



**Bureau of Indian Standards**  
**Mumbai Branch Office –II**  
**Report for National Consumers Day 2024 Celebration**

SI No.	Name of Activities	Details	
1	Advertisement of BIS Care App in New Papers	Date of Publish – 24.12.2024	<b>List of Newspapers</b>
			Times of India (Mumbai)
			Navbharat (Mumbai)
			Pratahkal (Mumbai)
			Hindustan Times (Mumbai)
			Prahar (Mumbai)
			Loksatta (Mumbai)
			Free press Journal (Mumbai)
2	Radio Publicity Related to ISI Mark	All India Radio 04-09-24 to 04-12-24	<b>Location</b>
			Maharashtra
3	Exposure Visits (15)	<b>Name of Schools – District – Industries</b>	<b>Students Covered</b>
		A P.Bhoir vidhyalya dapoli pargaon Tal. panvel Regional Science Center Mumbai	23
		Shetkari shikshan Sanstha Regional Science Center Mumbai	23
		A P.Bhoir vidhyalya dapoli pargaon tal panvel Regional Science Center Mumbai	23
		K C College of Engineering & Management Studies and Research WRL , Mumbai	23
		Adiwasi Madhyamik Vidyalay Bamare WRL , Mumbai	22
		Madhyamik Vidyalaya Andad WRL , Mumbai	30
		Khardi Vibhag Education Society High School Regional Science Center Mumbai	30

		Renuka Vidyalaya Zidake Adarsh Scientific Research Center & Testing Lab Pvt. Ltd, Panvel	31
		Sahyadri vidyalay narivali Regional Science Center Mumbai	26
		Prakalpa Vidyalaya Regional Science Center Mumbai	32
		Sarvoday Vidyalaya, Kudvali Western Regional Laboratory	25
		G.A Patil Vidyalaya Sagaon Regional Science Center Mumba	27
		Bharat Ratna Dr Babasaheb Ambedkar School Regional Science Center Mumbai	24
		Dahivali Vibhag Madhyamik Vidyalaya Regional Science Center Mumbai	31
		Shenave Vibhag High School Regional Science Center Mumbai	23

4	Manak Carnival (Standard Carnival)	Planned on 07.12.2024 & 08.12.2024 at Powai , Mumbai
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5	Manak Chaupal	<b>Name of Gram Panchayat – Block-District - Date</b>	<b>No. of Participants</b>
		Pimpalghar Bhiwandi Thane, 15.12.24	25
		Kalher , Bhiwandi Thane, 15.12.24	30
		Kasheli,, Bhiwandi Thane 15.12.24	25
		Rahanaal, Bhiwandi Thane, 16.12.24	20
		Saravali , Bhiwandi Thane, 16.12.24	30
		Mohandul, Bhiwandi Thane, 16.12.24	25
		Sonale, Bhiwandi Thane, 17.12.24	20
		Gave, Bhiwandi Thane, 17.12.24	20
		Pimpalas, Bhiwandi Thane, 19.12.24	30
		Lonad, Bhiwandi Thane, 19.12.24	20
		Gave, Bhiwandi Thane, 19.12.24	40
		Junandurkhi, Bhiwandi Thane, 19.12.24	25
		Poorna, Bhiwandi Thane, 19.12.24	50
		Kon, Bhiwandi Thane, 20.12.24	20
		Katai, Bhiwandi Thane, 20.12.24	25
		Kambe , Bhiwandi Thane, 21.12.24	25
		Bhadane, Bhiwandi Thane, 25.12.24	30
		Maankoli, Bhiwandi Thane, 25.12.24	30

		Kavad, Bhiwandi Thane, 25.12.24	30
		Shelar, Bhiwandi Thane, 25.12.24	20
		<p>MUBO-II Empowers Rural Communities Through the Manak Chaupal Initiative</p> <p>MUBO-II has successfully spearheaded the *Manak Chaupal Initiative, a grassroots effort aimed at spreading awareness about the immense benefits of Indian Standard-certified goods and hallmarked articles. This week, impactful sessions were conducted across **20 Gram Panchayats* in Bhiwandi Taluka, Thane District, Maharashtra. Participants were engaged in interactive sessions that shed light on:</p> <ul style="list-style-type: none"> <li>- *The Role of BIS (Bureau of Indian Standards):* Understanding its importance in ensuring quality and safety.</li> <li>*The Value of BIS-Certified Goods:* How certified products enhance trust and reliability.</li> <li>*The BIS Care App:* A comprehensive guide to its features, functionality, and usage for easy consumer access.</li> <li>*Hallmarked Articles:* The process and benefits of purchasing hallmarked goods for assured purity.</li> </ul> <p>Impact:</p> <p>The initiative has been met with overwhelming appreciation from *village presidents, secretaries, and residents*, who lauded BIS for its pioneering efforts in promoting a culture of quality and awareness at the grassroots level.</p> <p>Through this program, BIS continues to bridge the gap between urban and rural communities, fostering a deeper understanding of quality standards and empowering individuals to make informed choices.</p>	
6	Awareness Porgramme	<b>Name of Programme - District - Date</b>	<b>No. of Participants</b>
		Consumer Awareness – Sindhudurg - 24-12-2024	250
		<p>*BIS Promotes Consumer Awareness in Sindhudurg*</p> <p>On National Consumer Rights Day 2024, MUBO-II of the Bureau of Indian Standards (BIS) collaborated with the District Supply Department, Sindhudurg, Maharashtra, to organize a consumer awareness program. The event saw participation from the District Supply Officer, Tehsildar of Sawantwadi Taluka, block-level officials, and over 200 attendees, including ration shopkeepers and consumers.</p> <p>The program emphasized the importance of BIS-certified products, ISI-marked goods, CRS-marked items, and hallmarked articles. A live demonstration of the BIS Care app was also conducted to enhance consumer understanding and usage.</p>	

7	Sensitization Programme With Government Department	Name of Department - District - Date	No. of Participants
		District Level official Training Programme, Sindhudurg - 12.12.2024	70
		<b>Sensitisation Drive Ignites Quality Revolution in Sindhudurg*</b>  MUBO-II, hosted a dynamic *Sensitisation Programme* for district officials at the Sindhudurg Collector Office.  Presided over by *Shri Anil Patil (IAS), District Collector, the event spotlighted the power of **ISI-marked products* in advancing governance and public welfare. Shri Patil urged departments to embrace Indian Standards for a safer, sustainable future. The programme drew eminent leaders, including *Shri Rishikesh Ravale, Additional SP; **Shri Kishor Kavade, Deputy CEO; **Shri Machchhindra Sukte, Deputy Collector; and **Mrs. Arti Desai*, District Supply Officer. BIS officials wowed attendees with engaging presentations on the *game-changing role of Indian Standards* in quality and safety. Over 60 officials from departments like PWD, Agriculture, Fire Services, and Electricity participated enthusiastically, hailing the initiative as a visionary step. The highlight? A spirited *Quality Oath* by all participants, pledging to champion Indian Standards in their work. This landmark event cements BIS's role as a torchbearer of quality and progress, inspiring a governance model rooted in *excellence, safety, and sustainability*.	
		Name of Department - District - Date	No. of Participants
		District Level official Training Programme, Ratnagiri - 19.12.2024	60
		<b>MUBO-II, Successfully organized a District Level Training Programme at Ratnagiri.</b> The event witnessed the active participation of key officials, including district supply officer M.B. Borkar, deputy collectors Rohini Rajput and Shubhangi Sathe, deputy superintendent of police Radhika Phadke, education officer Kiran Lohar, assistant commissioner of food and drug administration Dinanath Shinde, district superintendent agriculture officer Jalindar Pangare, assistant controller of legal metrology Su. Ra. Jorwekar, and district disaster management officer Ajay Suryawanshi. Scientist E and head of Mumbai Branch Office-II, Mrs. Prem Sajni Pattanaala, along with scientist D/joint director Mr. Mahendra Singh Jakhar and scientist C/deputy director Mr. Anurag, conducted detailed technical sessions. The workshop highlighted the importance of consumer rights awareness, particularly the ability of citizens to verify product quality and understand relevant standards. Participants were educated on the 26,000 standards applicable to a wide range of products and were encouraged to purchase Hallmarked jewelry to avoid fraud. Attendees were also introduced to BIS digital tools like the BISCARE mobile app and the official BIS website	

		<p>for accessing certified manufacturer information and filing complaints.</p> <p>The event concluded successfully, emphasizing the need for quality consciousness among stakeholders and fostering a collaborative approach to enhancing consumer rights and product standards compliance.</p>
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