

## Action Research Report

1.	<b>Action Research Project No.</b> (as assigned by PRTD)	AR-0125
2.	<b>Title of the Action Research Project</b>	Evaluation of efficiency and effectiveness of publicity campaign strategy of Compulsory Registration Scheme (CRS)
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5.	<b>Deptt./BO/RO &amp; Place of Posting</b>	Registration deptt, HQ
6.	<b>Date of Approval of the Project</b>	27.11.2021
7.	<b>Objective of the Project</b>	Pls see Annexure
8.	<b>Report of Action Research Activities</b>	Pls see Annexure
9.	<b>Conclusion &amp; Recommendations</b>	Pls see Annexure
10.	<b>Any other relevant information</b>	NIL



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## Annexures

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## **Introduction**

BIS is the National Standard Body of India established under the BIS Act 2016 for the harmonious development of the activities of standardization, marking and quality certification of goods. BIS has been providing tangible benefits to the national economy in a number of ways – providing safe reliable quality goods; minimizing health hazards to consumers; promoting exports and imports substitute; control over proliferation of varieties etc. through standardization, certification and testing.

BIS has launched various certification schemes since its inception such as Product certification, Compulsory Registration Scheme, Hallmarking, Foreign Manufacturer Certification Scheme, Management System Certification etc.

Ministry of Electronics & Information Technology (MeitY) (erstwhile DeitY) had notified "Electronics and Information Technology Goods (Requirement for Compulsory Registration) Order, 2012" on 03 October 2012 for fifteen categories of electronics items. Since then, many product categories have been added to the above order from time to time.

Ministry of New and Renewable Energy(MNRE) had notified five products under Solar Photovoltaics, Systems, Devices and Components Goods (Requirements for Compulsory Registration) Order, 2017 dated 05 September 2017.

As per the above mentioned orders, no person shall manufacture or store for sale, import, sell or distribute goods which do not conform to the Indian standard specified in the order and do not bear the Standard Mark with unique registration number obtained from BIS.

Bureau of Indian Standards grants licences to the manufacturers to use or apply Standard Mark with unique R-number, through registration based on self-declaration of conformity for goods and articles as per Indian Standards. The grant of licence and its operation under Compulsory Registration Scheme are carried out as per the conformity assessment scheme under Scheme - II of Schedule - II of BIS (Conformity Assessment) Regulations, 2018.

To increase awareness about its various schemes, BIS puts considerable efforts every year in the form of advertisements, consumer awareness programs, seminars, workshops etc.

This project assessed the result of such efforts by understanding awareness of Compulsory Registration Scheme (CRS) all over the country region-wise. Further, it also analysed if there exist a gap between the efforts put by BIS in promoting and creating awareness about its various schemes and the outcome achieved.

Data was be collected through questionnaire. Target audience for data collection was a sample of people from all over the country.

## Review of Literature

There have not been any study conducted on the evaluation of efficiency and effectiveness of publicity campaign strategy of different BIS schemes. Hence, not much literature was available on this topic.

## Need for the study

There has not been any study on various Information, Education and Communication activities of BIS. These activities can be restructured to take benefit of the modern electronic platform.


## Methods & Materials, Data, Details of Field Visits for studies & research

Primary method of data collection for this project was through questionnaire. Secondary data collection was done through BIS portal.

Collected data was tabulated & analysed with the help of statistical tools like average, percentage etc. Trends appearing in the data were analysed.

Following Qs were part of the questionnaire:

Questions	Answers
Do you know about work done by BIS under its Compulsory Registration Scheme (CRS)?	<ul style="list-style-type: none"><li><input type="radio"/> Yes</li><li><input type="radio"/> No</li></ul>
What do you understand by CRS scheme of BIS?	<ul style="list-style-type: none"><li><input type="radio"/> It is voluntary scheme for importers only</li><li><input type="radio"/> It is a compulsory scheme but importers can seek relaxation from BIS</li><li><input type="radio"/> It is a compulsory scheme required for notified Electronic, IT and solar products</li><li><input type="radio"/> Don't know</li></ul>
BIS is responsible for giving which of the following licenses/certifications?	<ul style="list-style-type: none"><li><input type="radio"/> CRS Registration</li><li><input type="radio"/> Hallmark License</li><li><input type="radio"/> Star Labelling</li><li><input type="radio"/> 1 &amp; 2 only</li><li><input type="radio"/> 1,2 &amp; 3</li></ul>
Which of the following products are covered under CRS scheme?	<ul style="list-style-type: none"><li><input type="radio"/> Mobile phone</li><li><input type="radio"/> LED/LCD TV</li><li><input type="radio"/> Mobile charger</li></ul>

	<input type="radio"/> All of the above
Do you check for standard mark while buying a product?	<input type="radio"/> Yes <input type="radio"/> No
Have you ever used BIS android mobile app to verify license details?	<input type="radio"/> Yes <input type="radio"/> No
Which scheme is the attached symbol related to?  	<input type="radio"/> Hallmarking <input type="radio"/> Product certification (ISI Scheme) <input type="radio"/> CRS Scheme <input type="radio"/> Management System Certification Scheme
Who is responsible to take Registration for the products covered under CRS scheme?	<input type="radio"/> Consumer <input type="radio"/> Importers <input type="radio"/> Indian Manufacturers only <input type="radio"/> All Manufacturers irrespective of their factory location <input type="radio"/> Don't know
Why CRS registration is required?	<input type="radio"/> To control product market price <input type="radio"/> To ensure products is safe to use and will not cause any damage <input type="radio"/> To help factory premises to get some benefits under government schemes <input type="radio"/> All of the above
If product is already certified as per international standards then does it still requires BIS license to sell the product in India?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Don't know
A manufacturer is having two factories at different locations for manufacturing of	<input type="radio"/> Only one license in factory name is enough. <input type="radio"/> Separate license is required for each location of factory

same product. Does this manufacturer need only one license for both locations or not?	<ul style="list-style-type: none"> <li>○ Don't know</li> </ul>
Are Indian Standards available for public use?	<ul style="list-style-type: none"> <li>○ All BIS standards are only available to BIS license holders</li> <li>○ All BIS standards are available on payment basis and can be viewed online</li> <li>○ All BIS standards under mandatory certification are free for public viewing</li> <li>○ Don't know</li> </ul>
Does BIS conduct any inspection in manufacturing plant before grant of license under CRS scheme?	<ul style="list-style-type: none"> <li>○ No, there is no such inspection conducted by BIS</li> <li>○ Yes, BIS conducts inspection</li> <li>○ Don't know</li> </ul>
How to file complaint against misuse of BIS standard mark?	<ul style="list-style-type: none"> <li>○ E-mail</li> <li>○ BIS website</li> <li>○ Mobile app</li> <li>○ All of the above</li> </ul>
Which medium do you think will increase awareness about BIS and its scheme the most?	<ul style="list-style-type: none"> <li>○ Newspaper advertisements</li> <li>○ TV advertisements</li> <li>○ Online advertisements</li> <li>○ Social Media (Facebook/Instagram/Twitter etc)</li> </ul>
Do you have any suggestions to improve awareness about BIS and its schemes?	<ul style="list-style-type: none"> <li>○ Descriptive suggestions</li> </ul>

## Results & Analysis

### Age wise details of survey

Age	Percentage
15-25 years	20%
25-35 years	25%
35+ years	55%

### Profession-wise details of survey

Profession	Percentage
Engineers	25%
Government officials	22%
Others	53%

The questions asked have been analysed as follows:

Do you know about work done by BIS under its Compulsory Registration Scheme (CRS)?	<ul style="list-style-type: none"><li>○ Yes – 66%</li><li>○ No – 34%</li></ul>
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About 2/3<sup>rd</sup> of the participants know about CRS scheme but still 1/3<sup>rd</sup> of the participants are not acquainted with it. This is of major concern as study is confined to selected group of people. Efforts need to be made to publicize and increase awareness about the scheme.

What do you understand by CRS scheme of BIS?	<ul style="list-style-type: none"><li>○ It is a compulsory scheme required for notified Electronic, IT and solar products – 75%</li><li>○ Don't know – 25%</li></ul>
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About 3/4<sup>th</sup> of the participants have some idea about CRS scheme while 1/4<sup>th</sup> of the participants have no idea about it.

Do you check for standard mark while buying a product?	<input type="radio"/> Yes – 76% <input type="radio"/> No – 24%
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About 3/4<sup>th</sup> of the participants check for standard mark while buying a product while 1/4<sup>th</sup> of the participants do not do it.

Have you ever used BIS android mobile app to verify license details?	<input type="radio"/> Yes – 33% <input type="radio"/> No – 67%
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1/3<sup>rd</sup> of the participants are aware about BIS android mobile app while 2/3<sup>rd</sup> of the participants are not aware of it. Efforts need to be made to publicize the app.

Which scheme is the attached symbol related to?  	<input type="radio"/> Hallmarking – 15% <input type="radio"/> Product certification (ISI Scheme) – 36% <input type="radio"/> CRS Scheme – 46% <input type="radio"/> Management System Certification Scheme – 3%
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More than 50% of the participants are unaware about the standard mark used in CRS.

Who is responsible to take Registration for the products covered under CRS scheme?	<input type="radio"/> Consumer – 0% <input type="radio"/> Importers – 3% <input type="radio"/> Indian Manufacturers only – 9% <input type="radio"/> All Manufacturers irrespective of their factory location – 67% <input type="radio"/> Don't know – 21%
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About 1/3<sup>rd</sup> of the participants do not know who is responsible for taking CRS Registration

Why CRS registration is required?	<input type="radio"/> To control product market price – 0% <input type="radio"/> To ensure products is safe to use and will not cause any damage – 40%
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	<ul style="list-style-type: none"> <li>○ To help factory premises to get some benefits under government schemes – 0%</li> <li>○ All of the above – 60%</li> </ul>
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About 3/5<sup>th</sup> of the participants do not know why CRS registration is required

If product is already certified as per international standards then does it still requires BIS license to sell the product in India?	<ul style="list-style-type: none"> <li>○ Yes – 64%</li> <li>○ No – 10%</li> <li>○ Don't know - 26%</li> </ul>
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About 1/3<sup>rd</sup> of the participants do not know about this detail about CRS licensing.

A manufacturer is having two factories at different locations for manufacturing of same product. Does this manufacturer need only one license for both locations or not?	<ul style="list-style-type: none"> <li>○ Only one license in factory name is enough. – 15%</li> <li>○ Separate license is required for each location – 61%</li> <li>○ Don't know – 24%</li> </ul>
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About 2/5<sup>th</sup> of the participants are not familiar with the licensing procedure.

Are Indian Standards available for public use?	<ul style="list-style-type: none"> <li>○ All BIS standards are only available to BIS license holders – 0%</li> <li>○ All BIS standards are available on payment basis and can be viewed online – 32%</li> <li>○ All BIS standards under mandatory certification are free for public viewing – 36%</li> <li>○ Don't know – 32%</li> </ul>
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About 2/3<sup>rd</sup> of the participants are not familiar that BIS standards which are under mandatory certification are free for public viewing

Does BIS conduct any inspection in manufacturing plant before grant of license under CRS scheme?	<ul style="list-style-type: none"> <li>○ No, there is no such inspection conducted by BIS – 30%</li> <li>○ Yes, BIS conducts inspection – 45%</li> <li>○ Don't know – 25%</li> </ul>
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About 3/4<sup>th</sup> of the participants are not familiar whether inspections are carried out or not under CRS scheme

How to file complaint against misuse of BIS standard mark?	<ul style="list-style-type: none"><li>○ E-mail – 10%</li><li>○ BIS website – 10%</li><li>○ Mobile app – 0%</li><li>○ All of the above – 80%</li></ul>
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It seems that people are well-versed with the procedure to file a complaint.

Which medium do you think will increase awareness about BIS and its scheme the most?	<ul style="list-style-type: none"><li>○ Newspaper advertisements – 3%</li><li>○ TV advertisements – 21%</li><li>○ Online advertisements – 31%</li><li>○ Social Media – 45%</li></ul>
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Majority of people believe that increased online advertisements and presence in social media will result in greater awareness about BIS and its scheme while less preference is given to Newspaper & TV advertisements.

## **Summary and Conclusions**

From interpretation of data, it is evident that majority of public is not familiar with overall working of CRS. 24% of the participants do not check for standard mark while buying products. This is disappointing since even after many years of functioning of BIS, people are still not familiar with standard mark and its obligation for quality of products. 67% of the participants did not use BIS mobile app to verify license details. This shows that misuse of BIS license cannot be easily exposed due to non-participation from the consumer.

Information, Education & Communication (abbreviated as IEC) is a strategy to spread awareness through communication channels to a target audience to achieve desired result. IEC material includes poster, flyers, leaflets, brochure, booklets, TV advertisement, online advertisement etc.

Careful planning & orientation is needed to develop IEC material to spread awareness. Those involved in the process should have knowledge of the issues that are of utmost importance to the target users. Attention needs to be given to language, social norms & depiction of information.

## **Recommendations**

The IEC activities done by BIS needs to be strengthened. It is revealed from the survey that social media is the most effective way of increasing awareness about BIS and its schemes. Least emphasis is given on advertisement in newspapers. The PR department in BIS needs to be restructured and reoriented so as to address the following:

- More awareness workshops should be organized
- More advertisement should be given on social media
- BIS should consider appointing a brand ambassador depending on the budget similar to the marketing strategies followed by various other companies.
- Prime Minister's Mann Ki Baat program has a wide audience. Recently, the Prime Minister had talked about quality and standardization topics on the program such as self-reliance, manufacturing and quality checks on toys. BIS may request the ministry to use this platform as a tool to inform general consumers about BIS and consumer rights.
- Awareness should be increased through grassroot level programs such as poster, flyers, leaflets, pamphlet distribution brochure distribution, organizing camp programs with the help of representatives who have good sales experience etc.
- BIS should not follow 'one-size-fits-all strategy' for advertisements. Rather, specific areas should be targeted. For example, each city has some markets famous for selling spurious products. Targeted advertisements should be done in such markets to increase consumer awareness so that they check and report spurious products to BIS.

## **DECLARATION OF ORIGINAL WORK**

I, Mohit Prabhat, Employee No 65846 hereby declare that the Action Research Project titled “Evaluation of efficiency and effectiveness of publicity campaign strategy of different BIS schemes” is the original research work done by me. I have not copied from any other Action Research Project or any other work of similar nature and topic done by any person/institution/body either published or yet to be published. Data and information from other sources, used if any, have been with prior permission, wherever required and is duly acknowledged appropriately in the project report submitted by me. This declaration is made on the 12 day of July 2021.



**Mohit Prabhat**