

Awareness Generation Programme on BIS Standards of Products

Organised by: CUTS International in collaboration with
Bureau of Indian Standard (BIS, Assam)

Jorhat and Golaghat Districts of Assam

1st to 6th March, 2012

CUTS Calcutta Resource Centre in collaboration with Bureau of India Standards (BIS, Assam Branch) organised a series of Awareness Generation Programme on different BIS safety standards and certification of products in two different district viz. Jorhat and Golaghat during 1st to 6th March, 2013

Background: In our daily activities, starting from morning to night, we consume and use a lot of things to meet our daily needs. But generally we do not ever ask about the quality, standards of such products/ consumables before using or purchasing it. Most of the time we don't check the product's content, standards, or life, even the expiry dates. A survey conducted by CUTs in 19 states showed that **40% respondents were ignorant of any safety or quality certifications such as ISI, ISO and Agmark.**

Lack of awareness among consumers is the main reason for Safety being last on the priority list of Indian consumers. To rectify the undesirable scenario, a beginning was made by CUTS in Assam to promote standards and certification schemes of BIS and to make consumers understand the need for it.

Objective: The main objective of the series of workshops was to educate and build awareness of common consumer on their basic right as well as on different product certification and standards scheme of Bureau of Indian Standards.

Programme Schedule:

Day	Issues on	Place
01.03.2013	Utilization of Standard	Electrical Department, Jorhat Engineering College, Assam
02.03.2013	Hallmarking Jewellery	Jorhat, Assam
04.03.2013	Different Product Certificate and Standard of BIS	Jorhat, Assam
05.03.2013	Hallmarking Jewellery	Golaghat, Assam
06.03.2013	Different Product Certificate and Standard of BIS	Golaghat, Assam

The 1st programme was organised in Electrical Engineering Department of Jorhat Engineering College. It was a half day programme on the issue of "Utilization of Standards". Dr. Keya Ghosh, Director, CUTS Calcutta Resource Centre, Mr. P. K. Kanoi, Director of BIS, Assam, Prof. C. Sahu, Departmental Head,

Electrical Engineering Department, JEC and other faculties' along with 120 students of Electrical Engineering Department of JEC participated in the programme.



JEC welcomed this initiative full heartedly and extended full cooperation.

In the opening session of the programme, Prof Sahu welcomed all the guests as well as all students in the programme. After that Sumanta Biswas, Assistant Project Coordinator of CUTS Calcutta Resource Centre gave a brief introduction of CUTS and its activities.

After the opening session, Dr. Keya Ghosh, Director of CUTS CRC made a presentation on the different activities of BIS to promote Safety, Need for standards and labels and on the different safety standards of products.

Dr Ghosh explained to the students about the watchdog role that consumers have to play in this open economy to safeguard their own interest. For this, they have to make informed buying decisions and exercise their rights in a responsible manner. In this context, Dr Ghosh explained the importance of standards and labels.



The importance of ISI standards for electrical equipment's, components and wires was elaborated by Mr P K Kanoi, Director, BIS, Assam. He emphasized, how in today's ever changing electronic world, the technology and the demand for quality is changing fast, and hence also the need for safety and quality which can be ensured through ISI labels and certifications. Mr Kanoi elaborated on the different ISI standards on electrical goods available today.

After the workshop, a quiz was organized among the participants, and prizes were given to the first three winners. The workshop generated enthusiasm both among the students and the teachers equally.



The second workshop of the series was organized for the women and jewelers of Jorhat on the importance of Hallmark. The history, the need and the importance of hallmark was shared by Mr Kanoi with both, the consumers and traders. The traders came out openly with their problems and their needs/ requirements from BIS to get their jewellery hallmarked. More than sixty enthusiastic local participants attended the workshop.

On 3rd March, another Consumer Awareness workshop on "ISI labels and Certifications" was organised in Jorhat. The main objective of the seminar was to make the common people aware of the different BIS standards and certifications. More than sixty enthusiastic local



participants attended the workshop. The importance of standards and labels for different mass consumption products like gas cylinder, cement, package drinking water , milk powder and many others were elaborated by Mr P K Kandoi, Director, BIS, Assam. He emphasized, how in today's ever changing electronic world, the technology and the demand for quality is changing fast, and hence also the need for safety and quality which can be ensured through ISI labels and certifications. Mr Kanoi elaborated on the different ISI standards available today.

Two more similar programmes were organised in Golaghat district of Assam on Jewellery Hallmarking and other different product standards and certification.

Participation: All together there was 400 consumer including student, teachers, woman consumers, people representative, SHG group, Representative of Nikhil Assam Swarno Silpi Samity, CSO's representative and media representatives participated in all programme.

Annexure: 1

Questionnaire for Quiz Competition:

Quiz Contest

**CUTS – BIS Joint Awareness Generation Programme
March 1 to 6, 2013
Jorhat and Golaghat**

Please put in the correct option

(We will award 1st, 2nd and 3rd winner)

Time Limit: 10 minute

Name of the Participant:.....
Address:.....
Mobile:.....
Email:.....

QUESTIONS

1. What is the full form of BIS?

- [A] Business International Standard
- [B] Bureau of Indian Standards
- [C] Balancing Indian Standard
- [D] Bureau of International Standard

2. In which year BIS Act came in to effect?

- [A] 1974
- [B] 1986
- [C] 1957
- [D] 1991

3. This symbol represents:

- [A] International System Initiative
- [B] Indian Standards Institute
- [C] Indian System Initiative
- [D] Indo Swiss Initiative



4. What is Hallmark?

- [A] Is a mark which ensure Purity/ Fineness of gold/ silver
- [B] Is a mark which ensure weight of the metal
- [C] Is a mark which ensures life of the product?
- [D] Is a mark which ensure Purity/ Fineness of Jems

5. What is an ISI mark?

- [A] ISI mark is a Certification Mark of Institutional Products in India
- [B] ISI mark is a Clarification Mark for Indian Products
- [C] ISI mark is a Certification Mark for Industrial Products in India
- [D] ISI mark is a Certification mark for International Products

6. The BIS is the national standards organisation of India under the Ministry of?

- [A] The Ministry of Commerce and industry
- [B] The Ministry of Agriculture
- [C] The Ministry of Consumer Affairs, Food & Public Distribution
- [D] The Ministry of Human Resource

7. (I) BIS was set up as a statutory organisation under BIS Act 1986.

(II) BIS had taken over the assets and liabilities of the Indian Standards Institution (ISI) that came into existence in 1947.

Which among the above statements is correct?

- [A] Only one is correct
- [B] Only two is correct
- [C] Both I & II are correct
- [D] Both I & II are incorrect

8. The main function of the Bureau of Indian Standards (BIS) earlier known as Indian Standards Institute is to?

- [A] Protect the interests of consumers and improve manufacturer's quality control
- [B] Lay down do's and don'ts in management system
- [C] Manufacture standard weights and measures.
- [D] Conduct research in technology transfer

9. Who provides Hallmark Certificate?

- [A] BIS
- [B] Ministry of Commerce and industry, Govt of India
- [C] ISI
- [D] Ministry of Commerce and industry, Govt of State

10. What is the full form of ISO?

- [A] Indian Social Organisation
- [B] International Organisation for Standardization
- [C] Institute of Standardization
- [D] Indian Organisation for Standardization

11. What was the earlier name of BIS?

- [A] Bureau of Industrial Standard
- [B] Business Institute Standardization
- [C] Indian Standards Institution
- [D] Industrial Standards Institution

12. What does “955” the number correspond to in terms of Carat, on gold jewellery?

- [A] 24 Carat
- [B] 22 Carat
- [C] 18 Carat
- [D] 14 Carat

13. With which Former Prime minister Name is the country highest national award for quality set by BIS in 1991?

- [A] Indira Gandhi
- [B] Jawaharlal Nehru
- [C] Rajiv Gandhi
- [D] Lal Bahadur Shastri

14. Which specific product or set of products are governed by the IS code?

- [A] Automotive Vehicle Tyres
- [B] Jewellery
- [C] Packaged Milk
- [D] Both A and B

15. Which IS/ISO standard governs the quality of environmental management system?

- [A] 22001
- [B] 9001
- [C] 1417
- [D] 14001

Thank you

Media Coverage:

যোৰহাটত 'কাটছ' ইণ্টাৰনেছনেলৰ সঞ্চালক চল্লিছ শতাংশ গ্ৰাহকেই সামগ্ৰীৰ মানৰূপক মাপ সম্পৰ্কে অসচেতন

ষ্টাফ ৰিপ'ৰ্টাৰ, যোৰহাট, ৬ মাৰ্চঃ গ্ৰাহক ৰাইজে ক্ৰয় কৰা সামগ্ৰীৰ গুণাগুণ সম্পৰ্কীয় মাপ সম্পৰ্কে জনাটো অত্যন্ত প্ৰয়োজনীয়। কিয়নো, ইয়াৰ অবিহনে মুক্ত বজাৰ অৰ্থনীতিত বজাৰ উভৈনদী হৈ পৰা বিভিন্ন বস্তুজীয়া আৰু নিম্ন মানৰ সামগ্ৰী ক্ৰয় কৰি গ্ৰাহকে ঠগ খোৱাটো স্তেনেই স্বাভাৱিক। মানসম্পন্ন সামগ্ৰীৰ বাবে আই এছ আই, আই এছ এ' আৰু এগমাৰ্ক আদি 'মাৰ্ক' দিয়া হয়। কিন্তু সামগ্ৰীৰ মান সম্পৰ্কীয় এনে 'মাৰ্ক' ৰ ক্ষেত্ৰত চল্লিছ শতাংশ গ্ৰাহকেই সচেতন নহয়।—এই মন্তব্য ক'নাৰ্জিউমাৰ ইউনিটি এণ্ড টাষ্ট ছ'চাইটি (কাটছ) ইণ্টাৰনেছনেলৰ সঞ্চালক ড° কেয়া যোষৰ। ভাৰত চৰকাৰৰ খাদ্য আৰু ৰাজহুৱা বিতৰণ, গ্ৰাহক পৰিক্ৰমা মন্ত্ৰণালয় অধীনৰ গ্ৰাহক

পৰিক্ৰমা বিভাগৰ সহযোগত কাটছ ইণ্টাৰনেছনেলে দেশৰ ১৯ খন ৰাজ্য আৰু ৩ খন কেন্দ্ৰীয় শাসিত অঞ্চলত চলোৱা এক সমীক্ষাৰ ভিত্তিত ড° যোষে এই মন্তব্য কৰিছে। তেওঁ লগতে কয় যে গ্ৰাহক সুবন্ধা আইনৰ প্ৰৱৰ্তনৰ ২৫ বছৰৰ পিছত মাত্ৰ ২০ শতাংশ গ্ৰাহকেহে এই আইন সম্পৰ্কে জানে। যোৰহাট অভিযান্ত্ৰিক মহাবিদ্যালয় গ্ৰাহক সচেতনতা সম্পৰ্কীয় এখন কৰ্মশালাত অংশ গ্ৰহণ কৰি অলপতে ড° যোষে এই তাৎপৰ্যপূৰ্ণ মন্তব্য কৰে। উল্লেখ্য, গ্ৰাহকৰ মাজত সচেতনতা বৃদ্ধিৰ উদ্দেশ্য আৰু সামগ্ৰীৰ মানদণ্ড আৰু মাৰ্ক সম্পৰ্কে গ্ৰাহকক সচেতন কৰাৰ লগতে গ্ৰাহকক ঠগ খোৱাৰ পৰা ৰক্ষা কৰাৰ উদ্দেশ্যে কাটছ ইণ্টাৰনেছনেলে শেহ তীয়াভাৱে বুৱ' অৱ ইণ্ডিয়ান ষ্টাণ্ডাৰ্ড (বি আই

এছ)-ৰ সৈতে যুটীয়াভাৱে অসমৰ গোলাঘাট আৰু যোৰহাটত কেইখনমান কৰ্মশালাৰ আয়োজন কৰে। ইয়াৰে প্ৰথমখন কৰ্মশালা অনুষ্ঠিত কৰে যোৰহাট অভিযান্ত্ৰিক মহাবিদ্যালয়ৰ ইলেক্ট্ৰিকেল ইঞ্জিনিয়াৰিং বিভাগ ছাত্ৰ-ছাত্ৰীসকলক লৈ। মহাবিদ্যালয়খনৰ সুযোগত অনুষ্ঠিত এই কৰ্মশালাত শতাধিক ছাত্ৰ-ছাত্ৰীৰ লগতে শিক্ষক শিক্ষয়িত্ৰীসকলে অংশ গ্ৰহণ কৰে। কৰ্মশালাত বৈদ্যুতিক সা-সৰঞ্জাম আৰু তাড়ৰ বাবে আই এছ আই মানৰ প্ৰয়োজনীয়তা সম্পৰ্কে বহুল ব্যাখ্যা আৰু বঢ়ায় বুৱ' অৱ ইণ্ডিয়ান ষ্টাণ্ডাৰ্ড অসমৰ সঞ্চালক পি কে কেনইয়ে। তেওঁ কয় যে পৰিৱৰ্তিত বিশ্বত ইলেক্ট্ৰনিক জগতত থলুৱিত আৰু চাহিদা দিনে দিনে পৰিৱৰ্তন ঘটিছে। তেনেদৰে বজাৰত প্ৰবেশ ঘটিছে বিভিন্ন মানৰ

বিভিন্ন সামগ্ৰীৰ। সেয়ে মুক্ত অৰ্থনীতিত বজাৰত গ্ৰাহকে ঠগ নাখাবৰ বাবে আই এছ আই সম্পৰ্কে সচেতন হোৱাটো অতীৰ প্ৰয়োজনীয় বুলি ড° যোষে কয়। কাটছ আৰু বি আই এছৰ দ্বাৰা অনুষ্ঠিত দ্বিতীয়খন কৰ্মশালা অনুষ্ঠিত হয় যোৰহাট চৌলাধৰা কমিট প্ৰেক্ষাগৃহত। কৰ্মশালাখন গহনাৰ বাবে প্ৰযোজ্য মান সম্পৰ্কীয় 'হলমাৰ্ক' সম্পৰ্কে আলোচনা অনুষ্ঠিত হয়। কৰ্মশালাত বি আই এছৰ সঞ্চালক কেনইয়ে গ্ৰাহক, ব্যৱসায়ী, 'হলমাৰ্ক'ৰ ইতিহাস, ইয়াৰ প্ৰয়োজনীয়তা আৰু গহনা কিনি গ্ৰাহকে ঠগ নোখোৱাৰ উপায় সম্পৰ্কে বিস্তৃত ব্যাখ্যা আগ বঢ়ায়। কৰ্মশালাত বহুসংখ্যক মহিলা আৰু সোণ-কপৰ গহনাৰ ব্যৱসায়ী উপস্থিত থাকে।

The Telegraph

calcutta, india

Wednesday, March 6, 2013

BIS boss lists low certification reasons - Lack of equipment, servicing and technicians act as bottlenecks

A STAFF REPORTER

Jorhat, March 5: Lack of testing equipment, servicing facilities and dearth of technical manpower in the Northeast are some of the reasons for the low level of BIS (Bureau of Indian Standards) certification in the region.

This was revealed by the bureau director, Guwahati, P.K. Kandoi, who is conducting a consumer awareness campaign in Jorhat and Golaghat districts on the quality of goods, which are given BIS certification.

Kandoi said, "For example, it was often seen there are no chemists to conduct tests on a regular basis by the mineral water companies. In order to get the BIS certificate, the company has to maintain a testing laboratory, chemists and technicians, as there is no common infrastructure or calibration agency in this regard. This is a costly affair and hence, many companies don't undertake proper testing before going in for production."

Likewise for electrical and electronic equipment, there was only one testing facility, the Electronic Testing and Development Centre in Guwahati, and that too, not for all equipment. "For testing, manufacturers have to go to Calcutta, Chennai, Delhi or Mumbai since there is no infrastructure in this region. This is a hurdle to giving a BIS certificate as we are bound to maintain standards," he said. The director said the companies seeking the certificate not only had to maintain testing labs on their own and employ technical personnel but also have to get their equipment checked regularly.

"There are no servicing facilities to repair or test these equipment, so they are kept in order," Kandoi said.

Another sector, which was suffering from low BIS certification, is the hallmarking of gold jewellery.

"Customers are being duped in the name of purity and there have been many complaints. Jewellers and customers would benefit if the standard of purity was maintained. However, going all the way to Calcutta for the testing process is difficult for jewellers here, especially small goldsmiths," he said.