

A monthly newsletter of
Indian Association of Energy Management Professionals

The Urja Watch

February 2010, Vol. III/Issue 20

It is about “Conscience Keeping on Energy Matters”



**LESSONS FROM PROMOTING
ENERGY EFFICIENCY IN INDIA**

**Lessons from
Promoting Energy Efficiency in India**

What's inside...?

❖ From the Editor...	
Unlocking Energy Efficiency in India	3
❖ An Open Letter to the Director General, BEE	5
❖ My Experiences as an Energy Auditor	7
❖ Entrepreneurship in Energy Efficiency	9
❖ Lessons From Promoting Energy Efficiency In India	13
❖ Energy Conservation & Efficiency in India- Lessons to be Learnt from History	15
❖ IAEMP News	18
❖ Upcoming Events	19

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From the Editor's Desk...

Unlocking Energy Efficiency in India

The year 2010 marks the 60th anniversary of the Indian republic. After decades of struggle, the country has recorded an enviable rate of growth in recent years. India is now poised to resume its record pace of expansion. However, to sustain the growth, India desperately needs more energy. As of now, India's power supply is running about 12 percent behind demand, resulting in frequent blackouts. Power generation is being stepped up but not adequately to meet the ever-increasing energy demand.



Is there an escape from the tight grip of limited energy supplies and surging demand? Fortunately, there is. The good news is that the country has a potential to cut almost a quarter of the energy consumption through modern energy efficiency techniques. The country could use the available energy a lot more productively almost in every sphere of economic activity. But, it's not happening.

Why is it that energy efficiency has still not taken off in India? Lessons learned from the past seem to indicate that the main obstacle to getting energy efficiency off the ground is inadequate organizational and institutional systems as well as weak marketing strategies.

Energy Efficiency offers one of the low-cost, high-potential options to augment energy sources for India. No doubt, a lot of work is being done in this field by the government's energy agencies to promote it but evidence about the impact of such work on energy savings and deeper economic implications still seem to be weak.

Let's take a look at the past. The first oil shock shook the world in 1973. It took India almost three decades after the shock to enact the Energy Conservation Act, 2001 to enforce energy conservation in the country.

Eight years after launching the EC Act, energy consumers often lack the information of what the law requires them to do. For example, the EC Act 2001 identified 15 large energy-intensive industries for improvements in efficiency. Not all of these industries seem to be notified of their obligations to comply with this law. A layman's question to ask is: How many of them have employed energy managers, conducted energy audits or filed energy returns as required by the Act?

Many businesses have been indifferent to boosting energy productivity because energy costs are fragmented and some of the policies are dampening. An example from my energy auditing days in early 1990s may be relevant to share with you. I had faced sad situations where some of my potential clients were intentionally over consuming electrical energy merely to qualify for a higher power quota (based on past consumption) from the local utility. The power quota policy of the electricity board not only posed a great marketing challenge to promoting energy efficiency, but also was disappointing because the utility had no stake at all in energy conservation!

Funding investments for major energy-saving projects was also a critical issue with the industry. Few banks were convinced that investing in more energy efficient equipment, waste recovery systems or energy-saving lighting really paid off and justified their lending risks.

Having said that, let's move over to the present. What needs to be done now? "Experience is the name every one gives to their mistakes." said Oscar Wilde. Leaders who now lead energy efficiency programs are fortunate. They now have the opportunity to learn from past experiences or what went wrong in the past. It will help them to steer the future activities speedily in the right direction.

Energy Efficiency is a vast and exciting field. Both governments and industries should recognize energy efficiency as an important energy resource that can help meet future energy needs of the nation. To develop integrated and pragmatic policies, there is an urgent need to forge a greater alignment between various stake-holders such as utilities, regulators, government agencies, manufacturers, and energy consumers.

Everyday, around the globe, there are new developments in the energy field. It's like a gold mine that yields nuggets every time we dig into it.

The government has declared 2010-2020 as a "decade of innovation." There is no dearth of talent in India to innovate. It is high time that the country encourages and rewards "innovative" marketing approaches to unlock the huge energy efficiency potential in the country. When shall we witness the long-awaited "unlocking of energy efficiency" in India?

As always, I welcome your thoughts, credits or criticisms.

Energetically,

S.Subramanian
Editor

An open letter to The Director General, Bureau of Energy Efficiency (BEE)

January 26, 2010

Dear Sir,

On behalf of IAEMP members, I wish you and officials/staff of BEE, a very Happy Republic Day!

At the outset, we seek your pardon for writing through a public platform, as our intention is not to put you in any sort of inconvenience but to maintain transparency while raising our concerns with regard to the implementation of Nine-year-old Energy Conservation Act, 2001.

As you are aware, many of us personally, as well through the platform of Indian Association of Energy Management Professionals (IAEMP) have taken up several issues and brought to your attention/knowledge. We appreciate that some of them like discontinuation of temporary accreditation of energy audit firms after their validity had expired and some of the issues concerning certification examination were duly acted upon by BEE.

The formation of our association was initiated four years ago on 26th January 2006 with the exclusive and noble intention of helping BEE to implement the various provisions of the Act and we had absolutely no intention to adopt any sort of confrontation. Due to the indifference shown and inaction of many of the officials of BEE, we were forced to take up the issues to higher authorities and the media. You will appreciate that all the points raised by us were without bias or selfish motives. In the recent past, replies to the RTI applications filed by many of our members have amply proved that our concerns were genuine.

We know that going with such actions would make the matters more-n-more complicated, so it is proposed that we sit together to sort them out in a pragmatic manner. The choice is yours. Nonetheless, we assure that all such decisions should be in the national interest. We have no intention to cause any harm to any individual or institution. However, the same spirit is expected from the officials who have been entrusted with a noble job of saving energy for nation's growth.

Sir, presently, there is no professional body recognized by BEE to represent the interests of the energy management professionals. In the last 4 years, IAEMP has been relentlessly striving to provide a virtual platform through its yahoo group i.e. iaemp@yahoogroups.com (with present membership of more than 2800 and is growing everyday). We have been also bringing out a monthly news magazine "The Urja Watch" and also working on our grass roots program on Home Energy Management. We have started publication of a monthly newsletter 'HEM news' with an initial circulation of 3000 copies.

All our activities have been through voluntary efforts and monetary contribution of our committed members.

With our actions we have shown our total commitment and proved our competence to represent the interests of the energy management professionals. Hence, we humbly request you to kindly invite us for a comprehensive interaction on all pending issues related to all provisions of the EC Act, 2001.

We assure you our best cooperation and selfless contributions to ensure the lasting benefits for the country by effective implementation of the EC Act, 2001 under your guidance and control.

Best Regards,

Bhupal Singh
President, IAEMP

Editor's Note: There is good news! In response to this letter, the Director General of BEE has been kind enough to invite the President of IAEMP for a personal meeting on February 15, 2010. The Urja Watch hopes this meeting will help both BEE and the community of energy professionals represented by IAEMP to have a better mutual understanding and the BEE initiates actions to address the thorny issues speedily.

Qualities of a Good Leader

- He should be an honest person (honesty of thoughts included) to the core, in an absolute and true sense of the word.
- He should be fiercely upright in his dealings while espousing the cause of our Association.
- He should be enthusiastically hard working, sincere in his approach and always his on toes for anyone's help (under distress) and rescue.
- He should be an absolute down-to-earth person.
- He should have no vested interests and therefore, fearless.
- He should be like a RajRishi who carries out his duties with full Dharma with no sense of attachment.

My Experiences as an Energy Auditor

By R. Vaidyanathan

I am a graduate from Regional Engineering College, Trichy and passed out in 1971. Subsequent to that I have been with various organizations mostly in the power plants and boiler sectors. I have worked with companies like Cethar Vessels Ltd., a company which is equal in size to if not bigger than BHEL in the Boiler segment. I have also worked as a consultant with Avant Garde Engineers and Consultants, a leading Consultant for power plants.

I had some problems in my job and had resigned from the company I was working with. For more than two years I was a freelancer and was trying to establish myself. I then came to know of the Energy Auditors examination and dreamt that I can become an energy auditor and be successful in life earning like the financial auditors (Chartered Accountants). I felt I could wield power like they did and took up to studies. I was not an academically oriented person and had not been in regular touch with the subject books much after my graduation. Therefore the sudden venture into study books after a 35 years gap appeared very difficult. I had to memorize so many things and at the age of 58 it all appeared a daunting task. There were periods when I felt that I had put my head in for something impossible and that I should give up all this. But something kept me on and needless to say I graduated successfully with more than 76% marks. After the exams I felt that my career as an Auditor would take off easily and that I could earn a lot but things were not at all to my expectations. I could not get any energy audit assignment for a year. In the meanwhile I got involved in some other assignments and was busy for a couple of years.

In 2009 the recession affected my work and the I was keenly interested in Energy audit as now on I was not interested in making a career but in doing something for the Mother Earth. I had endorsed the Earth Charter and wanted to spread the message of the Earth Charter to everyone. I had many plans but nothing concrete. I had tied up with a U.S. firm for Power Generation from Municipal Waste. I had many friends who were in the Energy field and tied up with them to get orders for Energy Audit. I started acquiring some of the instruments required for the purpose. For six months I waited patiently to get orders but to no avail. I realized that since the concept was new and it would not be easy to get good orders. Gradually things started looking up and I succeeded in getting some orders.

Many young entrants into this field are worried about their future as Energy auditors and Energy managers. To them, I would say that Energy Audit is a noble profession which would lead to a sustainable world. Carbon reduction and mitigation of climate change, etc are ideal motives to enter this field. But the majority of the customers will only look at the practicality of the suggestion and the monetary aspect of the ideas recommended. If we strive hard and persist on our efforts we can definitely succeed.

There is no point in blaming BEE or anybody else for our failures. If the Energy Conservation Act is enforced fully, then things will take a different direction. Some new elements will emerge who will apparently reap the advantages of the changed situation. Again we will keep blaming someone else for our failure to get the fruits of our Energy Auditor certificate. Only our own assiduous efforts will bring success to us. And then, take my word, “success is guaranteed!”

About the author: Mr. Ramanathan Vaidyanathan is a certified energy auditor based in Alwar, Rajasthan. He is active member of IAEMP and participates in many energy programs.



The picture might as well be representing energy efficiency scenario in India!

Entrepreneurship in Energy Efficiency

By Rakesh Sahay

Like many others, I had a very lucrative and rewarding career in one of the largest business houses of the country - the TATA group of companies. Most of my colleagues used to project me as the future of the organization and the future COO in the years to come.

However, the lure of making the country energy-independent was very high. Making oneself self-reliant was a goal. The call from within me of doing something for the country was very strong. Hence, I quit the job.

Soon after the news of my quitting spread, couple of companies, from India and abroad started sending signals to me for joining them, price – you name it and take it. At the age of 33, one says that one needs to be romantic to fall in love, and love is blind, and lovers fool. Again the urge to stay and contribute to the national cause was too much and hence the blind love for the national growth and progress, made me take the tougher and harder path. A path which some dare and many challenge you to dare, the path of road-side entrepreneurs who like the Romeos, do not have anything other than the fantasy of their love, their mission - sadly but truthfully - generally one sided. Nevertheless, my journey began and with it, I had to determine where and how to go.

Fortunately the world is full of people who want to see the brave live, the daring doesn't go waste, the enthusiasm doesn't die. So, opportunities, kept presenting themselves, small and big. People, who knew me, kept calling in for all kinds of odd jobs. Who was I to refuse? The home hearth was on. However the focus on the big picture was never missed. Never did the need for money take precedence over the hunger for success, not of making money, or climbing the corporate ladder, but of doing a quality job, leaning the art of energy audit and reports.

Clients helped. It was a win-win situation, here was an auditor who did not demand as much as the established auditors, but was ready to deliver as much. How? Learn from the clients, meet the process people, and take as much as you can give, at all times. Ask as many questions as possible, however silly that may seem.

The learning graph was steep and the times were really tough. One thing always kept me going was – history. Nowhere in the history of medical records has it stated that someone had died due to hard work.

Clients were chosen carefully. Those who were leaders in their respective fields were given preference over the others, cost wise, priority wise which helped in getting future enquiry and business.

Challenges that we face in this journey include the following:

1. *Financial crunch:* At times world would seem to be falling apart, simple domestic needs will have to be worked and reworked again. But this also brings us back to reality and keeps our foot firmly on ground.
2. *Recognition:* Sometimes when we knock at a clients place, question – who are you, not with an intention of knowing who we are, but to mock? Where is your clients list, how many have implemented your suggestions? What were the results? What percentage of suggestions are implemented and what percentage of savings projected is realized.
3. People who are there to pounce on your fragile situation are plenty. People will take all kinds of advantages. The smoother one talks, the more dangerous he is. They take advantage of your relationship, your instruments, your contacts, your knowledge, promising moon to you like showing the potential of future business. Once the work is done and the juice is out, they discard you. Remember the story of crabs...
4. Clients would simply not implement anything. They are so busy with their routine works and production and breakdowns that they never give energy audit any importance. Hence the reports, however important and valuable are generally left ignored, despite you getting paid. One such client used to give wonderful references and feedback, but other than a few tits bits, never implemented the suggestions. Reasons – lack of management directives, lack of funds for implementation.
5. Once the report is given, you are at the mercy of the client for your final payment. Sometimes it has taken months together just to get the bill certified. Excuses can be any, ranging from not getting any savings from report to often not having time to read the report.
6. People want the results before efforts, at least the carrot part, i.e. simply put, question comes, if we give you audit order how much savings can we get? The value for honest intellectual cost of time is missing. Same time if a person with white skin comes in, a red carpet welcome awaits and they are paid hundreds of dollars for the visit and few hours of works.
7. Brand Image cannot be created overnight. Yes, the faster we recognize the better for all of us. People say that Reliance could run an empire in 20 years, what about the first 20 years where running around in petrol pump, supply lines, the struggle etc. Plus, there can be only one Dhirubhai, only one Bill Gates, others can be successful but cannot be the same person.
8. Investing in the right kind of people for creating a team is a major challenge. The generation wants everything today... now. They see their classmates and batch mates earning in lakhs in software companies, while they have to struggle even in week-ends for a meagre salary.

Result: They just leave, at the first opportunity of getting additional couple of thousands.

What could be better?

- The world could be a better place.
- People around you can be honest.
- Every one would have access to work and money.

The ideal list can be endless. The important requisites are:

- We need to have the resolve of steel, or rather titanium.
- Walk slowly when we cannot run, but not stop.
- Keep pursuing the dreams, and consider even a small 30w saving at home as saving 60w for the nation. It may make a difference to at least one person, somewhere in this nation.
- Keep spreading the awareness of energy efficiency, conservation and security.
- Give back something to the society or nation, after all whatever we are, it is because of it.
- Never give up and take things in stride.
- Keep smiling from within. Happiness is the key to success.

Here are my 10 tips on how to succeed in the business of energy efficiency:

1. Invest in good instruments, high quality instruments.
2. Take couple of smaller loans rather than one big loan. This will help you close earlier and easier to reduce your monthly financial burden.
3. Project your talents to the client rightly, i.e. if we project we know a lot, then it will be difficult to ask doubts and questions to them and learn from them.
4. Ask for a frank feedback and request references.
5. Focus on energy efficiency and energy conservation and not so much on the report, which most people mistake on. Though lots of people may not agree on this, my observation is that good reports see the files and shelf, while a simple energy conservation report, finds implementation. This gives references, quantifies the achievements, and also gives a sense of satisfaction and achievement.
6. Insist on clients to implement, that is our score card/marks card.
7. Feel successful. Go out and inform people how happy and successful you are. This can be done only when you feel the same from within. Success breeds success.

8. Give good service always with a smile. Remember what you want from a doctor, not a face with concern and tension, but a relaxed smiling attitude, which gives you more comfort and confidence.
9. Never offer free service. Free service is valued as free, as well as considered not worthy. It also sends a signal to the prospective client about your free availability and your desperation. Also, in the beginning, it may look to be a simple favour, which may result in higher expectations and asking you for more and more and then you get stuck, neither can you give nor refuse.
10. Keep learning. Even from dumb people. At least you learn how not to be like them.

Life and the path of entrepreneurs is tough and with lots of thorns. There will only be one friend, the customer. Give your “everything” to them and keep informing them how it is useful to them. Keep asking what you feel is due from them, and relate that to the value. Just like in times of need only one friend's comforts and empathy is enough to carry you through, just one client with right attitude is enough for you to cross over.

Keep your needs simple. Forget that once you were a big boss in a large corporate entity. What is gone is gone, we are no one recognize or give time, till your clients give you an identity and then you and your organisation become an entity. Recognition and money will follow.

End of the day, measure your success not with the money earned, but from making people smile and sleep easier. People's wishes and their money will make you earn more. Keep your vision beyond the horizon.

About the author: Rakesh Sahay is the Founder & Chief Conservator of eQube – a private organization based in Bangalore offering a range of energy efficiency related services

Some W a c k y Quotes

Put your hand on a hot stove for a minute, and it seems like an hour. Sit with a pretty girl for an hour, and it seems like a minute. THAT'S relativity. - *Albert Einstein*

The brain is a wonderful organ. It starts working the moment you get up in the morning and does not stop until you get into the office. - *Robert Frost*

It matters not whether you win or lose; what matters is whether I win or lose. - *Darrin Weinberg*

Help a man when he is in trouble and he will remember you when he is in trouble again.

Lessons From Promoting Energy Efficiency in India

By R.V.Ramana Rao

Every one would agree that the concept of energy efficiency is very good. It has been estimated by India's Ministry of Power (MoP) that there is an energy saving potential of 25%-30 % in India in all sectors. The energy is not only in electrical energy but also it refers all other forms of energies.

Estimates indicate that with our present level of generation of electrical energy world wide, we have already spent about 65% of all natural resources like coal, gas and oil and all other conventional energies in their respective fields. Carbon emissions due to the energy produced from conventional fossil fuels are increasing and polluting the entire country's atmosphere. The initial cost for generation of non-renewable energy is considerably high when compared to the conventional energy making investors a bit hesitant to invest in renewable energy projects.

Though 8 years have passed from the date of introducing the EC Act 2001, the authorities at the helm of affairs are still very lethargic and not showing any interest towards its strict implementation. They are all busy touring other countries and have no clear accountability for the huge public funds spent by them during their tours. Nobody seems to know the quantum of benefits accrued by the country as well as the Bureau of Energy Efficiency (BEE).

The BEE, the implementing authority of EC Act, is noted to be very successful in conducting the examinations for Energy Managers (EM) and Energy Auditors (EA). However, about 10,000 qualified EAs and EMs are idling or doing some thing else which has no relevance to the field of energy conservation. BEE is busy in conducting painting competitions for school children to create awareness in the young people. This is good, but there is no benefit to the country immediately right now.

I have been conducting seminars and awareness programmes in various industries on subject of energy conservation. During my conversations with many people, I understood that persons who are directly engaged in the field of energy in energy-intensive industries do not even know the very existence of the E.C. Act. It is surprising to say that about 80% – 85% of technical people engaged in this field cannot define what exactly energy conservation means.

Personally, I feel that nothing can be implemented in its true spirit especially in our country, unless stringent punishments are there for violation of law.

Persons like me with over 33 years of experience in the energy sector, after having passed the E.A examination, are unable to contribute any thing to the society, since no body bothers about the E.C. Act and their implementation.

Our job is completely limited to creating awareness of energy conservation for various categories of people. I am unable to draw a complete satisfaction for in conducting awareness programs though I take it as a social responsibility.

Following the interest of higher-ups in industry, I have done energy auditing in some of the industries. My actions were opposed by some of the senior workmen. They contended that their equipment were more energy efficient and need no further attention. They agreed only after a clear proof of inefficiency of the equipment.

The only satisfaction that I got was through my commitment to a social responsibility as a senior citizen of the country. Otherwise in my personal opinion, the examinations, the provisional certificate issued by BEE and the NPC is a sheer wasteful exercise in my life.

With time running, we are growing older and older, year by year. Though we have an interest to contribute something to our country, I am afraid age and health conditions may not permit accepting future work in this field. I would like to mention here that I have already changed my work field to be a consultant for constructions activities in the electrical field and serve as lead auditor in ISO9001 and 14001.

Finally, I have learnt lot of lessons from the promotion of energy efficiency. I found engaging in the work of energy conservation is futile, not useful, though individually I have my interest in this way. So, I hope the Government of India will at least take a firm decision for total implementation of EC Act for all industries up to at least 50 HP connected load initially and for all commercial establishments of commercial load 10 KW. Till then, I shall keep conducting awareness training programs for school children, college students and various industries personnel as a conscience keeper and a socially responsible person in the society, as long as my health permits.

About the author:

Mr. R.V.Ramana Rao is a Certified Energy Auditor based in Visakhapatnam, Andhra Pradesh. He was formerly a Divisional Electrical Engineer at A.P. Transco.

Energy Conservation & Efficiency in India - Lessons to be Learnt from History

Sunil Sood

Background

Although the concepts of energy conservation and energy efficiency had emerged way back during the First World War itself, in India, these concepts were first taken up seriously only after the oil price shocks in 1970s. A number of steps were taken by the central government to contain the rapidly rising bill on import of petroleum products. The chronology of events which took place since then, are summarized below:

1976: Formation of petroleum conservation Research Association (PCRA) to encourage conservation of petroleum products.

1981: Setting up of Inter- Ministerial Working Group (IMWG) to identify energy saving potential in the country.

1983: Inter-Ministerial Working Group(IMWG) set up to identify energy saving potential in the country submitted report-identifying energy saving potential of 20%,25%,&30% in transport, Industrial & Agricultural sectors respectively. Domestic sector was not covered.

1989: Energy Management Center (EMC) established under the Ministry of Power

Finally, the Energy Conservation Bill was introduced in the parliament in the year 2000 and was enacted as “The Energy Conservation Act 2001” on 29th September 2001. Subsequently on 1st March 2002, the Bureau of Energy Efficiency (BEE) was established & given mandate to implement the provisions of the act.

Earlier, during the 80’s & 90’s, a number of steps had already been taken to encourage energy efficiency in the country. These include steps such as:

- Making it mandatory to include a statement in the Annual Reports of the companies on energy consumption figures & steps taken to bring down the specific energy consumption
- Introduction of Fiscal Benefits.
- Formation of state level nodal agencies to encourage use of renewable energy technologies as well as to promote energy efficiency.
- Various international co-operation programmes like Indo- European Community Project, Indo-German Project, and EMCAT Project etc.
- Many Engineering Colleges/Universities started post-graduate courses on Energy Management.

The reasons for slow progress:

The history of energy conservation & efficiency (EC&E) in India is now almost 35 years old. A close look into the various activities carried out by different agencies reveals that while a lot of efforts have been put in, corresponding results have not been achieved. The main reasons for this could be:

- Gross under-pricing of the polluting energy by non-inclusion of the environmental damage repair costs, for which economists of the whole world are to be blamed
- Political interference to ensure free electricity, and subsidies.
- Preferential treatment to the lobbies of Power and Oil sectors
- Non-existence of long-term policies at National & State levels
- Lack of interest on the part of Electricity Boards to encourage EC&E
- Double Standards of Oil companies (i.e. aggressive marketing of their products on the one hand and celebrating 'Oil Conservation Fortnight' on the other hand)
- General ignorance of the public about the EC&E concepts.
- Lack of Top-level awareness and commitment.
- In-effective use of Funds and Resources allocated for EC E.
- Reasons attributable to Energy Consultants like lack of expertise and professionalism, lack of instruments etc.
- Wrong approach adopted for implementation of 'The Energy conservation Act, 2001' and 'The Electricity Act, 2003'.
- Lack of co-ordination amongst government agencies.
- Prevailing socio-economic reasons, consumerism, non-merit subsidies and corruption etc.

What is very disappointing to note the EC Act, 2001 was not implemented in letter and in spirit with the result that we have already lost more than 8 years and we still stand where we were before the Act was enacted by the parliament. The lost ground provided we are willing to learn lessons from our past mistakes and ensure that we don't make new mistakes.

With establishment of the Bureau of Energy Efficiency (BEE) on 1st March'02, the complete onus is now on BEE and the Ministry of Power (MoP) to create a conducive and favourable environment and institutional mechanism for deriving maximum gains from energy efficiency and conservation.

In this backdrop, I would like to suggest a road map, which the BEE and MoP must follow to ensure the benefits from EC&E:

1.0 Implementation of the EC Act, 2001 in letter and spirit.

A clause-wise review of the status of implementation of the Act reveals several areas needing immediate attention. Sections 30 to 45 of the EC Act, 2001 are still not notified. Similarly most of the rules and regulations are yet not in place. A lot of effort will need to be put in this direction. BEE has to also provide necessary guidelines and assistance on actions required to be taken by the state governments and the state designated agencies.

2.0 Expanding BEE and opening of State level offices

The present strength of BEE is too miniscule to handle implementation of the Act. With strength of just 19 persons sitting at New Delhi, it is impossible for BEE to do justice to the spirit of the Act. BEE cannot totally depend on the Designated Agencies at state level. Sincere implementation of the Act will need dedicated energy efficiency and renewable energy experts at state level. BEE must open offices in all the state capitals as well as in major industrial towns.

3.0 Follow-up with other Ministries

Several provisions of the EC Act need rigorous follow-up with the concerned ministries. For example, Energy Conservation Building Code, Innovative financing of Energy Efficiency, preferential treatment for Energy Efficient Technologies etc.

Actually there is no ministry which has no role to play in energy efficiency and conservation since all their decisions /actions / plans etc ultimately affect the energy consumption. Detailed list of points, which affect the energy scenario, needs to be prepared for each ministry and taken up with them for necessary corrective actions.

4.0 Involvement of Certified Energy Auditors /Energy Managers

A suitable mechanism has to be evolved to utilize the services of the CEA/CEMs for the following:

- Dissemination of information (clause – e, section 13)
- Conducting Training Programmes (clause – f, section 13)
- Strengthening of Consultancy Services (clause –g, section 13)
- Providing feed back and follow-up services (clauses-d, k & n, section 14)

5.0 Educating the media/legal experts/architects/consultants/politicians

The public in India remains generally unaware of the serious nature of energy situation, mainly because of the complexity of the subject. Hence it will be better if intensive educative programmes are started for media persons/legal experts/architects/ consultants/politicians etc.

7.0 Incorporation of the recommendations given in “ Integrated Energy Policy- 2006”

“The Integrated Energy Policy-2006” prepared by Planning Commission is an excellent document. BEE can adopt most of the recommendations related to energy efficiency.

To conclude, I feel awakening the conscience of everyone related to implementation of the Act will do wonders. It should start with the Director General, BEE who may assume the role of a *“conscience keeper to the nation on all matters affecting energy efficiency and conservation”*.

IAEMP News

The Fifth Annual General Body Meeting of Indian Association of Energy Management Professionals (Registered under A.P. Societies Registration Act 2001, Reg. No.:1185 of 2006 dt. 29th Aug 2006), will be held on 21st Feb 2010, Sunday, at 1000 hrs Jog House, Behind Tatya Tope hall, Tatya Tope Nagar, Nagpur.

Upcoming Events

PV+Solar India Expo 2010 Mumbai, India March 1-3, 2010
Tel: 91 22 26730 869
Fax: 91 22 26730 547
www.electronicstoday.org

Enertech World Expo 2010 Mumbai, India March 3-6, 2010
www.chemtech-online.com/events/enertech

International Conference on Renewable Energy:
Generation and Applications
ICREGA'10 Al Ain, UAE March 8-10, 2010
www.engg.uaeu.ac.ae/icrega10

Power & Electricity World Asia Singapore April 5-9, 2010
<http://www.terrapinn.com/2010/asiapower/>

POWER-GEN India & Central Asia New Delhi, India April 21-23, 2010
www.power-genindia.com

Clean Energy Council Conference Adelaide, Australia May 3-5, 2010
www.cleanenergycouncil.org.au/cec/mediaevents/cec_conference_2010

Share your experience

Do you have an area of expertise in energy management? Have you solved a difficult problem or have an interesting case study? Do you want to share a joke with others? Or just have a word of appreciation for this issue. Share your knowledge with others and promote yourself through **The Urja Watch**.

You may also tell us about upcoming energy-related events in your area. Be sure to mention the title of the event, organizers, dates, venue, city, and contact information to get more details of the event.

Please note the following points while making your submissions:

- ❖ Articles must be original, in electronic version, 500 words or less. If you are using material from external sources, please acknowledge them.
- ❖ Please include contact information (full name, title/organization, phone numbers, and email ID) with your submission.
- ❖ Articles should be in MS word, single spaced, with easily readable font, preferably Arial size 12. Photos should be of high resolution.
- ❖ Please e-mail your submissions to The Editor, “The Urja Watch” at tellsubi@gmail.com
- ❖ There are no deadlines for submissions. You may submit articles anytime.
- ❖ We reserve the right to edit, rewrite or reject any article.

We Need Your Feedback Too!

Please write your views and suggestions to the editor at: tellsubi@gmail.com
Letters must include the writer’s name, address, phone and email ID.

We appreciate your feedback and thank you for your support.

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