टीएन एंड एमडी

संदर्भ:टीएनएमडी/एसपी/6   19 अप्रैल 2021

विषय: क्षेत्रीय/शाखा कार्यालयों में मानक संवर्धन गतिविधियों के लिए दिशानिर्देश ।

      भारतीय मानक ब्यूरो के सभी क्षेत्रीय कार्यालयों/ शाखा कार्यालयों से अनुरोध है कि उपरोक्त विषय से संबंधित संलग्न प्रपत्र का अनुपालन हेतु अवलोकन करें ।

(नवीन)

अनु. अधि. (टीएन एंड एमडी)

<u>वैज्ञा. एफ एवं प्रमुख (टीएन एंड एमडी)</u>

भामा ब्यूरो के सभी क्षेत्रीय कार्यालय/ शाखा कार्यालय (इंट्रानेट के माध्यम से)

TN & MD

Ref: TNMD/SP/6   19 April 2021

Subject: Guidelines for Standards Promotion activities in ROs/BOs

      All ROs/BOs may kindly see the attached circular on the subject mentioned above for compliance.

(Navin)
SO (TN & MD)

<u>Sc F & Head (TN & MD)</u>

All ROs/BOs (Through Intranet)

Bureau of Indian Standards
Think Nudge & Move Department

Ref: TNMD/SP/6

19 Apr 2021

Subject: Guidelines for Standards Promotion Activities in ROs/BOs

1.   Current year, 2021-22 is being observed as the year for Standards Promotion. There are a number of ways and means through which activities related to Standards Promotion are being carried out by ROs/BOs.

2.   Guidelines for Standards Promotion, duly approved by DG, BIS are being circulated herewith for uniform implementation by all ROs/BOs. Standards Promotion Officers (SPOs) have also been appointed in various ROs/BOs as additional resources for carrying out these activities. It is expected that ROs/BOs are providing necessary support to these SPOs to facilitate their work, such as workstation, stationery, visiting card, etc. SPOs may be allowed to use email ID of the respective ROs/BOs for correspondence with stakeholders.

3.   The guidelines also include proforma for submission of reports of individual Standards Promotion activity and for submission of Weekly & Monthly data on various activities undertaken during the period. ROs/BOs are advised to supersede the monthly data proforma as given in these guidelines for monthly TNMD MCR from 25 Apr 2021 onwards.

Naveen K
Sc 'C', TNMD

Head (TNMD)

DDG (PRT)

09 Apr 2021

Ref: TNMD/SP/6

Subject: Guidelines on Standards Promotion Activities by ROs/BOs

1.   Introduction

Bureau of Indian Standards being the National Standards Body of the country discharges multitude of functions and services for the betterment of the society. These functions and services are not only designed for the benefit of various stakeholders including Consumers, Academia, Industry, Government Bodies, etc but also are founded strongly on mutual interaction among each of these wings of the society. BIS provides a common platform where all the stakeholders come together to formulate Indian Standards and reap benefits from it in terms of quality culture promoted by Certification and Laboratory Testing. BIS has also acknowledged the role of training and the strength of informed decision making and hence, BIS has aggressively pursued regular training for stakeholders of BIS as well as its internal officials.

To strengthen the dialogue between the stakeholders, BIS has to enhance its outreach to the Consumers, Academia, Industry and Government. Hence, there is a need for consolidated guidelines covering the range of programmes and activities through which BIS can reach out to maximum number of stakeholders, inviting them to participate in the schemes and services of BIS, informing them about the available mechanisms and portals through which they can interact with BIS.

2.   Standard Promotion Officers (SPOs) have been appointed to BIS ROs/BOs to give a push to engagement with stakeholders of BIS. The purpose is to create greater awareness by increasing the extent of outreach, covering as many beneficiaries as possible. The dedicated post is to enable focussed approach towards planning, monitoring and conducting of such programmes and activities where both, participants as well as BIS engage in fruitful interaction. An illustrative list of types of programmes and activities have been provided below for reference. Standards Promotion Officers are primarily responsible for conducting these programmes and activities in their jurisdiction.

3.   Standards Promotion Officers are required to approach state government departments, district level administrations including Urban Local Bodies and Panchayati Raj Institutions for collaborating with them for conduct of such awareness and engagement programmes and activities. Also, SPOs are required to cover as many Parliamentary Constituencies while conducting these programmes and activities.

4.   **Programmes and Activities relating to various Stakeholders**

A variety of programmes and activities can be carried out, depending on the type of the stakeholder. Suggested activities that can be undertaken are as follows:

   i)   **Consumers -** All three major activities of BIS viz Standards Formulation, Certification and Laboratory testing revolve around the concept of Consumption. Every individual is a consumer or a user of products, processes, systems, services, etc. BIS encourages promotion of a quality ecosystem where consumers are confident that the product and/or

service consumed by them offers a certain degree of safety and performance. BIS formulates different types of standards to achieve this confidence. BIS seeks active consumer engagement in the standards formulation process so that their needs and aspirations are appropriately incorporated. Similarly, certification activity of BIS ensures that the products or services available in the open market conform to the Indian Standards. BIS also provides various platforms where consumers can lodge their grievance or could provide information related to violation BIS Act, etc. It is essential that the Consumers are aware of the way in which they can derive benefit from various activities of BIS.

BIS can reach out the individual consumers and consumer groups across various sections of the society to augment their knowledge and information about quality and the role BIS plays in it, through various programmes, such as:.

a) General Awareness Program
b) Meeting with Self Help Group
c) Meeting with Resident Welfare Association
d) Meeting with Consumer Organization/Non-Government Organization
e) Awareness Programme on Hallmarking
f) Awareness Programme on National Building Code
g) Awareness Programme on Standards under Compulsory Certification
h) Participation in Program/Activity by Consumer Organization/ Non-Government Organization
i) Training Program/Workshop conducted for Consumer Organization
j) Meeting with Farmer Groups
k) Meeting with Cooperative Societies
l) Meeting with Aanganwadis and Asha workers
m) Meeting at Krishi Vigyan Kendras (KVK)
n) Meeting at Common Service Centres (CSC)
o) Demonstration workshops with Consumers for exhibiting features and benefits of Standard Marked goods.
p) Awareness meeting on BIS Care Mobile App
q) Attending meetings organized by other bodies
r) Any Other

ii) **Industry** – BIS, through its standards, supports the industry by streamlining of manufacturing practices, processes and testing methods to achieve the objective of a quality product or service. Fulfillment of the requirement of standards ensures acceptance of their product or service in a wider market owing to its compliance to certain minimum specifications. Standards also ensure interchangeability among similar products/services offered by multiple industry units. This provides impetus to trade not only within the country, but also supports export to other countries. Industry is a major stakeholder in the process of formulation of Indian Standards and their participation in the Standards formulation process becomes all the more essential. BIS supports the industry to demonstrate compliance to the applicable standards through its conformity assessment schemes. It is essential to involve industry including MSMEs in the process of formulation of standards, and ensure that they derive the benefit of the Conformity Assessment Schemes of BIS.

BIS can reach out to the industries through following activities:

a) Meeting with Licensees
b) Meeting with Industry (non-licensees/Industry Association
c) Awareness programme on Standards under Compulsory Certification
d) Awareness programme for Jewellers/ Artisans
e) Awareness programme for importers/foreign manufacturers
f) Meeting with District Industry Centre
g) Creation of Standardization Cells
h) Meeting with Standardization Cells
i) Training Programme conducted for Industry
j) Awareness meeting at Common Service Centres (CSC)
k) Awareness meeting on BIS Care Mobile App
l) Attending meetings organized by other body
m) Any Other

iii) **Academia -** Academia is the learning ground for the young minds of the society who become the leaders for tomorrow. This is the reason it is crucial to inculcate the concepts of Standards and Quality at a young age, when a person is more receptive to ideas. This would nudge them into appreciating a flourishing quality ecosystem around them and build a society with quality consciousness. BIS can reach out to Academia through the following programmes:

a) Educational Utilization of Standards
b) Awareness programme on Standards under Compulsory Certification
c) Awareness programme on Hallmarking
d) Awareness programme on National Building Code
e) Awareness programme on BIS Care Mobile App
f) Creation of Standards Club
g) Program/Activity by Standards Club
h) Industry and laboratory visits for students of schools and colleges
i) Training Programme conducted for Academia
j) Meeting attended by BIS, organized by other body
k) Any Other

iv) **Government -** Government Bodies and Departments are the administrative entities responsible for development of the country and regulation of economy, law and order. Government not only makes certain products mandatory for certification from BIS where such products are critical for the health and safety of the consumer, but, government also carries out public procurement as part of the developmental activities and schemes. Hence, it is necessary to promote the development and use of standards in government platforms and their procurements so that the expectations of these developmental activities and schemes are met for the citizens of India.

BIS can engage with government bodies through the following activities:

    a) General Awareness Program
    b) Meeting with Government Ministry/Department/Official
    c) Awareness programme on Hallmarking
    d) Awareness programme on National Building Code
    e) Awareness programme on Standards under Compulsory Certification
    f) Awareness programme on BIS Care Mobile App
    g) Meeting with District Industry Centre
    h) Meeting with District Administration/ Departments
    i) Creation of Standardization Cell
    j) Meeting with Standardization Cell
    k) Training Programme conducted for Government Officials
    l) Meeting attended by BIS, organized by other body
    m) Any Other

v) **Other Programmes and Activities -** Apart from above programmes and activities, BIS also observes special days and events for promoting the Indian Standards. A few of them are listed below.

    a) Celebration of World Standards Day (14 Oct)
    b) Celebration of National Consumer Day (24 Dec)
    c) Celebration of National Standards Day (06 Jan)
    d) Celebration of World Consumer Rights Day (15 Mar)
    e) Market Survey of non-ISI marked products
    f) Special events such as Gandhi Jayanti, Independence Day, Republic Day, etc.
    g) Any Other

If any other type of programme or activity is to be recorded under any other stakeholder category, the same may be provided with specific details in the prescribed format. SPOs may regularly interact with BIS officers from various Technical Departments, Branch Officers, etc to obtain relevant information/details suiting the demand of above programmes and activities.

5.   Report of Activities

i) SPOs are required to report the conduct of each programme and activity to Head (BO) in a prescribed format as given at **Annex-I**.

ii) SPOs are also required to submit a weekly report to the Head (BO). Format for the weekly report is provided at **Annex-II**.

iii) SPOs are required to carry out publicity activities under their jurisdiction. All the programmes and activities related to Standards Promotion, Publicity and Stakeholder engagement should be provided monthly as per format given at **Annex-III**. SPOs are required to submit the monthly report in the prescribed format on 25th of every month and submit it to respective regional office TNMD through Head (BO). Regional Offices are required to compile the data pertaining to BOs under their jurisdiction and provide the compiled report to TNMD.

iv) Information for filling up the monthly report is provided at **Annex-IV**.

	भारतीय मानक ब्यूरो **BUREAU OF INDIAN STANDARDS**
	{……….. RO/BO/Deptt}

Our Ref: Date:

Report of Standards Promotion Activity

1.	Name of Standards Promotion Officer (SPO)	:
2.	Date(s) of Standards Promotion Activity	:
3.	Type of Standards Promotion Activity Undertaken	:
4.	Stakeholder(s) contacted *(Mention name of Govt. Deptt./ Agency/ Industry Assoc./RWA/ Consumer Groups/ Self Help Group etc.)*	:
5.	Details of Actions Taken a) Person(s) Contacted b) Contact Details of a) c) Activities undertaken/ Discussions held d) Photographs, other documents attached	:
6.	Follow up actions required and by whom	

(Name of SPO)

Head(BO/Deptt)

Copy   :   H(TNMD)

<div align="center">**Annex-II**
Weekly Report by SPO</div>

<div align="right">**\<Date\>**</div>

Report No: \<BO Name\>/Year/SPO

Subject: Weekly Report by SPO

BO Name:

SNo	Activities related to	Target	Count
1.	Consumer		
2.	Academia		
3.	Government		
4.	Industry		
5.	Publicity		
6.	Number of Tender Documents reviewed		
7.	Any other tasks assigned		
8.	**Total for the week**		

<div align="right">**\<SPO Sign\>**
\<SPO Name\>
Standards Promotion Officer
\<BO Name\></div>

Head (BO)

Annex-III
Monthly reporting of SPO performance

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
S. No	RO	BO	Type of Stake holder	Type of Progr amm e	Activ ity hand led by	Date of Progr amm e	Last Progra mme held on (if any)	Ve nue	Participan ts Count & Descriptio n	Mode of Conduct of Program	Language of Communic ation/Disse mination	Summar y of the Program / Activity	Action Items emerge d for BIS	Activity Heads to whom action items emerged have been communicated	Expe nditu re Head	Expen diture Incur red
1																

Record of Action Items in the BO (Count)

SNo	Description	During the month	Upto previous month	Cumulative
1	No of open action items upto previous month under BO			
2	No of new action items emerged and communicated			
3	No of action items closed			
4	No of open action items till date			

Record of Open Action Items in the BO

S No	BO	Action Item Title/Description	Concerned Activity Head(s)	Date of emergence of Action Item	Date of Communication of Action Item	Latest Status or Remarks

Record of Closed Action Items in the BO

S No	BO	Action Item Title/Description	Concerned Activity Head(s)	Date of emergence of Action Item	Date of Closure of Action Item	Concluding Remarks

Record of Publicity activities in the BO

S No	RO	BO	Means of Publicity*	Language	Date(s) of Duration (DD/MM/YYYY)	Activity/Topic (in brief) (ISI/HM/Other-Specify)	Expenditure Amt (Incurred/Committed)	Remarks (Size of advt, sign board, location, etc)

*Print Media, Television, Radio, Outdoor (Glow Sign-boards), Outdoor (other than Glow Signboards), Press Release, Social Media, Exhibition etc.

Guide for filling up the monthly reporting format by SPO

RO (Column B)

Please input one of the following entries in this column:

1. CRO
2. ERO
3. NRO
4. SRO
5. WRO

BO Name (Column C)

Please input one of the following entries in this column:

SNo	BO Name	SNo	BO Name	SNo	BO Name	SNo	BO Name	SNo	BO Name	SNo	BO Name
1.	AHBO-I	8.	NGBO	15.	RPBO	22.	FRBO	29.	KOBO	36.	LKBO
2.	AHBO-II	9	PNBO	16.	GHBO	23.	HPBO	30.	HYBO	37.	BPBO
3.	RJBO-I	10.	KKBO-I	17.	CHBO-I	24.	DHBO	31.	VZBO	38.	JPBO-I
4.	RJBO-II	11.	KKBO-II	18	CHBO-II	25.	CNBO-I	32.	HUBO	39.	JPBO-II
5.	Surat BO	12.	PTBO	19.	JKBO	26.	CNBO-II	33.	BNBO	40.	DLBO-I
6.	MUBO-I	13.	JDBO	20.	HRBO	27.	MDBO	34.	GZBO	41.	DLBO-II
7.	MUBO-II	14.	BHBO	21.	PPBO	28.	CTBO	35.	Noida BO		

Type of Stakeholder & Type of Activity (Column D, E)

Please input one of the following entries in these columns:

SNo	Type of Stakeholder	Type of Activity
1.	**Consumer**	As per list provided at Section 4 (i)
2.	**Industry**	As per list provided at Section 4 (ii)
3.	**Academia**	As per list provided at Section 4 (iii)
4.	**Government**	As per list provided at Section 4 (iv)
5.	**Any Other**	As per list provided at Section 4 (v)

Activity handled by (Column F)

Please input one or more of the following entries in this column:

1. SPO
2. Any Other (Please Specify)

(Column G, H)

Dates to be entered in format DD/MM/YYYY to enable quick sorting in excel sheet.

Venue (Column I)

It is desired that District Name, Constituency Name and Pin Code is provided in the entry.

Participants (Column J)

Number of participants and their description may be provided. It is desired that a local person of eminence including MP, MLA, MLC, etc may be invited to such programmes for better outreach and collaboration. Presence of such eminent personalities may be explicitly mentioned in this field.

Mode of Conduct of Programme (Column K)

Please input one or more of the following entries in this column:

1. Virtual
2. Physical
3. Hybrid

Language of Communication/Dissemination (Column L)
Please input one or more of the following entries in this column:
1. Hindi
2. English
3. Any Other (Please Specify)

(Column M)
Brief summary of the program/activity conducted.

Action Items emerged and Activity Heads to whom action items have been communicated (Column N, O)
It is the responsibility of an SPO to maintain a record of Action Items emerged during interaction with stakeholders of BIS. SPO shall identify the activity within BIS to which the action item pertains. One action item may be linked to one or more activities of BIS. SPO shall communicate and follow up for successful handling of these action items. Once the action item has been suitably addressed, the authority to close an action item lies with the concerned activity head(s). The closure report shall be received by the same SPO who has communicated the action item. Format for maintaining record of action items by SPO is given at **Annex-III.** List of activities identified within BIS is listed below with corresponding activity heads:

SNo	Activity	Activity Head
1.	Information Technology Services, Legal Services, Planning & Coordination, Bureau Secretariat, CCPAC, PMW	ADG, BIS
2.	Standardization - Products & Methods	DDG (P&M-Std)
3.	Standardization - Services Sector, Management Systems, International Relations	DDG (SSS)
4.	Certification, Registration Scheme, Surveillance and Monitoring	DDG (Certification)
5.	Laboratory	DDG (Laboratory)
6.	Policy Matters, Action Research, Training, Publicity, Consumer Affairs, Standards Promotion, Complaints Handling, Consumer Engagement	DDG (PRT)
7.	Hallmarking, Foreign Manufacturer Certification Scheme, Management Systems Certification	DDG (Hallmarking, FMCS,MSCD)
8.	Regional Office Matters	DDG (Region Name)
9.	Branch Office Matters	Head (BO Name)
10.	Accounts and Financial Matters	DDG (Finance)
11.	Administrative Matters	DDG (Administration)

Expenditure Head (Column P)
Please input one or more of the following entries in this column:
1. Publicity
2. Consumer Awareness Program
3. Standards Promotion
4. Consumer Engagement
5. Jeweller Awareness Program
6. Any Other (Please Specify)

Expenditure Incurred (Column Q)
Please enter the expenditure amount in numeric value without comma and special characters to enable quick calculation in excel sheet.