

टीएनएंडएमडी

संदर्भ: टीएनएमडी/एसपी/3:6

2 मई 2023

विषय: गुणवत्ता सम्पर्क अभियान के संचालन के लिए संशोधित मानक संचालन प्रक्रिया ।

भारतीय मानक ब्यूरो के सभी विभागों/क्षेत्रीय कार्यालयों/शाखा कार्यालयों/प्रयोगशालाओं से अनुरोध है कि उपरोक्त विषय से सम्बंधित सलंगन प्रपत्र का अनुपालन हेतु अवलोकन करें ।

(डीएमएस श्रीनिवास)

वैज्ञानिक 'सी' (टीएनएमडी)

वैज्ञा. एफ एवं प्रमुख (टीएनएमडी)

मुख्यालय के सभी विभागों/क्षेत्रीय एवं शाखा कार्यालयों/प्रयोगशालाओं को परिचालित (इंट्रानेट के माध्यम से)

TN&MD

Ref: TNMD/SP/3:6

2 May 2023

Subject: Revised Standard Operating Procedure for Conducting Quality Connect Campaign.

All Department at HQs/Regional Offices/Branch Offices/Labs may kindly see the attached circular on the subject mentioned above for compliance.

(DMS Srinivas)

Sc. 'C' (TNMD)

Sc F & Head (TNMD)

Circulated to all Department at HQs/ROs/BOs/Labs (Through Intranet)

Bureau of Indian Standards

Doc. No.: TNMD/Quality Connect/2 : Apr 2023

Standard Operating Procedure for Conducting Quality Connect Campaign

1. General

Bureau of Indian Standards (BIS) is mandated through the BIS Act, 2016, to formulate and promote Indian Standards catering to the needs of various stakeholders. The stated and implied needs of consumers in terms of quality, health and safety are taken care of through the standards which also reflect the technological advancements adopted by the industries.

The promotional activities, focussed on quality & protecting the interests of consumers, are carried out through various means such as consumer awareness programmes, either directly or through consumer organisations; publicity through print and electronic media; publication of brochures, theme-based programmes on special occasions and also through BIS website, BIS Care APP etc.

However, it is felt that such generic widespread approach for creating quality consciousness needs to be supplemented with direct door-to-door visits for interactions with the common consumers for enabling to get a personalized exposure to the various activities of BIS. This will empower them to take advantages and benefits of BIS Schemes as applicable for them and utilise the various features, as and when required, with familiarity and ease.

In order to put the door-to-door visits into practice, BIS has started the **Quality Connect Campaign** for engaging with the consumers in direct connect mode. The campaign is undertaken through the network of youth volunteers, called the **Manak Mitra**. The success of the Campaign is dependent on the ability of the Manak Mitra to engage comprehensively with the household and share the information about BIS activities.

Procedure for conducting these campaigns were first issued in Dec 2022. This Revised Procedure is being issued based on experience gained during campaigns already held with the aim to increase effectiveness and wider reach of these Quality Connect Campaigns. It envisages adoption of different methodologies for conducting campaigns in three different user segments, namely, common households, youth and businesses (traders).

2. Objectives

- a) Providing general guidelines to be followed uniformly by BIS Offices for conducting Quality Connect campaigns.
- b) Ensuring that all the elements of the Campaign are implemented and nothing is missed out at every stage from planning to execution and reporting.
- c) Providing tools to the Manak Mitra for fruitful engagement with the households, youth and businesses (traders’).

3. Creation of Pool of Manak Mitra

3.1 Selection of Volunteers (Manak Mitra) – The Manak Mitra may be selected from amongst the following:

- a) Students from academic institutions (colleges, polytechnics, universities etc.) Student members of Standard Clubs, studying in class 11th & 12th may also be engaged for this purpose.
- b) Employees of BIS may also be utilized as Manak Mitra, depending upon availability and flair for interpersonal communication skills.

- c) Youth Volunteers from Rotary Clubs, Lions' Clubs, Nehru Yuva Kendra (NYK), Sainik Kalyan Board, Civil Defence and similar other organisation. NGOs/COs/VOs etc. may also be approached for mobilising similar volunteers.
- 3.1.1 Head of the BIS Office, nominated Standards Promotions Coordinator and the Standards Promotion Officer, as available should assess the suitability of the identified/referred personnel (volunteers) to act as Manak Mitra. The assessment could be done based on general communication skills, personality and keenness to carry out the role as Manak Mitras.
 - 3.1.2 The selected volunteer should be enrolled as Manak Mitra. The credentials of the Manak Mitra should be uploaded on the Portal either through ITSD or directly by the respective BIS Offices, as per the latest provisions on the Portal.
 - 3.1.3 Each Manak Mitra should be identified through unique ID.
- 3.2** A pool of about 500 Manak Mitra may be created through the volunteers drawn from different strata as at 3.1 a) to c) above and enrolled on the Portal.
- 3.3** The services of Manak Mitra may be availed as and when the Quality Connect Campaigns are planned by the BIS Offices
- 3.4 Training of Manak Mitra** - BIS Offices shall arrange for comprehensive training to the selected Manak Mitra as per the following details:
- a) A batch of about 50 Manak Mitra may be identified for training at a time. Depending upon the need for a particular campaign, more than one batch can also be trained simultaneously at different locations or consecutively at the same location. Batch size may be increased but should not be more than 100 for a single training.
 - b) Location of training could be BIS offices or any other suitable place depending upon the affiliation of the participants and also keeping in view the geographic location where the Campaign is to be held. The trainings may also be held in the premises of Rotary Clubs, Lions' Clubs, Nehru Yuva Kendra, Sainik Kalyan Board, Civil Defence, NGOs/COs/VOs etc. if offered and found convenient, keeping in view all aspects.
 - c) Training should focus on the following:
 - i) Introduction about BIS and its activities covering Standards Formulation, Certification Schemes, Know Your Standard, Catalogue of Standards, Products under Compulsory Certification, Navigation on BIS Website and BIS Talks.
 - ii) Familiarization with the Quality Connect App.
 - iii) Familiarity with the Short Video on BIS Activities which would be played for the household visited.
 - iv) Knowledge about common household products and their availability with ISI Mark, Registration Mark and Hallmark.
 - v) Features of BIS Care App with demonstration of its use to determine genuineness of certified products (through CM/L-No.& R-No.) and gold jewellery (through HUID).
 - vi) Grievance redressal mechanism including online complaint management system.
 - vii) Sequence of activities to be conducted during the visit at the house.
 - viii) Manner of emphasizing that every individual consumers can make substantial impact on the overall quality ecosystem in the country by demanding BIS certified products that ensure quality and safety. They can also be the driving force for generating demand for products meeting the national standards and be certified.
 - ix) Role play by BIS Officers demonstrating separate type of interactions depending upon the segment identified for campaign. This should cover all aspects including playing the entire video, downloading of BIS Care App on mobile of the households, youth and business (traders') and even obtaining the feedback.

4. Conduct of Quality Connect Campaign

4.1 Segments for Quality Connect campaign – The campaigns may be conducted focused on the following different segments:

- a) Household Connect
- b) Youth-to-Youth Connect
- c) Traders Connect

4.2 Methodology for conducting campaigns

4.2.1 Household connect – Common households are to be contacted by the youth volunteers on Door-to-Door basis. Assistance of RWAs, COs/NGOs etc may be taken in identifying the areas of campaign, environment building and mobilizing youth volunteers.

4.2.2 Youth-to-Youth Connect

- a) Youth-to-Youth connect campaigns are to be held at the identified educational institutions.
- b) In each of the identified institutions, about 10-15 students may be selected as volunteers for conducting the campaigns for about 250-500 students.
- c) The Heads of the institutions/ Principals/Deans, etc. may be approached for identifying and selecting the student volunteers to carry out the outreach programme and deciding the date, preferably aligning them with their other programmes.
- d) Each student volunteer to be trained in accordance with Clause 3.4.
- e) The connect with the students could be done during any time and place, where a gathering of about 20-25 students are present. This can be in institutions canteen, during any programme of the institution like annual function, fete, exhibitions, competitions, lectures,
- f) The BOs shall liaise with the Head of institutions, while the Youth volunteers/group leaders will help in mobilizing the youth.
- g) These institutions shall be further approached for formation of Standards Club as the ground work for the same has already been done.

4.2.3 Traders Connect

- a) Traders connect campaigns could be organized where Manak Mitras will engage with traders e.g. retailers, shop owners, wholesalers, electronic goods market, distributors, etc.. They are likely to be open during normal working hours and also evening hours. In addition, they are readily accessible on all working days as well as on weekends & holidays.
- b) Each Volunteer should contact a minimum of 25 different traders located at a prominent and preidentified area/market under the jurisdiction of each Branch Office. The officers at Branch offices may provide details to the volunteers about the locations/markets to be covered. BOs may also make effort to contact trader association who can help publicizing the campaign among the trader groups well in advance.
- c) While contacting the trader, the volunteer has to first introduce himself and brief the purpose of his interaction along with its benefits to the trader. The volunteer will then follow the sequence of events as mentioned at 4.6 (e). However, the Branch offices shall provide some Licence numbers, Registration numbers and HUID codes to the volunteers for demonstrating the feature of BIS Care App to the traders.
- d) Efforts may be made by the Branch Offices in organizing traders connect on days well before onset of festive seasons/special occasions, when the traders are in the process of making bulk purchases.
- e) In case, any feedback is received by the volunteer for organizing an awareness programme for traders associations/unions, then the volunteer may be advised to capture the complete details and pass on the same to the concerned officer at the branch offices.

4.3 Selection of Campaign Period - BIS offices to have the flexibility of organizing the campaign depending on the segment & occasion. However, the period of campaign should be selected well in advance. The Campaigns are to be done on a quarterly basis. It would be a good practice to align the campaign with forthcoming important occasions like World Standard Day, BIS foundation Day, National and World Consumers' Day, Festivals, etc.

4.4 Location and duration of Campaign

- a) Localities for carrying out the Campaign shall be based on geographical locations, socio-economic considerations and the population density.
- b) Efforts to be made to select locations which are familiar to a group of Manak Mitra for maximising the reach tiding over the initial hesitations which may be associated with their very first attempts.
- c) Manak Mitra may be given around a week's time for carrying out the Campaign. They may also be given flexibility in the timings for visiting the household/youth/business(trader) as per their convenience.

4.5 Publicity – After the finalization of campaign date & location, Wide publicity should be given, depending upon the targeted segment, through print/electronic/social media. For the Youth to youth connect campaigns, the publicity should also be done at different locations within the institutions and through the whatsapp groups of which the identified student volunteers may be members.

4.6 Activities during the Campaign

- a) On the day of Campaign, required no. of Manak Mitra should be invited to assemble at a prominent place or the identified venue for the “flag off event”. Adequate Press and media coverage of the event should be ensured.
- b) Each Manak Mitra should be advised to visit at least 25 households/youth/businesses(traders’) as his/her target.
- c) Manak Mitra should wear the BIS Cap and the Badge during the visit to the households/youth/businesses(traders’).
- d) Manak Mitra should carry the Information Booklet on BIS and pamphlets etc. for handing over to the households/youth/businesses(traders’).
- e) On reaching the household/youth/business(trader), the Manak Mitra should follow the sequence of actions as learnt during the training and in particular, do the following:
 - i) Login to the BIS Quality Connect App
 - ii) Play the BIS Video on its various activities on his/her Mobile. In case of any undesirable eventuality encountered while playing the video, the Manak Mitra should be able to properly convey its contents covering all activities followed by navigation on BIS Website, BIS Care App and its features.
 - iii) Provide additional inputs/clarification, if sought by the household/youth/business(trader).
 - iv) Assisting the household/youth/business(trader) for downloading the BIS Care App on his/her mobile.
 - v) Obtain feedback on the visit from the household/youth/business(trader) on the Quality Connect App.
 - vi) Close the App formally after the completion of interaction and before proceeding for the next household/youth/business(trader).

4.6.1 Support during the Campaign – In addition to BIS Officers, the members of Resource Support Team of BIS Branch Office may also be involved as facilitators for

the Campaign and to act as Coordinator-on-call for providing instant support to Manak Mitra during the Campaign to answer the queries raised, if any, by the households/youth/businesses(traders’).

4.7 Activities after the Campaign

- a) BIS Offices to analyse the feedback received on Quality Connect App for the particular Campaign.
- b) BIS Offices to examine whether the individual Manak Mitra had interacted with the required minimum no. of households/youth/businesses(traders’) (i.e. 25).
- c) Release the payment of honorarium (Rs.1500/-) through Bank Transfer/UPI in the account of the Manak Mitras upon satisfactory conduct of the particular Campaign.
- d) Generate digital “Certificate of Participation” for Manak Mitras for carrying out the particular Campaign which should be downloadable by the Manak Mitra using his/her credentials.
- e) Database of all the active Manak Mitra to get updated as and when they participate in any Quality Connect Campaign.

5. Quality Connect Campaigns by BIS Licensees - BIS licensees, particularly those having a large no. of employees, townships etc. may also be encouraged to organize the Quality Connect Campaigns promoting quality consciousness, BIS certified products among the households/youth/businesses(traders’).

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