



महानिदेशक
ऊर्जा कार्यकुशलता ब्यूरो
भारत सरकार
विद्युत मंत्रालय

Director General
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Government of India
Ministry of Power
New Delhi-110066

MESSAGE

Ministry of Power and Bureau of Energy efficiency, through various policies and voluntary initiatives have taken up programmes to promote efficient use of energy. These initiatives need to be further supported with a campaign, which would not only create awareness among the masses on the importance of saving energy but also help in reaping the benefits through simple house keeping measures and techniques.

Ministry of Power with the support of Bureau of Energy Efficiency has undertaken yearlong activities under National Campaign on Energy Conservation 2005 to promote energy efficiency in the country. Hon'ble Prime Minister, Dr. Manmohan Singh on National Energy Conservation Day, 2004, launched the Campaign.

Emphasis was placed in the National Campaign on Energy Conservation 2005 for active involvement of the children and the youth thereby forming the energy saving as a habit from childhood. The campaign received an overwhelming response as more than 50 industrial and commercial units participated. Capacity Building on energy conservation of 2700 energy professionals was achieved, opportunity was provided to 8400 students to visit the industry to make them aware about the energy conservation practices; 44 Industrial units and hotels have declared their Energy Policies bringing in the top management commitment on energy conservation related activities and programmes; and 3,43,000 students participated in the school level painting competition on energy conservation.

The overwhelming participation by the public- private sector in the National Campaign is a very encouraging sign which makes all of us proud. I thank all the contributors and encourage others to join into a long journey towards a society that values energy modesty, efficiency and conservation as high as it values life.

(V.S.Verma)
Director General