

Surat Branch Office

National Consumers Day Report

| S.No. | Points/Activities | Actions taken/No. of activities |
|-------|---|---|
| 1. | Advertisement in newspapers for the BIS Care App | An advertisement for the BIS care app was released on 24.12.2024, in the Rajasthan Patrika to commemorate National Consumer Rights Day 2024. Furthermore, from 11.12.2024 to 24.12.2024 daily advertisements promoting human safety products were featured in both Divya Bhaskar and Rajasthan Patrika. |
| 2. | Radio publicity - Highlight key initiatives like the month-long program, jingles, etc. | Radio advertising is being done in MYFM Radio in Surat District from 18.12.2024 to 17.03.2025, featuring jingles that promote human safety products. |
| 3. | Promotional activities such as Announcement in Reliance malls etc. | Regular audio announcement in reliance malls in Districts Navsari, Surat, Valsad, Bharuch and Vadodara from 19.12.2024 to 17.01.2025 |
| 4. | Exposure visits - Number of visits conducted, along with the institutions and students covered. | 27 exposure visits conducted, covering 27 schools and 700+ students. |
| 5. | Manak Carnival | Manak Carnival was planned to be conducted on 31.12.2024, however it will now be conducted on 16.01.2025 |
| 6. | Manak Chaupal. | 01 |
| 7. | Awareness programs. | A total of 16 Consumer Awareness Programs have been conducted. These programs included sessions for parents of students, employees of ICDS, and members of Resident Welfare Associations (RWAs). |
| 8. | Quality pledge during the morning assembly | Nil |
| 9. | Jewellers Awareness Program in the newly covered district. | Nil |