

## **Issue # 14**

### **The Association of Indian Energy Managers**

Sooner or later energy managers will have to organise themselves into an Association of Indian Energy Managers (AIEM) to be heard and also to support individual members through life-long training and other benefits of empowerment. As pointed out over and over again, statistically each Indian energy manager has in the past generated about Rs. 5 Crore investment in energy efficiency measures. Their importance, status and effectiveness under the Energy Conservation Act should not be underestimated. Their efforts and existence beats all other marketing attempts through posters, seminars, marketing drives and advertisement to increase investments in energy efficiency measures.

Another reason why such an organisation is necessary, is the need of BEE to outsource services. AIEM would be an ideal vehicle and partner to help BEE implement the provisions of the Act, as a service provider to BEE.

The present efforts of BEE to establish energy consumption norms for industrial sectors show the importance of a well functioning industrial sector association and their associated research institutions. Without support from both these industrial associations and the AIEM, there is no way to develop realistic and fair norms. Consequently both entities are service providers to BEE. Similarly AIEM is the best feasible way for BEE to outsource tasks and engage AIEM for a long-term strategic partnership to implement provisions of the Energy Conservation Act addressing the duties and responsibilities of energy managers.

While AIEM is still only a vision with the goal of becoming a reality within two years, organizing certified energy managers is not. Our recommendation is to issue as a first step a credit type plastic card with pictures and a few other details to all certified energy managers, estimated to exceed 2500 by mid 2004. The number may increase to 5,000 within 2 years.

As a response of participants to these two issues we inquire about the following:

(i) What paid services could AIEM deliver for BEE? Before attempting to answer this question it may help to read the Energy Conservation Act at least 5 times to understand what services BEE has to deliver and what duties and responsibilities BEE has under the Act.

(ii) Based on the duties and responsibilities of an energy manager, what services or benefits should AIEM offer to certified energy managers?