

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO. 2815
TO BE ANSWERED ON 17.12.2025

CONSUMER AWARENESS AND “MANAK MAHOTSAV”

2815. SHRI PRAVEEN PATEL:
SHRI NALIN SOREN:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** be pleased to state:

- (a) the details of campaigns on consumer awareness and standardization conducted by Bureau of Indian Standards (BIS) during the last two years in the Country, State-wise including Jharkhand;
- (b) whether “Manak Mahotsav” and “Manak Manthan” programmes were organised in various states including Jharkhand;
- (c) if so, the objectives and results achieved under the said programmes;
- (d) whether the Government proposes to institutionalise these programmes on an annual basis to ensure wider reach; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L.VERMA)

(a) & (b) : Bureau of Indian Standards (BIS) has conducted a total of 482 Manak Manthan programmes with industry, academia, Government departments, consumer bodies, testing laboratories and other stakeholders over the last two years. In addition, more than 500 conferences, seminars and webinars have been organized on various standardization-related topics for the concerned stakeholders.

Further, several awareness programmes and initiatives related to standardization have been undertaken under the BIS–MoU Partner Institute framework during the last two years, including the following:

- (i) Ten Annual conventions with BIS Standardization Chairs and Nodal Faculties.
- (ii) Six BIS Start-Ups Meets in collaboration with leading start-up incubators of institutions.
- (iii) 451 Technical sessions on standardization by BIS officers for students.
- (iv) Two Faculty Development Programmes (FDPs) for capacity building of faculty in standardization.
- (v) Integration of the Basic Module on Standardization in the engineering curriculum of 25 institutes.
- (vi) Exposure visits to leading manufacturers and laboratories for students and faculty.
- (vii) Monthly quizzes on standardization and related themes for students.

BIS has conducted 915 Consumer Awareness Programmes and 04 Quality Connect campaigns in last two years. State-wise details of Consumer Awareness Programmes and Quality Connect campaigns are attached as **Annex- I** and **Annex- II**. 13 Manak Manthan, 03 Manak Mahotsav and 12 Consumer Awareness Programme were Organised in Jharkhand in last two years.

(c) to (e) : Manak Mahotsav is an initiative which encompasses a range of structured activities such as seminars, exhibitions, Quality Connect Campaigns, stakeholder interactions, outreach programmes, quality runs/walks, standards carnivals and conclaves. These activities are designed to raise awareness, promote active participation from industry, academia as well as consumers and strengthen a nationwide culture of quality.

Manak Manthans are being organized monthly by various Branch Offices of BIS. Manak Mahotsav are being organized twice a year by various Branch Offices of BIS. In the last two years, 102 Manak Mahotsav programmes have been conducted by BIS Branch Offices.

ANNEXURE-I REFERRED TO IN REPLY TO PART (A) OF LOK SABHA UNSTARRED QUESTION NO. 2815 DUE FOR ANSWER ON 17/12/2025 REGARDING CONSUMER AWARENESS AND “MANAK MAHOTSAV”.

State/Union Territory-wise Number of Consumer awareness programmes held during the last two years.

S. NO.	States/UT(s)	FY 23-24	FY 24-25
		Consumer Awareness Programs	
1	Andhra Pradesh	3	2
2	Arunachal Pradesh	0	0
3	Assam	6	5
4	Bihar	1	1
5	Chhattisgarh	5	12
6	Goa	0	1
7	Gujarat	115	130
8	Haryana	70	21
9	Himachal Pradesh	6	4
10	Jharkhand	2	10
11	Karnataka	0	4
12	Kerala	8	9
13	Madhya Pradesh	24	12
14	Maharashtra	29	30
15	Manipur	0	0
16	Meghalaya	1	4
17	Mizoram	0	0
18	Nagaland	0	0
19	Odisha	11	15
20	Punjab	14	36
21	Rajasthan	20	15
22	Sikkim	1	1
23	Tamil Nadu	17	33
24	Telangana	9	11
25	Tripura	0	6
26	Uttar Pradesh	21	77
27	Uttarakhand	8	10
28	West Bengal	5	24
29	Andaman and Nicobar Islands	0	0
30	Chandigarh	4	3
31	Dadra and Nagar Haveli and Daman and Diu	0	0
32	Delhi	19	27
33	Jammu and Kashmir	2	10
34	Ladakh	0	0
35	Lakshadweep	0	0
36	Puducherry	0	1
	Total	401	514

ANNEXURE-II

ANNEXURE-II REFERRED TO IN REPLY TO PART (A) OF LOK SABHA UNSTARRED QUESTION NO. 2815 DUE FOR ANSWER ON 17/12/2025 REGARDING CONSUMER AWARENESS AND “MANAK MAHOTSAV”.

Number of Quality connect campaigns held during the last two years.

Year	2023-24	2024-25
Quality connect campaign	02	02
