

NATIONAL INSTITUTE OF TRAINING FOR STANDARDIZATION

TRAINING PROGRAMMES ON CONSUMER PROTECTION/CONSUMER AWARENESS

TRAINING PROGRAMMES ON CONSUMER PROTECTION

One of the primary stakeholders of BIS are the common consumers in the country. BIS considers it of paramount importance to protect and safeguard consumer rights and to empower and educate every consumer so as to create an environment of quality culture and consciousness in the country. However, India has a large population today and hence it is neither physically possible nor economically viable for BIS to reach all consumers single handed to achieve its goal of creating consumer awareness in the entire country.

In this regard National Institute of Training for Standardization (NITS) at Noida has devised training modules (1 day program) to reach the common consumers in general. The programme details are as follows:

- **Training on i-Care activities of BIS for stakeholders**

i-Care Programme has been launched across the country for effectively engaging with its stakeholders and for passing on the benefits of its Standardization, Certification and i - CARE activities to them. i-CARE activities of BIS includes consumer awareness and education, consumer protection and complaint redressal, industry awareness and industry meets, standards promotion, educational programmes for students, publicity and sale of standards.

The target audience consists of BIS Licensees, industry personnel, industry associations, consumer bodies, NGOs and representatives from State and Central Government organizations who are working in the field of consumer protection.

The training on i-Care activities of BIS will make BIS stake holders aware of the various schemes undertaken by BIS to benefit them and empower the common consumer.

- **Training on Consumer Protection**

It has been observed that the people for, whom various schemes have been taken up by Bureau of Indian Standards (BIS), in fact, do not get benefit as expected. This is mainly because they are not fully aware of these schemes and their benefits. Also, only knowledgeable and alert consumers, aware of their rights and responsibilities can protect themselves effectively. The need of the hour is, therefore, to educate the common consumers particularly those in rural areas who are more susceptible to exploitation. Once they are educated and made aware of the schemes that have been drawn up for their benefit and also the redressal forum that is available, the benefit of various schemes, in true sense, will reach the common consumers of the country.

In this regard, the role of the District & State Level Officers in the Government working in the

field of consumer protection, voluntary consumer organizations, consumer activists, non-governmental organizations, educational institutions and media cannot be ignored.

The target audience consists of Consumer Organization, NGOs & District & State Level Officers in the Government working in the field of consumer protection to make them aware of Consumer Protection Activities of BIS so they can further inform the common Consumers and empower them subsequently.

- **Training of Consumer Organizations /NGOs to help them to conduct Public Awareness Campaigns and Student Awareness Programs on behalf of BIS**

BIS has launched a Scheme of Recognition of Consumer Organizations in order to protect the interests of common consumers and to create awareness so that the consumer organizations granted recognition under the Scheme can in turn reach the masses on behalf of BIS as its ambassadors, interacting with consumers in respect of consumer related activities of BIS and act as a means of communication between Bureau of Indian Standards and the common consumers. By joining hands with BIS, Recognized Consumer Organizations will help in enhancing the Consumer Protection and Consumer Awareness activities for effective stakeholder engagement.

The target audience consists of Consumer Organization, NGOs to facilitate them to conduct Public Awareness Campaigns and Student Awareness Programs on behalf of BIS.

NITS is organizing Training program for Consumer Organizations and NGOs to help them to conduct Public Awareness Campaigns and Student Awareness Programs on behalf of BIS and make them aware of the various schemes undertaken by BIS to benefit BIS stakeholders and empower the common consumer.

DURATION OF THE COURSE

Duration of the courses are half day or one day