



## **Introduction:**

**Date: 15-03-2024**

The Bureau of Indian Standards (BIS) organized an event to celebrating **World Consumer Rights Day** on **March 15, 2024**, at DoubleTree by Hilton, Ambli Road, Vikram Nagar, Ahmedabad, Gujarat. The event aimed to raise awareness about consumer rights and highlight the importance of quality standards in ensuring consumer protection.

The event commenced at 11:30 am with a warm welcome extended to all guests, who were provided with an overview of the event's objectives. Dignitaries were introduced and welcomed with warmth, and each received a memorandum. The event featured discussions, presentations, and interactions with eminent guests and speakers from prestigious organizations, government departments, industries, academia, and NGOs.

## **World Consumer Rights Day Celebration by Bureau of Indian Standards Program Highlights:**

- **Ajay Chandel, a scientist at the BIS Ahmedabad Branch Office**, served as the host of the program, guiding the proceedings throughout the day. **A focused discussion was held on the standards of threads and bags**, addressing issues related to quality, safety, and consumer protection.
- Vaishvi Shah and Aum Soni, 4th-semester students of LD College of Engineering, Ahmedabad, delivered a short presentation on BIS and Manak Mahotsav, highlighting the significance of standards and the annual festival celebrating quality.
- Professor Chandni Shah provided feedback and insights regarding the presentation, offering constructive criticism and commendations where applicable. A lunch session provided attendees with an opportunity for networking and informal discussions. Discussion on Standards Review: An interactive session was conducted to discuss potential changes or additions required in different standards developed by BIS, allowing stakeholders to provide valuable input and suggestions.

## **Summary:**

The World Consumer Rights Day celebration organized by BIS served as a platform for promoting consumer awareness and advocating for quality standards. The event facilitated meaningful discussions, presentations, and interactions among stakeholders from diverse backgrounds. Moving forward, the insights gained from the event will contribute to the ongoing efforts of BIS in ensuring consumer protection and promoting quality standards in India.

## **Attendees:**


- 1) Alkhaniya Shreya A
- 2) Alkhaniya Shruti A
- 3) Soni Aum A
- 4) Bairwa Prachi
- 5) Chavda Mahavir
- 6) Patel Dhruval
- 7) Jadon Tarun

## **Faculty Coordinator:**

Prof. Chandni Shah

## **Event Photograph**






**Bureau of Indian Standards**  
Ahmedabad

Celebrates  
**World Consumer Rights Day 2024**  
on  
**15 March 2024 (Friday)**  
From 10:00 a.m. to 5:30 p.m

**MANAK MAHOTSAV**  
@  
Double Tree by Hilton  
Ambli Road, Vikram Nagar, Ahmedabad Gujarat

Eminent guests and speakers from prestigious  
Organizations, Government Departments,  
Industries, Academia, NGOs will grace the occasion  
**You are cordially invited to join us in the  
celebration**








# Celebrating World Consumer Rights Day (Manak Mahotsa)

