

Project launch meeting

“Assessing Consumer Behaviour on Energy Efficient products in India”

April 12, 2011, India Habitat Centre (IHC), New Delhi

Objective

To promote energy conservation in India through greater use of energy efficient products

Background and Context

There is a growing realisation in India among policy makers, businesses, civil society organisations, and the public at large that the country would find it increasingly difficult to sustain its economic growth by using non-renewable sources of energy at the prevailing levels of energy efficiency. India's energy strategy, therefore, needs to have two basic ingredients:

- increasing reliance on renewable energy, and
- initiatives for enhancing energy efficiency at various levels.

Since infrastructure for producing renewable energy is at a nascent stage and it would take years for India to fully or even largely meet its increasing energy needs through renewable sources, promoting energy efficiency across sectors is perhaps the best strategy for avoiding energy scarcity. There are two ways to promote energy efficiency:

- promotion of consumption of energy efficient products and
- adoption of energy efficient technology on the other.

For enhanced energy efficiency of the country as a whole, there has to be a simultaneous increase in the production and consumption of energy efficient products. Importantly, it needs to be ensured that the consumers are aware of the benefits of purchasing energy efficient products, both from an economic and environmental point of view as well as the national perspective of conservation of scarce and possibly exhaustible sources of energy. Such awareness and concomitant consumer behaviour is a crucial determinant of use of energy efficient products.

There is, thus, an urgent need to gauge consumer behaviour in regard to these products. The proposed project is a clear step in this direction. The project will lead to a comprehensive benchmark on:

- level of awareness,
- barriers to awareness,
- barriers to usage,
- types of measures/initiatives required to make energy efficient products more popular and acceptable to the general mass of people, and
- consumers' willingness to pay for such appliances

The project will also provide a basis for designing future strategies by the relevant departments and ministries of the government of India for enhancing the use of energy efficient products in India.

Agenda

0930 – 1000

Registration

1000 – 1045

Opening

Pradeep S Mehta, Secretary General, CUTS International, Jaipur

Manoj K. Parida, Joint Secretary, Department of Consumer Affairs (DoCA), New Delhi*

Jyoti Parikh, Executive Director, Integrated Research and Action for Development (IRADe), New Delhi

1045 – 1100

Break

1100 – 1300

Project Overview

Chair: Shirish Deshpande*, Chairman, Mumbai Grahak Panchayat (MGP), Maharashtra

Keya Ghosh, Centre Head, CUTS Calcutta Resource Centre (CUTS CRC), Kolkata

Comments

Vineeta Kanwal, Assistant Energy Economist, Bureau of Energy Efficiency (BEE), New Delhi

Priya Mahajan*, Consumer Education and Research Centre (CERC), Ahmedabad, Gujrat

Arunabha Ghosh*, Chief Executive Officer, Council on Energy Environment and Water (CEEW), Delhi

Ashim Sanyal*, Chief Operating Officer and Secretary, Voluntary Organisation in Interest of Consumer Education (VOICE), New Delhi

1300 – 1400

Lunch

* To be confirmed