

National Consumer Day 2024 Report

National Consumer Day, 2024 celebrations by BIS, witnessed a broad spectrum of impactful activities across India, aimed at promoting consumer rights, safety, and awareness of BIS (Bureau of Indian Standards). The various initiatives spanned multiple sectors and reached diverse stakeholders, ensuring an inclusive approach to consumer education. The diverse array of programs that successfully engaged consumers, industry representatives, government bodies, and educational institutions exemplified the vital role of BIS in fostering a quality-conscious and well-informed society. Through innovative campaigns, interactive events, and extensive outreach, BIS reinforced its commitment to ensuring product quality, consumer safety, and public awareness of standards.

1. Branding & Advertisement Campaigns

BIS adopted a multi-faceted branding approach, featuring digital and traditional advertisements in cinemas, bus stations, ATMs, and billboards across key locations. Print [advertisements](#) were also published in 110 newspapers nationwide.

2. Radio Campaigns

Various Branch offices ran [radio campaigns](#) in partnership with major stations, airing jingles on mandatory products and the BIS Care App. Branch Heads also participated in an Akashvani broadcast, sharing insights on consumer awareness, the role of standards in safety and quality, and BIS initiatives to protect consumer interests.

3. Announcement at Reliance Outlets

Pre-recorded jingles were being played at Reliance Stores at various districts in India. The Jingles/[announcement](#) mainly focused on:

- The importance of quality standards
- Information on the BIS Care App
- Inviting consumers to participate in awareness programs
- Motivating the customers to buy BIS certified Toys, Helmet, TMT bars etc.
- Sensitizing them about BIS Hallmarking Scheme

4. Social Media Campaigns

Social media posts and video content were shared through BIS official social media handles of the Branch offices, focusing on:

- Promoting the use of hallmark-certified jewellery
- Spreading awareness about Quality Control Orders (QCOs)
- Educating the public on consumer rights and safety

These [campaigns](#) effectively enhanced public awareness and reinforced BIS's commitment to consumer empowerment and quality standards.

5. Message Circulation:

A message highlighting the importance of consumer awareness and the role of BIS, shared in stakeholders' WhatsApp groups, including mentors, MoU education institutions, resource persons, [government officials](#), Gram Panchayats, licensees, consumer organizations, and NGOs. The message also includes the video links received from DoCA.

6. Manak Carnival

The [Carnival](#) was organised by various Branch offices on the occasion of National Consumer day making it a vibrant and engaging event featuring interactive stalls, games, **Puzzle-solving** games focusing on topics like **mix-and-match IS numbers** with products and fun activities that educated participants about quality and standards in a fun and innovative manner. **Stalls were set up by various manufacturing industries**, showcasing their products and emphasizing their compliance with BIS standards.

7. Competitions Organized

Branches organized Standards Writing Competition, Poster making, Drawing Competition and other [Competitions](#) on Standards and Quality including Quiz, Essay Writing and Debate, Reel and meme making etc.

8. [Exposure Visits](#)

A large group of students from Standards Clubs visited various industries across India. Students got a chance to constantly observe machinery, learn latest technology, interact with Industry professionals, which deepens their understanding of the industry's workings.

9. Quality Pledge

[Quality Pledge](#) was taken during the Morning Assembly in various Schools in Standard Clubs. The practice of students taking a pledge during the morning assembly holds significant importance in schools worldwide, as it fosters a sense of discipline, unity, and moral grounding.

10. Gram Chaupal

Branch offices organized [Gram Chaupals](#) in multiple districts across India to effectively raise awareness about the importance of Indian standards among local stakeholders, including Panchayat leaders, Sarpanchs, Dy-Sarpanchs, sanitation workers, and community members. The sessions covered key topics such as standardization, Hallmarking, Product Certification, Enforcement, and the BIS Care App. Participants were motivated to embrace these standards to enhance safety, health, and overall well-being, contributing to their communities' growth and prosperity.

11. On Ground Promotion (Quality Walk/Bike Rally)

On-ground activations are highly effective for increasing awareness by capturing attention in high-traffic areas and generating organic buzz through interactive setups and activities. Branches organized such activities to celebrate NCD 24 with on ground activities like [Quality Walk](#) & Bike Rally.

12. Manak Manthan

Branches organized [Manak Manthan](#) programs on 24th December 2024 to commemorate National Consumer Day. The events focused on the Pradhan Mantri

AwasYojana - Grameen (PMAY-G) and its alignment with BIS standards to ensure quality and safety in housing for beneficiaries.

13. Awareness Programme (Consumers/ Farmers/ Stalls at Exhibitions/ Government Stakeholders/ Hallmarking)

Branches successfully organized awareness programs on the occasion of National Consumer Day. These Programs aimed to promote awareness of consumer rights and their impact on society, sensitizing about various aspects of BIS to various Stakeholders. Diverse group of stakeholders, includes Consumer organizations, NGOs, industry representatives, students, government officials, Jewellers, Consumers, Mentor teachers, Academic Institutions, farmers, RWA Presidents, exhibition visitors & Industry Associations.

Summary of activities were carried out during National Consumers Day 2024 is given below:

Sl. No.	Activity	No. of Activities carried out	Concerned Branch Office
1.	Newspaper advertisements	110 Newspapers	All Branches
2.	Radio Publicity Campaigns	15	JPBO, BHBO, GHBO, KKBO 1, PTBO, DHBO, FRBO, CNBO, CTBO, HUBO, MDBO, VJBO, MUBO 2, RJBO, SUBO
3.	Announcement at Reliance Malls, month long Programs with Jingles	15	BPBO, GZBO, BHBO, KKBO 1, PTBO, DHBO, FRBO, HPBO, HRBO, BNBO, CNBO, CTBO, VJBO, RJBO, SUBO
4.	Manak Carnival	07	KKBO 1, CHBO, DHBO, FRBO, HPBO, VJBO, GDBO
5.	Exposure visits (14099 Students)	491	BPBO, DLBO 1, DLBO 2, JPBO, LKBO, BHBO, GHBO, JDBO, KKBO 1, KKBO 2, PTBO, RPBO, CHBO, DHBO, FRBO, HPBO, HRBO, JKBO, BNBO, CTBO, KOBO, MDBO, VJBO, AHBO, MUBO 1,

			MUBO 2, NGBO, RJBO, GDBO, SUBO
6.	Quality Pledge during Morning Assembly	11	BHBO, JDBO, KKBO 2, DHBO, FRBO, HRBO, MDBO, VJBO, AHBO, MUBO1, GDBO
7.	Gram Chaupal Programs	20	BPBO, JPBO, BHBO, GHBO, JDBO, KKBO 1, KKBO 2, RPBO, CHBO, DHBO, FRBO, HPBO,HRBO, AHBO, MUBO 2, NGBO, PNBO, RJBO,GDBO, SUBO
8.	Jewellers Awareness Programs in newly covered districts	09	BHBO, KKBO 1, FRBO, HPBO, HRBO, CTBO,VJBO, AHBO, PNBO
9.	Awareness Programs	27	DLBO 1, DLBO 2, GZBO, JPBO, LKBO, NOBO, BHBO, KKBO 1, KKBO 2, PTBO, DHBO, FRBO, HPBO, HRBO, JKBO, BNBO,CNBO, CTBO, HUBO, MDBO, VJBO, MUBO 1, MUBO 2, NGBO, RJBO, GDBO, SUBO

The details of the activities conducted by ROs/BOs are given under their respective tabs.