

Save to Survive

An awareness campaign on energy efficient products

Stakeholders' Consultation Hotel Jaipur Palace, October 24, 2011

Introduction

CUTS Centre for Consumer Action, Research & Training (CUTS CART) organised the Stakeholders' Consultation under the project 'Save to Survive' – an awareness campaign on energy efficient products, for mobilising the key stakeholders in Jaipur city, which includes government officials from Rajasthan Electricity Regulation Commission (RERC), Rajasthan Renewable Energy Corporation (RREC) & Jaipur Discom. Participants from various CSOs, media persons, consumers attended the consultation at Hotel Jaipur Palace, Jaipur, on October 24, 2011.

Objective

The objective of the workshop was to disseminate the message at the wider level and also to explore possibilities for collectively formulating strategies for energy efficient future.

Participation

More than 70 participants, including officials from concerned government departments, CSOs, consumer organisations, institutions, students from Rajasthan University and media persons participated in the meeting.

Proceedings

Inaugural Session

The meeting started with the screening of documentary film, 'Bhoomi' and energy saving short messages, which provided an idea about the issue to the participants.

The inaugural session began with the warm welcome of dignified guests and participating stakeholders by **George Cheriyan**, Director, CUTS. In his opening remarks, Cheriyan provided a brief introduction about the campaign. He stated that energy is the major pillar of the development and economic growth of India and this pillar does not have sustainable sources. It is highly dependent on fossil fuels, which are very limited. He added that energy consumption will be doubled by 2020 and only way to meet out the situation is the demand side management.



Amarjeet Singh, CUTS CART presented the key points of the project. He briefed about the objectives of the programme, funding and partnership. He talked about the scenario of energy sector in present time. **Amar Deep Singh**, CUTS CART presented the project details. He briefed about the project activities conducted under the project, i.e. launch programme, street plays at different places of Jaipur city, signature campaigns, in-house workshops etc. He also shared his experiences during the activities.



R.C Sharma, Joint Secretary, Rajasthan Electricity Regulation Commission (RERC) as a chief guest delivered the inaugural address and emphasised upon the importance of saving each unit of electricity. He added that a strict discipline should be maintained for saving energy. He also announced the availability of funds with RERC Information,

Education and Communication (IEC) as consumer awareness is a very effective measure for saving energy. Sharma appreciated CUTS for its focus on such an important issue. He assured cooperation and support for further dissemination of information.

Sumit Mathur, Project Manager, RREC shed light on the initiatives of the government for conserving energy and promoting maximum use of renewable energy to meet out energy shortage. He also informed about new provisions of reduced tariff for consumers who use solar energy for heating purposes and also informed about the subsidy available for urban consumers for installing solar appliances.



S K Rajput, Executive Engineer, Jaipur Vidyut Vitran Nigam Ltd (JVNL), in his introductory remark said that one unit of saving electricity is equivalent to two units of generating electricity as half of the energy goes waste in transmission. He also suggested that all road lights and lighting system at public places should be replaced with solar panels

so that wastage of electricity could be controlled. He also added that industry by-products could also be utilised.

Open Discussion

An open discussion session was held, in which participants shared their experiences, raised queries and came up with certain suggestions. Some of the major points of discussion and thoughts of participants are mentioned below:



1. Solar heating panels should be installed at hotels for the use of hot water, in place of traditional water heaters.
2. There should be less use of personal vehicle; traveling through public transport and sharing should be encouraged.
3. One should walk or use bi-cycle for the places nearby.
4. Government should give subsidy on solar products and proper marketing should be there so that they could easily be accessible to people. It is also recommended that after sale service facilities should also be made available.
5. Proper training for the maintenance of products running on renewable sources of energy should be given to people living in rural areas so that a source of employment could be generated.

