



INTRODUCTION

Energy is the lifeline to prosperity and growth of infrastructural development in any country. The energy thus would need to be ensured for its availability on sustainable basis. The demand of energy is growing at a very fast rate and the energy sources are becoming scarce and costlier day by day. In the power sector alone, we need to add over 100,000 MW of additional generating capacity in Xth & XIth Plans to meet the power on demand by 2012. This would necessitate mobilization of nearly Rs.8000 million investments by the year 2011-12 which is a very daunting challenge before the country.

Among the various strategies to be evolved for meeting energy demand, efficient use of energy and its conservation is by far the least cost option. The steps to create sustainable energy system begin with the optimal use of resources. Energy efficiency improvement is the mantra that leads to achieving sustainable energy systems.

In a scenario, where India faces peak power and energy shortages of the order of 8–10%, meets 70% of the petroleum products demand through imports, conservation and energy efficiency measures will play a central role.

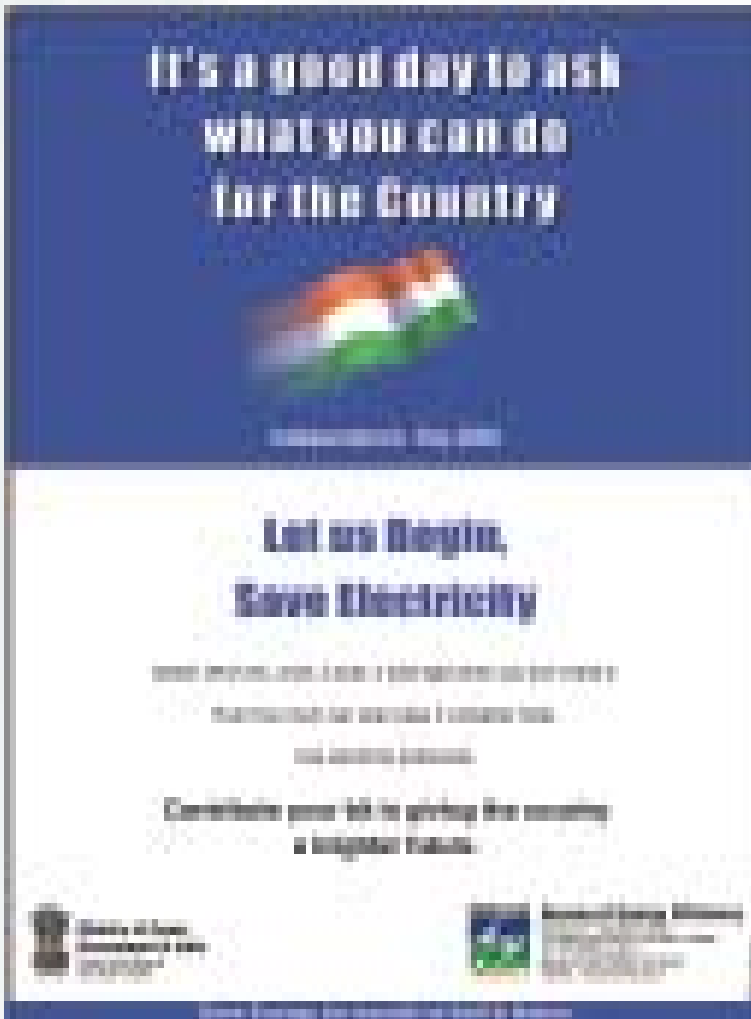
The Electricity Act, 2003 and the Energy Conservation Act, 2001 are the Government's major Legislative initiatives towards creating an enabling framework for a sustainable and more efficient future management of our primary and secondary energy resources.



Government of India has accorded high priority to the Energy Efficiency and Energy Conservations measures and launched the Campaign on Energy Conservations in 2004. In order to maintain the momentum of energy conservation campaign and to make all the energy users to realize their potential role in promoting energy conservation in the country, Ministry of Power and Bureau of Energy efficiency have decided to continue the National Campaign on Energy Conservation, which was launched last year. The main goal of the campaign is to reduce energy costs by reducing demand for energy and help individual citizen to make small behavior changes that collectively will make a big difference.

Communication Strategies for the National Campaign 2006

In order to enable the programme of National Campaign 2006 for Energy Conservation a great success, it would be prudent to chalk out the appropriate strategy to interact with various target groups. Selective media are planned to be utilized to reach people all over the country rapidly and effectively. Combined communication strategies will be applied to effectively penetrate specific target groups, which have proved to be highly successful in many projects.



Various media channels of public relations are also planned to be utilized to disseminate persuasive presentation with a view to creating energy conservation consciousness. The target groups are being pursued to cooperate and participate, on a voluntary basis. The campaign messages will focus on energy saving concepts and methods that are practicable in daily activities of the target groups. In addition, campaign messages will highlight the impact on the economy and the environment degradation caused by improper and inefficient use of energy.

Certain long-term activities such as organizing of Sectoral meets are planned to keep the momentum of the industrial and commercial sector awareness on energy conservation. Energy conservation approaches through effective resources utilization are also planned.

The National Campaign on Energy Conservation 2006 includes initiatives that will address use of energy in households, schools, colleges, agriculture, commercial and industrial sectors. The objective of the campaign is to reduce energy costs by reducing de-

demand for electricity as well as increasing efficiency of electricity generation. This campaign has tremendous potential to help the nation to reduce its energy consumption over the long term

The energy conservation awareness campaign would prove to be the torch bearer of energy conservation movement in India.

We must use energy efficiently, optimally, and with due care to avoid wastages. While the government has taken large number of initiatives of action to support energy conservation, there is a need to generate greater awareness, acceptance and actions by consumers in all categories, be it industrial, agricultural, domestic commercial or others.

STRATEGIES FOR THE TARGETED SECTORS

1. Industrial Sector



Nearly 50% of the total conventional energy available is consumed in the Indian industries. The large and medium scale industries have taken up many programmes in past to conserve energy. To maintain the tempo, the current awareness programme will focus on this sector through the organisation of sector specific workshops on energy conservation. The focus sector in this year campaign will be cement, pulp & paper, aluminium, petrochemical and refineries. The workshops and conferences will bring together people from across the country who are committed to helping the nation develop a long-term, sustainable energy direction.

The Bureau of Energy Efficiency plans to undertake life long learning programme on energy conservation for certified energy managers and energy auditors. A large number of industrial units have also come forward to participate in the national campaign and organize various activities and programmes to create awareness among their employees. Bureau of Energy Efficiency (BEE) plans to request the top Management of Industry to declare their Energy Management Policy.

Already 44 industries and commercial establishments have declared their energy management policies, during the campaign 2005. This has already given a much-required momentum to energy efficiency improvements drive in the industry. Bureau of Energy Efficiency (BEE) coordinates all the planned awareness campaign activities for this sector.

2. Commercial Sector

The issue in this sector can be addressed effectively through print media by insertions on tips to save electricity. Organizing of workshops, and symposiums, demonstration of energy efficient lighting system in the Trade Fairs, etc. does contribute in achieving the objective in effective manner. Bureau of Energy Efficiency has the primary responsibility of creating the awareness through print & electronic media in this sector.



Commercial buildings owners will be requested to undertake awareness creation programmes for their employees. The newly introduced energy conservation award scheme for Commercial and Government buildings will be expended to include shopping malls and offices as well, in the modified EC Award scheme.

3. Domestic Sector

Domestic Sector being in the category of unorganized sector, it requires a mix of strategies for a sustainable energy conservation awareness campaign. The Bureau of Energy Efficiency will be releasing insertions on regular basis on 'simple trips' on how to save electricity in the lighting, refrigerators, air-conditioners and other electrical appliances.



Bureau also plans to launch Voluntary Labeling Scheme, to start with, on refrigerators and fluorescent tube lights. This would provide and facilitate the consumers to make an informed choice of the various consumer goods.



A large number of industrial units have also taken initiatives and come forward to create awareness amongst the residents of their townships and neighborhood areas through organizing various energy conservation programmes, posters, quiz and slogan competitions and other such activities.

4. Agricultural Sector

Regular insertions would be made by the Bureau of Energy Efficiency in the print media on simple tips to save energy in the electricity and diesel operated agricultural pump sets. Further, manufactures of these pump sets are being involved in demonstrating the improved energy efficiencies in the modern designs of agricultural pumps in various Trade Fairs, seminars, workshops etc. as well as local Fairs. Some of the industrial units have already committed to organize awareness programme for the farmers and villagers.



5. Educational Institutes

In the campaign, organized this year thrust is placed on the messages that can stimulate active involvement of the young to attitudinal changes in regard the energy saving habits since their childhood. **The objective is to** make energy saving practices as part of their involuntary actions of their daily life. The effort is also intended to



expand the campaign impacts by involving the school children so as to spread the energy conservation messages through their friends, parents and other relatives.

The major activity, which is planned to be undertaken in this regard, is the continuation of 'Painting Competition on Energy Conservation' for the children at School, State / UT and National Level. The continuation of this activity will not only make aware the children about the need of conserving energy, but at the same time, would necessarily educate and involve their parents in the above cause. The identified activity is one of the measures, which can help in creating awareness in the domestic sector. The

painting competition also aims to motivate the children towards energy conservation and offer them a chance to explore their creativity and in turn help the nation in saving energy.
