

## **From Standards to Safety: Cultivating Quality Awareness among Youth**

An Awareness Program was successfully organized by the **Bureau of Indian Standards (BIS) Club of Government College Solan** on dated 25<sup>th</sup> February 2026 with the objective of promoting awareness about quality standards, consumer rights, and safe products among students.

The program was mentored by Dr Ramesh Kumar, Mentor of the BIS Club, who discussed in detail the various activities conducted by the BIS Club to spread awareness regarding the quality and standardization of products used in daily life. He elaborated on the practical use of the BIS Care App, highlighting how consumers can verify the quality and authenticity of water bottles, electronic gadgets, mobile phones, jewellery and many more available in the market. He further explained that by using the UHID number, consumers can easily check the purity of gold, empowering them to make informed purchasing decisions.

The Principal of the college, Dr Maneesha Kohli, addressed the students and encouraged them to become quality-conscious consumers. She motivated students to act as brand ambassadors of quality, spreading awareness in society about the importance of BIS-certified products and responsible consumer behavior.

The program witnessed the enthusiastic participation of 50 students, making the session interactive and impactful. Faculty member Prof. Jeena Gupta member of the BIS Club, also actively participated and contributed to the successful conduct of the program.

Overall, the awareness program proved to be highly informative and effective, instilling a sense of quality consciousness among students and reinforcing the role of BIS standards in ensuring safety, reliability, and consumer protection. The initiative aligned well with the goal of nurturing well-informed, responsible, and vigilant consumers for a quality-driven society.

### **Key Outcomes**

- **Digital Empowerment for Quality Verification:** Students gained practical proficiency in using the **BIS Care App**, enabling them to independently verify ISI marks and Hallmark authenticity for electronics, gadgets, and daily-use products.
- **Enhanced Consumer Protection Literacy:** Through the study of **HUID (Hallmark Unique Identification)** numbers, participants acquired the technical knowledge to verify gold purity, directly reducing their vulnerability to fraudulent market practices.
- **Promotion of Safety Standards:** The program successfully linked the concept of standardization to personal safety, educating youth on how BIS-certified products ensure reliability and prevent hazards associated with sub-standard goods.
- **Leadership in Community Advocacy:** By embracing the role of "**Brand Ambassadors of Quality**," students were empowered to disseminate information regarding consumer rights and responsible purchasing behavior within their local communities.

