Raheja Jr. College of Vocational (Construction Department)
  7. Shailendra Education Society
  8. V.B.M. Model High School, Mumbai
- Over 200 students and 16 teachers participated, engaging in interactive exhibits and learning sessions about the integration of science and standards.

### **3. Visits to Nehru Science Centre, Mumbai: (09<sup>th</sup> December 2024)**

Participants: Standard Club members from three schools:

- 1. Farooq High School for Girls
  2. Annudatt Vidyalaya & Junior College
  3. V.P. Vidyanidhi High School
- Over 80 students and 8 teachers attended, benefiting from hands-on experiences and discussions about the role of standards in daily life.













