

Energy Conservation Mission

An exclusively non-government organization (NGO) for promotion of energy efficiency and its conservation in the country, Energy Conservation Mission (ECM) has stood the test of time

Genesis

Realizing the imperative need to spread awareness of energy conservation and catalyze its implementation in all spheres of the society, the multidisciplinary body of the Institution of Engineers (India) decided to initiate this activity under the aegis of its Andhra Pradesh State Centre in Hyderabad. With moral support from the state government, ECM was formed on December 16, 2003.

Spirit

With the spirit of a Mission, ECM perceived a vision, set a mission and adopted a pledge to guide its activity as an untainted service to the society in the field of power and energy.

Vision

- Promote awareness for conservation of Earth's energy resources.
- Spread the message of energy conservation.
- Through energy efficiency, foster efficiency in other areas.
- Facilitate fulfillment of additional energy demands through conservation and use of non-conventional energy.
- Contribute to the national economy through optimal utilization of available energy resources.

Mission

- Popularise "National Energy Conservation Day".
- Promote energy culture through establishment of "Energy Savers' Clubs".
- Persuade electronic and print media to participate.
- Take up inclusion efficient use of energy and its conservation in educational curriculum.
- Popularise energy efficiency products.
- Organize exhibitions, lectures, seminars and workshops.
- Arrange and organize training of personnel and specialists.
- Render energy efficiency counseling.
- Promote the development and use of renewable energy
- Interact with power generation, transmission and distribution companies.

"It is the duty of every citizen who holds the Earth's energy resources as a trustee, to utilize the same in such a way that a better environment is left behind, for future generations. See pledge in box.

The Pledge

I do, hereby solemnly pledge that I shall consciously avoid any wastage of precious energy in all its forms and in all spheres of my activities. I shall also undertake to spread the message of energy conservation, to avoid unproductive and wasteful use of energy and of the benefits of efficient utilization of energy to every consumer as a dutiful citizen of India

Energy Conservation Act

The Energy Conservation Act-2001, by and large, confines its application to designated consumers of bulk nature. Domestic, agricultural and smaller consumers of assorted categories, whose consumption comprises more than 50 percent of the total load, are beyond its purview.

Moreover, the Act operates with statutory authority, which alone cannot bring about the desired positive motivation to the consumer. Awareness and attitudinal change are most important in the area of energy conservation.

ECM's activity soon penetrated into all classes of consumers. Several programmes were conducted to create awareness and condition their consciousness for conservation.

Flagship Events of ECM

Two exhibitions, Save Energy – 2004 and Save Energy – 2005, showcased energy saving products and technologies for the benefit of the general public. New generation fluorescent lamps and motors, variable frequency drives, fuel additives, gas saving kits, etc, were displayed at these exhibitions. Utilities and nodal agencies participated and energy efficient measures adopted by the national awardees were showcased to enthuse the SMEs to tread the path of achievers. Concurrently, seminars were organized too educate the consumer with details, practices and processes of successful industries. These exhibitions were popular with domestic and industrial consumers alike and have become a regular annual feature.

Domestic Activity

ECM creates awareness in the domestic sector essentially through distribution of leaflets and use of hoardings. “Generate at Home Free Power”; “Fluorescent Tube Lights and FTL”; “Conservation Makes a World of Difference”; and “Save 20% to 60% of power by using...” are some captions on prominent pamphlets stimulating awareness among domestic consumers. ECM staff also interacted with residents of Group Housing Societies during their get-togethers. Further, demonstrations by suppliers were also organized for residents’ benefits.

Industrial Activity

ECM conceived energy Savers’ Clubs in industrial areas. Clubs formed by associations of industries periodically met to exchange their experiences and received advices from experts of ECM.

A workshop was conducted on “Cleaner Production Technologies and Strategies in the Cement Industry” with active support from the State Pollution Control Board. Achievements in energy conservation leading to clean technology were shared by pioneers in the industry for the benefit of others.

Energy audits were organized and assistance rendered in the implementation of energy saving measures. Millions of units were saved through these audits.

Commercial Activity

State and National Building codes were thoroughly scrutinized in roundtable discussion to incorporate energy-efficient measures to conform to international norms and suitable recommendations for revision were forwarded for consideration of State Authorities and Bureau of Energy Efficiency, (BEE) Government of India.

Workshops on energy efficiency and management in hotels and hospitals were organized in association with the local Federations of Indian Chamber of Commerce and Industry. Display of energy saving products and technologies was a special feature at these workshops.

Hotels and hospitals intending to save energy were assisted with Energy Audits and sustained relations were maintained with them to motivate them to practice energy efficiency.

Schools

The right attitude and proper understanding are the prerequisites to the practice of energy conservation. Schools students are at the formative stage in which they can best cultivate these prerequisites and perpetuate them in latter life. With this in mind, ECM laid great emphasis on spreading the concept of energy efficiency in schools. Awareness programmes were conducted for principals and faculty of several schools. Teachers were subjected to a thought process through which they explored ways and means to teach and demonstrate energy conservation to students. Attempts are on to formulate teaching curriculum for various classes that are practical and implementable.

Essay and slogan writing and painting competitions are held for different age-groups of students and prizes given out with support from oil companies.

Engineering Colleges

ECM has also approached engineering colleges and institutes to educate prospective engineers on energy efficiency and to equip them with the right attitude and understanding before they enter the practical arena. Lectures on energy conservation topics are arranged and Energy Savers’ Clubs formed to conform to practical guidelines. Postgraduate students of energy studies are assisted and

encouraged in the preparation of their projects. A practical syllabus for entrants to engineering colleges is being finalized.

Competitions are held for engineering students too, and they are inducted as volunteers to acquaint them with workshops and seminars periodically organized by ECM.

Standards and Labeling

In keeping with the programmes of the BEE, ECM ran a workshop on Standards and Labeling to acquaint the public with energy efficiency standards envisaged for lighting, motors, agricultural pump sets and distribution transformers in the first phase and the scheme of star labeling for these products. Another attempt was made to enlighten a wider public with a seminar on "Energy Efficiency and Transparency in the Market." Recommendations from the seminar were sent to BEE. The common issue of "in-situ testing of electric motors for energy efficiency" was resolved in a symposium of users, consultants and manufacturers of motors and a practical procedure was evolved.

With the firm conviction that Standards and Labeling of products alone cannot bring about energy conservation unless these products are utilized by the consumer in a big way, ECM sought to rate the industry/commercial establishments with "Energy-Smart" certification. Energy efficiency coupled with innovation and creative constituting "Energy-Smart" rating certified on lines similar to ISO-9000/14000 is conferment of recognition to industry / commercial establishments that ensures motivation. This concept was vindicated by the two-day All India Seminar, TRIVENI on "Energy-Smart certification of Industry & Commercial Establishment" held on October 26-27, 2005. Post-seminar, the participants were determined to put it into practice in their respective organizations straight away. ECM forwarded the recommendations to BEE and will pursue further till the "Energy-Smart" certification comes into vogue.

Rural Activity

With the help of a rural NGO, ECM entered the villages in the region with its mission. CFLs were distributed as samples for the rural public to acquaint and eventually adopt. In a bid to proliferate biofuel plantations, ECM secured state government support for the NGO to plant *pongamia* in 200 acres of barren land.

Anniversary

Born during the National Energy Conservation Week in 2003, ECM celebrated its first anniversary in the same week in 2004. An elaborate exercise was carried out to identify energy-efficient performers in the cement industry, hotels and hospitals and engineering colleges, and certificates of merit were awarded. Similar exercise is on for the second anniversary, too.

Culture

ECM assists interested consumers to acquire energy saving gadgets at special promotional prices. Members leave no chances to spread door-to-door awareness. They often use CFLs as gifts for their guests during social functions/visits. Invariably, ECM uses energy saving products as mementos and gifts on all occasions. Every item gifted is a potential saver of energy during its entire life-time. The quantum of power so saved runs into several kilowatts.

Conclusion

Energy conservation comprising energy efficiency and development of renewable energy is an imperative national need. It can best be propagated through a mission only in the spirit of an NGO. ECM invites franchisees (absolutely free) all over the country to carry on the national campaign for energy conservation and crusade against energy wastage.

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Reference Book:

[Indian National Science Academy](#)
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