



भारतीय मानक ब्यूरो
BUREAU OF INDIAN STANDARDS

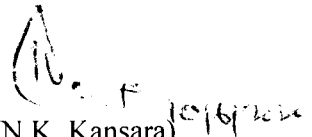
OFFICE ORDER

Our Ref. TN&MD/GEN/18

Subject: Publicity of Important Events of BIS through Press Releases

In order to increase awareness and enhancing BIS brand image amongst public at large, it has been decided to give wide publicity to important activities of BIS at all levels. Activities/events which are generally considered important, meriting issuance of press releases include:

- (i) Formulation of new & revised standards having significance for consumers, health & safety and wider industrial impact.
 - (ii) Grant of All India First licence.
 - (iii) Successful Search and Seizures carried out.
 - (iv) Meetings of State Level Committees for Quality & Standardization.
 - (v) Licensee Meets and meetings with Association of Industries.
 - (vi) Workshop/ Seminars/ Training Programmes conducted.
 - (vii) Promotional events conducted such as, Competitions, Quiz, etc.
 - (viii) Signing of Memorandum of Understandings.
 - (ix) International Co-operation & Meetings.
 - (x) Important policy decisions such as mandatory certification of new items, concession to industries, announcement of new/modified Conformity Assessment Schemes, simplification of procedures, adoption of IT enabled processes etc.
2. With a view to adopt uniform approach for publicity of such events, the guidelines given below shall be followed:
- (a) All ROs/BOs/Labs shall issue press releases for their important events, duly approved by the respective Head/DDG on the same day or latest by next day for local media. A copy of the press release shall also be sent to pr@bis.gov.in and tnmd@bis.gov.in in the attached proforma (TNMD/Publicity/PF:01).
 - (b) All Departments at HQs, CL & NITS shall prepare material for press releases on the same day or latest by next day and sent to pr@bis.gov.in and tnmd@bis.gov.in in the attached proforma duly approved by the respective Head/DDG.
 - (c) The press release so received would be issued by TNMD in leading newspapers, journals and other media.
3. In case any Department at HQ/CL/NITS/RO/BO/Lab had not reported any important event during a fortnight, a 'Nil' report should be submitted for that calendar month in the above mentioned proforma.
4. This issues with approval of DG for compliance with immediate effect.


(N.K. Kansara)
DDG(PRT)

To All Deptts. At HQ/ROs/BOs/Labs/NITS
(through BIS Intranet)



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Doc. No.: TNMD/Publicity/PF:01	Issue No.: 1	Issue Date 10 June 2020	MATERIAL FOR PRESS RELEASE
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1.	Deptt./RO/BO/Lab/NITS	
2.	Press Release No. (Dept./BO/Activity)/2020/Serial no.	
3.	Date(s) of Important Event	
4.	Subject of Important Event	
5.	Description of the Event, highlighting its importance (attach separate sheet for Write- up, if required and Photographs)	
6.	Whether the event was attended by Electronic & Print Media personnel (if applicable)	
7.	Whether Press Release is already issued for local Print Media. If yes, attach copy.	
8.	Date of previous press release sent to TNMD	

Name & Designation
Sign. with Date

Head (.....)
DDG (.....)
DDG (PRT)
Head (TNMD)