



महानिदेशक
कार्यकुशलता ब्यूरो
भारत सरकार,
विद्युत मंत्रालय, नई दिल्ली-110066
Director General
Bureau of Energy Efficiency
Government of India
Ministry of Power, New Delhi-110066

FORWARD

The National Campaign on Energy Conservation was launched by the Hon'ble Prime Minister in November 2004, and has since played an important role in creating awareness about the potential for, and scope of energy conservation in the country.

The Campaign is a voluntary partnership between the Ministry of Power and the Bureau of Energy Efficiency on the one hand, and industrial establishments and educational institutions on the other. The latter, are spread out through the length and breadth of the country and reach out to communities in their neighbourhood – school, civic organization, and NGOs - to provide them with information on energy conservation opportunities. Many industrial establishments have also invited these groups, especially school children, to visit their facilities, and to experience, at first hand, the efforts of industries to manage energy use.

In 2006, 75 industries and educational institutions participated as our partners in the National Campaign. Together, they organized a total of 270 events and reached out to over 19000 people.

This has been a wonderful effort - and we all have gained through the interaction. I thank all our partners for their participation and their commitment, and commend them for delivering more than the commitments that were made when the National Campaign was launched in November, 2005.

We look forward to continuing to work with our partners in the National Campaign 2007, and to reach out to an even larger number of people. We also invite other industrial and educational institutions to join us in this National Campaign so that it can become broader, and more effective.

(Ajay Mathur)
Director General