



भारतीय मानक ब्यूरो
BUREAU OF INDIAN STANDARDS

{DDG(PRT) Sectt., BIS, HQ}

Our Ref: DDG(PRT)/PR/1

7 Feb 2020

Subject: Publicity of Important Events of BIS through Press Releases

All ROs/BOs/Labs/NITS & Departments at HQ are carrying out the assigned functions as part of the various activities of BIS, such as formulation of new & revised standards, grant of licences/registrations under various conformity assessment schemes, organizing workshops, seminars of national & international importance, meetings/interactions with important stakeholders and carrying out enforcement activities for checking compliance to BIS Act, Rules & Regulations. All these activities need to be promptly made known to the public at large and for projecting the image of BIS which it deserves as the National Standards Body. Although, publicity measures are being taken by various ROs/BOs and other offices of BIS, there is a need for uniform approach for the same and also to ensure that no important event is missed out from drawing the attention through wider publicity.

2. The various activities which are considered important enough meriting issuance of press releases have been identified as below:

- a) Formulation of new & revised standards having significance for common consumers, health & safety and wider industrial impact
- b) Grant of all India first licence
- c) Successful Search & Seizures carried out
- d) Meetings of State Level Committees for Quality & Standardization
- e) Licensee Meets and Meetings with Association of Industries
- f) Workshop/Seminars/Training Programmes conducted
- g) Promotional events conducted such as, Competitions, Quiz, etc
- h) Signing of Memorandum of Understandings
- i) International Co-operations & Meetings
- j) Important policy decisions such as "making standards free of cost", mandatory certifications of certain items, concessions to industries, announcement of new/modified Conformity Assessment Schemes, simplification of procedures and adoption of IT-enabled processes, etc.

Departments at HQs, CL & NITS are advised to ensure that press releases for important events as mentioned above are prepared on the same day or latest by next day and forwarded to pr@bis.gov.in with a copy to tnmd@bis.gov.in, duly approved by the respective Activity Heads. The Press Releases so received would be issued by PR Section of TNMD to leading newspapers, journals & other media.

All ROs/BOs/Labs are also advised to ensure that press releases for their important events, duly approved by the respective Activity Heads, are issued on the same day or latest by next day with copy to pr@bis.gov.in and tnmd@bis.gov.in, for releasing them in newspapers, journals & other media in their list.

This is issued with the approval of DG, BIS.

(N.K. Kansara)
DDG(PRT)

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