

BUNTS SANGHA'S
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES,
POWAI

The Incubation-Entrepreneurship Cell 2023-24
Bureau of Indian Standards (BIS) Training Session – REPORT

The Incubation-Entrepreneurship Cell' of "S.M.Shetty College of Science, Commerce and Management Studies, Powai, organized a training session in collaboration with BIS (Bureau of Indian Standards) on 11th October 2023, Wednesday at 11:30 am in AV Room to highlight the functions of BIS and it's innovative activities.

The session provided insights on Door-to-door campaign organized by BIS in celebration of World Standards Day. As part of its outreach efforts, BIS have conducted door-to-door activities to engage with consumers, raise awareness about standards, and gather feedback on product quality. It was discussed in the meeting that BIS's door-to-door activity can play a crucial role in promoting consumer awareness and ensuring the quality of products in the market. The feedback gathered during these activities will contribute for continuous improvement and will help in addressing consumer concerns effectively.

Following topics were discussed in the session:-

- Disseminate information about the importance of adhering to quality standards.
- Educate students about the BIS certification mark and its significance.
- The volunteers will be given honorarium of Rs.1500/- each to visit 30 households after filling their feedback in the BIS CARE app.
- Volunteers were given a Kit which will be used during the promotion of BIS standards and the significance of the BIS certification mark.
- Volunteers have to address any queries or concerns raised by consumers regarding standards and certification.
- The session aimed to create awareness about consumer rights and the role of standards in ensuring product quality.
- Volunteers will collect feedback from residents regarding their experiences with BIS-certified products.
- Increase public awareness through targeted marketing campaigns.
- Strengthen collaboration with local communities and associations to enhance outreach.
- Utilize digital platforms for continuous engagement and information dissemination.
- BIS's door-to-door activity will play a crucial role in promoting consumer awareness and ensuring the quality of products in the market. The feedback gathered during these activities will contribute to continuous improvement and will address consumer concerns effectively.

