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[The Association of Indian Energy Managers](#)

The topic of Issue # 14 is about the inevitable formation of “The Association of Indian Energy Managers (AIEM)” or any other name which might be given to the association to be formed by appointed or designated Energy Managers in the not very distant future. Of-course it is taken from Dr Kaupp’s Corner.

Although I don’t want to go into the details of formation and functioning of such an association, there are some important points which must be thought of before assuming that such an association will be of much use to BEE. These points are listed below :

1. *Objection by the employers* :As per the EC Act, 2001, The EM shall be designated or appointed by the designated consumers, which means that such EMs will be employees of the designated consumers. Then how will they be able to help BEE or the state Designated Agency (DA) for the paid services ? The AIEM as an association may be able to influence its members on issues which affect their personal and professional interests but getting them to help BEE (on paid basis) in its functioning may be objected to by the employers. Even if the employer does not object, the EM may not like to take up such assignment which might be in conflict with his position in his own organization.
2. *Lack of Funds* :For a country like India, 2500 or 5000 or even 10,000 EMs spread all over India, it will be certainly a difficult task for the AIEM to function like other associations because unlike other professional associations / manufacturer’s associations, the EMs and CEMs will not be having access to internal funds.
3. *Responsibility without Authority* :As per the EC Act, the EMs have all the duties and responsibilities but they have not been given any statutory powers to be effective in their organization. The present scenario of “responsibility without necessary authority” needs a serious review by BEE. Since the appointment of EM will be due to the provisions of the Act, then suitable legal framework has to be in place to ensure his authority.
4. *EMs vs CEMs* : Some sort of rivalry between Energy Managers, particularly those EMs who have not passed the certification examination (will BEE allow them to continue in the post ?)and unemployed Certified Energy Managers may lead to formation of a separate association by CEMs. In fact, the association

formed by the unemployed CEMs may be more keen and better placed to carry out the paid tasks offered by BEE.

Coming back to the main points of discussion, let us take them one by one :

i) What paid services could AIEM deliver to BEE ?

BEE has the need to outsource services to fulfill its mandate as per the EC Act. There are state level entities to help BEE, but certain tasks should better be outsourced. BEE must concentrate on getting faster approval from the govt. ministries and coordinate with the state government agencies and leave the technical and field work to technical committees and field experts.

Assuming that everything goes right with the formation of AIEM and smooth functioning of AIEM has started, it can help BEE in several ways :

(a) *Dissemination of Information*

BEE is required to take all measures to create awareness and disseminate information for efficient use of energy and its conservation (clause e, section 13).AIEM can be trusted to take-up all such activities since it will have the access to first hand information and will be in direct contact with the target group.

(b) *Organizing Training Programmes*

BEE must and can easily offload this work to AIEM. This will not only be cost effective but will also save lot precious time of BEE officials. Many Govt agencies like IREDA are now routinely getting such programmes organized through their business associates. All programmes aimed for training of personnel and specialists in the techniques for efficient use of energy and its conservation (clause f, section 13) can be organized by AIEM with the help of experts provided by BEE.

(c) *Strengthening of Consultancy Services*

BEE has to take initiative to strengthen consultancy services in the field of energy conservation (clause g, section 13) .AIEM can help BEE to provide necessary hands on experience with actual case studies for the purpose. .The rich experience of AIEM will help BEE in evolving the right approach towards strengthening of consultancy services.

(d) *Promoting Research & Development*

BEE, as per clause (h), section 13 ; has to take initiative to promote research and development in the field of energy conservation. This is one area where AIEM can really do wonders in association with BEE. R & D may be in equipment or process design or its application. By providing necessary funds to carry out such R& D works, revolutionary results can be expected. These results will have a great impact due to its multiplier effect amongst all units of AIEM members.

(e) *Setting-up of Demonstration Projects*

This is another area of potential which can be served by AIEM. It can take up implementation of pilot projects and demonstration projects for promotion of efficient use of energy and its conservation (clause j, section 13)

(f) *Promoting Innovative Financing*

The popular misconception that the energy efficient technologies and equipment are costly can be removed by introducing innovative financing mechanism. Any technology or equipment which at first glance look financially unviable, may become viable with the help of suitable innovative financing mechanism. AIEM can help BEE in meeting its objective as per clause l ,section 13 of the EC Act on promoting innovative financing mechanism

(g) *Providing feed back and follow-up services*

BEE will need regular feed back from the designated consumers on various issues such as labeling (clause d, section 14) action taken recommendation of accredited energy auditor (section k, section 14) updating and follow-up for action taken for norms for processes and energy consumption standards for equipment and appliances (clause n,section 14)

Though,it is mandatory for the designated consumers to provide this data to BEE, it will be much better if AIEM is entrusted with the task of co-ordinating this work

ii) [What Services or Benefits should AIEM offer to Certified Energy Managers ?](#)

Actually, this is too early to talk of this because it is the Certified Energy Managers (CEMs) who will come in existence first and then only they will be appointed or designated as Energy Managers (EMs) and later on form the Association of Indian Energy Managers (AIEM).

Looking at the scenario 3 years from now, I think AIEM may be able to offer the following services and benefits to fresh CEMs :

- a) AEIM may offer practical training to CEMs about the responsibilities and duties to be discharged by them when they get employed as EM. This service may be on payment basis and will enhance the chances of fresh CEM to be absorbed by a designated consumer. Of –course this will also help BEE when it will have to interact with these ”new recruits”.
- b) AIEM will be able to pass on the benefit of contacts made in the industry to the CEMs which will be helpful to their career.

- c) AIEM may open an employment cell and offer placement services to CEMs.
- d) AIEM may involve CEMs in executing outsourced jobs from BEE , Designated Agencies and other sources. This will be mutually beneficial to both the parties.
- e) AIEM may also involve CEMs in their own activities to mutual benefits.

At the end, even at the cost of getting branded as a pessimist, I wish that the above dream of ? (at [www. energymanagertraining.com](http://www.energymanagertraining.com)) comes true and AIEM becomes a reality sooner than later.