Report - Engagement of Standards Clubs for Jago Grahak Jago campaign

1) Advertisement in newspapers for the BIS Care App:-

On occasion of National Consumer Day 2024 advertisement was published in the following 08 leading new papers (Hindi and English):-

- a) Dainik Bhaskar
- b) Nav Bharat
- c) Haribhoomi
- d) Patrika
- e) Naidunia
- f) Dainik Vishwaparivar
- g) The Times of India
- h) The Hitavada



2) Standard Club Activity :-

On the Occasion National Consumer Day 2024 Quiz Competition was held at PM Shree Swami Atmanand Government Excellence School, Kasdol, Bhatapara. (50 participants)





3) Exposure visits :-

The exposure visits to Chhattisgarh Regional Science Centre, Raipur was organized for 80 student members of the Standards Club from the following schools:

- a) Government Higher Secondary School Kusmi, District: Bemetara
- b) Shree Shankaracharya Swami Swaroopanand Saraswati Government Higher Secondary School Birkona, District: Kabeerdham
- c) Swami Atmanand Government English Medium School, Tarbahar, District: Bilaspur.









Raipur Branch office hosted Gram Chaupal meetings for Paloud, Block Aarang and Kayabandha-Jhanj villages. The programs were attended by more than 120 participants. The participants were informed about the activities of BIS, Indian Standards relevant to Gram Panchayats, utilities of the BIS Care App, rights of consumers under the Consumer Protection Act, Hallmarking and products under compulsory certification.





5) Manak Carnival :-

Manak Carnival has been planned to be held at the following prominent places:

- (a) Campus of Chhattisgarh Regional Science Centre, Raipur, Date: 03- 04 January 2025
- (b) Campus of Kalinga University, Raipur, Date: 07 January 2025