



ACTIVITIES FOR CONSUMER OUTREACH





In order to give thrust to the consumer related activities of BIS and to improve consumer outreach, a series of new initiatives have been directed by DG, BIS.



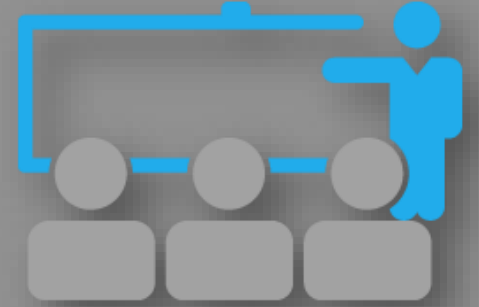


Identification of important consumer organizations and including them in the group for the circulation of preliminary and wide circulation drafts of standards.





Sponsoring consumer organizations/ groups for organizing awareness drives with focus on house to house visits and RWA/Mohalla level programmes.





Using the network of community organization/ workers for dissemination of information on consumer rights, importance of standards and grievance redressal mechanism:

- **Women Self-Help Groups**
- **RWAs**
- **Village Health & Sanitation Committees**
- **Village Education Committees**
- **Farmer's Association etc.**





Creating consumer portal for the registration of consumer groups/NGOs for specific purposes:

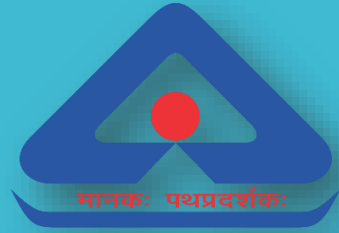
- **On-line training modules**
- **Receiving & Processing Proposals for Awareness Generation**
- **Citizen Corner**
- **Documentation of Best Practices**





- **Creation of cadre of resource persons for preparing the training modules and campaign material.**
- **Conducting training programmes for consumer groups.**
- **Organizing state level quizzes/ competitions/ slogan writing/ pamphlets making.**
- **Debates on consumer rights regarding quality products.**





Thank You