

WORLD CONSUMER RIGHTS DAY (WCRD) 2023

Empowering Consumers Through Clean Energy Transitions

14 March 2023



Event Report



Background

World Consumer Rights Day is celebrated on March 15 to raise global awareness about consumer rights and needs. The day has been chosen since it was on March 15, 1962, when US President “**John F Kennedy**” made a historic speech to the US Congress upholding Consumer Rights. The international consumer movement now marks March 15 every year to raise global awareness about consumer rights.

Launched in 1983, World Consumer Rights Day is coordinated by Consumers International and recognised worldwide. Celebrating the day is a chance to demand that the rights of all consumers are respected and protected. It is a global movement to raise awareness and drive meaningful and long-lasting change on pressing challenges consumers face worldwide. The theme of World Consumer Rights Day for the year 2023 is “**Empowering Consumers through Clean Energy Transformation**”.

Proceedings

This year, World Consumer Rights Day was celebrated on March 14, 2023, as it was clubbed with an event, ‘Stakeholder’s Consultation on Promoting Sustainable Consumption and Production’, which was organised as part of an annual event under the ongoing project ProScop.

In the evening, **Deepak Saxena**, Associate Director of CUTS, welcomed all the participants and provided a brief overview of 'World Consumer Rights Day'. Saxena informed the participants that this day is celebrated every year on March 15 under the consumer movement. Its main objective is to create global awareness about consumer rights, consumer protection and empowerment. Consumers International is proud and privileged to coordinate this day in global collaboration with 200 consumer advocacy members in over 100 countries. Saxena said that the day is symbolic for consumers, which reminds them to use their consumer rights and responsibilities. He said that understanding the seller and consumer relationship concept has existed since ancient times, as mentioned in Kautilya’s Arthashastra. But the famous speech of John F Kennedy on March 15 paved the way to start the modern consumer movement. Saxena further stated that Consumer International is an apex organisation of the modern consumer movement and it decides the theme for every year. This year’s theme of 'World Consumer Rights Day', 2023, is 'Empowering Consumers through Clean Energy Transition'.



Akash Sharma, Policy Analyst, CUTS, highlighted the importance of clean energy to the participants. Sharma said that there is a great need for clean energy in today's time. Day by day the consumption of energy is increasing in every sector. Our environment is getting polluted by various sources of energy production. Also, climate change is happening.

Sharma also said that most economies today are facing a deepening energy crisis globally, which is having an untold impact on vulnerable consumers in particular. Global energy prices have already increased by 50 percent by the end of 2022 and this increase is expected to remain high in 2023. With energy prices rising, consumers everywhere are radically changing their lifestyles to meet essential needs. In a recent insight survey among Consumer International members, more than 80 percent reported that consumers are adjusting their budgets to pay for their energy bills.

Increasing consumer access to affordable, reliable, sustainable and modern energy will play a major role in preventing catastrophic climate change. This shift in consumption is now recognised and could potentially help reduce greenhouse gas emissions by 40-70 percent in the future.

It is necessary to empower consumers through the transition to clean energy. Consumer access to clean energy can be increased through a number of methods. He explained to the participants through a presentation. The first of which is a clean house, which is the minimum energy consumption in day-to-day household activities. Second, use public transport as the means of transport with proper use of electric vehicles. Third, more and more clean energy should be used, which includes the use of alternate energy, installation of microgrids, etc. Through the above methods, consumers can contribute to environmental protection by being empowered towards clean energy.

Dharmendra Chaturvedi, Programme Officer, CUTS, gave a vote of thanks to all the participants and advised them to spread the message to all the consumers for efficient use of clean energy and promote it for a sustainable future. Total of 65 participants participated in the event, including rural and urban consumers, along with different officials from civil society organisations, government officials and other stakeholders.



विश्व उपभोक्ता अधिकार दिवस (WCRD), 2023

‘स्वच्छ ऊर्जा परिवर्तन के माध्यम से उपभोक्ताओं को सशक्त बनाना’

हर साल 15 मार्च को उपभोक्ता आंदोलन के तहत **‘विश्व उपभोक्ता अधिकार दिवस’ (WCRD)** मनाया जाता है, इसका मुख्य उद्देश्य उपभोक्ता अधिकारों, उपभोक्ता संरक्षण और सशक्तिकरण के बारे में वैश्विक जागरूकता बढ़ाना है। कंज्यूमर्स इंटरनेशनल को 100 से अधिक देशों में 200 कंज्यूमर एडवोकेसी सदस्यों के साथ वैश्विक सहयोग से इस दिन का समन्वय करने पर गर्व और विशेषाधिकार प्राप्त है। ‘विश्व उपभोक्ता अधिकार दिवस’, 2023 का विषय— **‘स्वच्छ ऊर्जा परिवर्तन के माध्यम से उपभोक्ताओं को सशक्त बनाना’** है।

अधिकांश अर्थव्यवस्थाएं विश्व स्तर पर गहरे होते जा रहे ऊर्जा संकट का सामना कर रही हैं, जिसका कमजोर उपभोक्ताओं पर विशेष रूप से अनकहा प्रभाव पड़ रहा है। 2022 के अंत तक वैश्विक ऊर्जा की कीमतों में 50 प्रतिशत की वृद्धि हो चुकी है और 2023 में यह वृद्धि उच्च स्तर पर रहने की संभावना है। ऊर्जा की कीमतों में वृद्धि के साथ, हर जगह उपभोक्ता आवश्यक जरूरतों को पूरा करने के लिए अपनी जीवन शैली को मौलिक रूप से बदल रहे हैं। हाल ही में, कंज्यूमर इंटरनेशनल सदस्यों के मध्य एक अंतर्दृष्टि सर्वेक्षण में 80 प्रतिशत से अधिक ने बताया कि उपभोक्ता अपने ऊर्जा बिलों का भुगतान करने के लिए अपने बजट को समायोजित कर रहे हैं।

सस्ती, भरोसेमंद, टिकाऊ और आधुनिक ऊर्जा तक उपभोक्ताओं की पहुंच में वृद्धि एक विनाशकारी जलवायु परिवर्तन को रोकने में एक प्रमुख भूमिका निभाने में सहायक होगी। खपत के इस बदलाव को अब मान्यता दी जाने लगी है और भविष्य में यह बदलाव ग्रीनहाउस गैस उत्सर्जन को 40–70 प्रतिशत तक कम करने में सहायक हो सकता है।

इस वर्ष हम परामर्श और स्वच्छ ऊर्जा परिवर्तन पर की जा रही गतिविधियों के विश्लेषण के माध्यम से इस मुद्दे के प्रति दृढ़ प्रतिबद्धता प्रदर्शित करते हैं।

स्वच्छ ऊर्जा तक उपभोक्ताओं की पहुंच निम्न तरीकों के माध्यम से बढ़ाई जा सकती है:

स्वच्छ घर	स्वच्छ परिवहन	स्वच्छ ऊर्जा
तापमान बनाए रखने में	सक्रिय परिवहन का समुचित इस्तेमाल	वैकल्पिक ऊर्जा का अधिक इस्तेमाल
शीतलता बनाए रखने में	सार्वजनिक परिवहन का समुचित इस्तेमाल	अनुमान का सही आकलन
खाना पकाने में दुरुपयोग रोकने में	विद्युत चालित वाहन का समुचित इस्तेमाल	स्व-निर्मित की संभावना देखना
खाने पीने की वस्तुओं के प्रशीतन (ठंडा करना) के दुरुपयोग रोकने में	स्मार्ट चार्जिंग का समुचित इस्तेमाल	माइक्रोग्रिड की संभावना देखना
भवन निर्माण व उसकी देखरेख में समुचित व्यय	शहरी डिजाइन का समुचित इस्तेमाल	मांग की प्रतिक्रिया के अनुरूप चलना

Empowering Consumers through Clean Energy Transformation

Clean Homes

Heating

- Heating accounts for two-thirds of total energy consumption globally.
- In India, only 10 percent of the energy requirement for heating comes from renewable heat.
- Energy Conservation Building Code, 2017, proposes solar-thermal meet 20-40% percent of the demand for hot water in new buildings located in India's cold weather zones, as well as in new hotels and hospitals across the entire country.

Cooling

- India's AC population is set to grow by nearly 40 times to 1 billion units by 2050.
- Cooling requirements are expected to account for nearly 25 percent of global emissions.
- India Cooling Action Plan (ICAP) is a first-of-its-kind initiative in the cooling sector taken by any country globally that underscores the urgency of proactively and collaboratively addressing cooling growth.

Cooking

- In India, an estimated half a million deaths each year can be attributed to household air pollution from cooking.
- Lack of access to clean fuels for cooking is included among the 12 indicators for measuring multidimensional poverty in the National Multidimensional Poverty Index (MPI).
- Under the Pradhan Mantri Ujjwala Yojana (PMUY), or Ujjwala scheme, the Government of India distributed more than 80 million LPG connections among socio-economically poorer households between 2016 and 2019.

Refrigeration

- By 2050, global HFC production and consumption are forecasted to increase five to nine times, more than 2010 levels.
- India's Bureau of Energy Efficiency (BEE) is working on improving energy efficiency standards for room air conditioners under a mandatory standard and labelling programme
- A major challenge in India is to coordinate the schedules of the HCFC phase-out and the upgrades in energy efficiency and energy-labelling standards with local availability of next-generation technology at an affordable cost.

Buildings

- The Energy Conservation Building Code is the first-ever initiative by the Government of India to address energy efficiency in the commercial building sector.
- It sets minimum energy standards for commercial buildings with a connected load of 100kW or contract demand of 120 KVA and above.

Clean Electricity

Renewables

- India's installed renewable energy capacity has increased 396 percent in the last 9 years and stands at more than 174.53 Giga Watts (including large Hydro).
- This is about 42.5 percent of the country's total capacity.
- India saw the highest year-on-year growth in renewable energy additions of 9.83 percent in 2022.

Presumption

- The ability of prosumers to self-generate and connect with the grid.
- Potential to help mitigate the growth of energy supply-demand gaps and electricity system losses.
- Government launched the Deendayal Upadhyaya Gram Jyoti Yojana (DDUGJY) scheme for promoting decentralised off-grid clean energy sources among the less resourceful civilians in rural areas. The scheme offers 90 percent financial support.

Microgrids

- Potential to boost the economy by bringing electricity to remote, Tier 2 and Tier 3 regions and allowing small-medium businesses to grow.
- In remote Himalayan regions of Ladakh, solar microgrids have boosted tourism income.
- Microgrids can be more cost-effective than extending distribution lines for communities that do not have access to electricity.
- India has installed solar microgrids providing around 2.3 GW of electricity.
- Large private investments such as the partnership between Tata Power and Rockefeller Foundation to set up 10,000 microgrids by 2026.

Demand Response

- Implementation of DR in the Indian power grid can enhance grid capacity, improve the quality and reliability of power as well as reduce the carbon footprint of the nation
- Technologies like smart appliances, smart metering systems, data management systems, software, control and communication systems are keys for the development and adaptability of DR

Clean Transport

Public Transport

- The National Electric Bus Program, run by Convergence Energy Services Limited, is leading the government's efforts for the electrification of buses. CESL aims to deploy 50,000 electric buses across the country in the next few years.
- Operating costs were 29 percent lower than what it costs to operate diesel buses.
- Electrification of public transport has multiple benefits, such as reducing air and noise pollution, lowering running costs and establishing the supply chain that will ultimately drive economies of scale for other categories of vehicles.

Active Transport

- Any form of movement or transport of people or goods which solely relies on human physical activity or effort.
- In order to reduce emissions from Road transportation, policymakers are shifting their focus on active transport across the world and emphasizing on improving infrastructure suitable for non-motorised transport.
- Jawaharlal Nehru National Urban Renewal Mission, Atal Mission for Rejuvenation and Urban Transformation (AMRUT), and Smart Cities Mission highlight active transport as one of the key modes of urban mobility.
- Karnataka's draft Active Mobility Bill.

Electric Vehicles

- There are a total of 1.4 million electric vehicles in India.
- The number is projected to reach 45-50 million by 2030.
- National Electric Mobility Mission Plan, FAME India (Faster Adoption and Manufacture of Hybrid and Electric Vehicles) Scheme and in various states, EV policies are in place to fast-track EV adoption.

Smart Charging

- India currently has only 1,742 charging stations.
- The number is expected to increase to 100,000 units by 2027.
- India requires 20 lakh stations by 2030.
- Government has allotted INR 1,000 Crore (approximately US\$135mn) for charging infrastructure under the FAME II policy.

Urban Design

- Need to increase the adoption of technological solutions for transport integration, using BRTS, walking and cycling tracks.
- National Urban Transport Policy, Atal Mission for Rejuvenation and Urban Transformation, Smart Cities Mission and National Transit-Oriented Development Policy.