



ENERGY MANAGEMENT CENTRE – KERALA

An autonomous centre under the Department of Power, Govt of Kerala

Sreekrishna Nagar, Sreekaryam P.O Thiruvananthapuram 695 017



URJA KIRAN 2015-16

ENERGY CONSERVATION AWARENESS CAMPAIGN (ECAC)

Theme
Energy Efficiency and Conservation

Guidelines & Proforma for Submitting Proposals by Participating Agencies
(Please read before filling up the form)

Completed proforma with supporting documents to be sent to the Resource Agency
on or before **30th September, 2015** at the following address:

Executive Director
Centre for Environment and Development
Thozhuvancode, Vattiyookavu P.O. Thiruvananthapuram - 695013
Phone/Fax: +91 471 2369720 Email: ecac@cedindia.org
URL: www.cedindia.org

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August 2015

For more details

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1. INTRODUCTION

Energy Management Centre (EMC Kerala) has been notified as the “State Designated Agency” to co-ordinate, regulate and enforce the provision of the EC Act 2001 in the state of Kerala with the concurrence of BEE, Ministry of Power, Govt. of India and for implementing various schemes under the Act. The Centre is devoted to the improvement of energy efficiency in the State, promotion of energy conservation and encouraging development of technologies related to energy through research, training, demonstration programmes and awareness EMC concentrates on achieving sustainable development through enhancing total energy efficiency and application of renewable energy and environment friendly energy systems in all sectors of the economy. We have conducted and supported 859 number of awareness programmes on Energy Conservation in the last financial year (2014-15).

EMC invites proposals from interested Non Governmental Organizations (NGO) and other Academic/R&D Institutions (other than schools) experienced in providing services to facilitate Energy Conservation Awareness Campaign ((ECAC). The objective of the program is to create awareness among the general public and equip them for efficient management of all forms of energy, to promote energy efficiency and energy conservation and to develop new sources of energy as well as novel energy technologies with a view to increasing production and facilitating the use of energy on a sustainable basis. It aims at seeking Participating Agencies (PAs) to convene, catalyze and facilitate works in the energy conservation related activities in a participative mode for it public participation activities across the State. Therefore, institutions that have been involved in community participation, environment, and energy conservation work are invited to apply for the task.

2. ACTIVITIES UNDER ECAC

This program, in general, focuses on enhancing environmental awareness and fostering critical thinking and problem- solving approaches among participants, by helping them to become actively involved in the exploration of their immediate environment through understanding certain concepts and undertaking some selected activities related to Energy conservation and energy efficiency. The intention is to encourage an approach which takes some of these basic ideas and adapts them to suit local needs. Thus the activities of the ECAC program consists of an awareness component to be conducted as an initial phase followed by an action component to be initiated by the PAs as a follow up program

2.1) Awareness Program

The awareness program of ECAC indented to give wide publicity to the program and equip the general public in practicing energy conservation and management tips. An indicative list activities shall include: walkathons, cycle rallies, competitions and awareness classes/workshops/public meetings using multi-media tools like audio-visual materials, CD-ROM etc. Folk media and street theatre can also be used as the medium of campaign. The target group for the program shall be the general public (not less than 100/program). The PAs should also required to collect the details of the present electricity use of the participants based on the electricity bills (At least the last two bills) and also to record the future trend through the KSEB website as a follow up activity.

2.2) Action Program

Action programs based on the theme of the campaign shall be taken up by the PAs as a follow up of the ECAC program. This can be taken up as a future projects utilizing additional funding opportunities from other institutions and also from EMC. The action program shall include: promotion of less energy using equipments, participatory survey and documentation of energy use pattern of the community, impact study on the awareness programs etc.

3. GREEN POLICY OF CONDUCTING PROGRAMS

It is sensible to conduct the programs in a totally green atmosphere with maximum energy saving mode. Pens pads etc. shall be avoided. Participants can make use of the blank pages attached with the resource material and/or carry their own pen/pad for noting interesting things in the classes. Plastic cups plates etc. should be totally avoided. It is better not to use any single-use disposable items for the meetings.

4. QUANTUM OF ASSISTANCE

Financial assistance for the program will range from 7500/- to a maximum of Rs 30000/- based on the experience of the PAs and merits of the programs suggested.

The approved amount would be released to the participating agencies in two instalments as follows:

- 4.1 First instalment comprising 60% of the sanctioned amount would be released against Bond or an affidavit.
- 4.2 The second instalment as the balance amount of the expenditure reported/amount sanctioned shall be released on receipt of activity report, utilization certificate and audited statement of accounts before the stipulated time.
- 4.3 Second instalment of grant will not be released to the organisations failing to submit the required reports, utilisation certificates and audited statement of accounts with in the stipulated time and in such cases the Bond or an affidavit furnished by such defaulting organisations will be encashed. In addition, such defaulting organisations will be blacklisted from receiving grants from the Government in future.

5. GUIDELINES FOR SUBMISSION OF PROPOSALS

- 5.1 The organisation submitting the proposal must be a legal entity, ie. a registered NGO working in the State of Kerala for at least 3 years (as on 1st April 2015) with strong presence and good track record in the state or a Government Academic/R&D institution (other than schools) in the State of Kerala.
- 5.2 The agency applying should have:
 - 5.2 a) Necessary manpower and infrastructure support to conduct the program (details to be attached)
 - 5.2 b) Experience of work relating to awareness programs for general public and /or school outreach programs / advocacy, programs in community participation, environment, energy management, conservation and other related issues of energy management and conservation (Proofs to be attached).

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- 5.3 Along with the proposal, the NGOs should submit copies of registration certificate, Bye-law/MoA and audit statements for the last three years, attested by a Gazetted Officer.
- 5.4 Agencies blacklisted/debarred by any Government or Private agencies in the past will not be considered for the financial assistance. They are required to submit an affidavit indicating that they have never been blacklisted/debarred by any agency (both government and private).
- 5.5 Financial assistance would not be provided to an organization more than once in a financial year.
- 5.6 Individuals and unregistered Societies/ Trusts are not eligible for receiving financial assistance for this campaign.
- 5.7 Application from academic / research institution has to be duly forwarded by Head of the institution.

The Proforma for submitting the application (Annexure 1) is available in the website of CED (www.cedindia.org) and in the website of EMC (www.keralaenergy.gov.in). The duly filled application along with all other documents should be sent to the following address:

**Executive Director
Centre for Environment and Development**

Thozhuvancode, Vattiyookavu P.O., Thiruvananthapuram – 695013 Phone/Fax: +91 471 2369720

The application should reach the above address on or before 30th September 2015, 5 PM.

Kindly note that the completed proposal in the prescribed format is to be sent only to Resource Agency. ie. CED and not to EMC directly. Proposals submitted to the EMC will not be considered.

6. SCRUTINY OF PROPOSALS AND APPROVAL

- 6.1 A Committees constituted by the EMC will appraise the proposals by making use of prescribed scrutiny format and decide the financial support for each agency.
- 6.2 The scrutiny format will consider the eligibility criteria, experience and other conditions given in the guidelines.
- 6.3 It is clarified that the decision to approve/ reject any proposal including the quantum of assistance to be provided is taken only by the Committee constituted by the EMC. The decision of the committee will be communicated to the participants by Resource Agency.

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Annexure 1

ENERGY MANAGEMENT CENTRE KERALA APPLICATION FOR EMPANELLING AGENCIES FOR ENERGY CONSERVATION AWARENESS CAMPAIGN (ECAC)

Section A :Basic Information

1.	Name of the Organisation			
2.	Address for Communication			
3.	Telephone		Fax	
4.	Email			
5.	Registration No.			
6.	Date of Registration			
7.	Details of Contact Person			
a.	Name			
b.	Designation			
c.	Telephone (Mobile and Land line)			
d.	Email			

Section B: Project Details

8. Activities Proposed with Financial Details **(Attach detailed budget for Each Activity)**

Sl. No.	Activity	Place	Date	Expected No. of participants	Budget (Rs.)
i.	Awareness class/ Workshop/ Public meeting				
ii.	Walkathon / Cycle Rally /Street theatre/other folk media etc.				
iii.	Others (Specify)				
Total					
9.	Details of follow up Activities Envisaged				

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Section C: Organisational Capacity

10. Details of activities undertaken related to Energy / Environment Conservation (last 3 years) (Attach separate sheets if necessary)						
Sl. No.	Activity	Year & Location	Funding Source (if any)	Major Outcome		
i						
ii						
11. Current activities run by the organisation						
11a.	Location of work (whether Village/Panchayat/District/Block/Taluk)					
11b.	Population with which they are presently working (Tick appropriate choice)					
	Rural	Urban	Occupational Group	Students/educational Institution	Women Group	Others (specify)
11c.	Principal field of activity /operation (Please provide basic information on the key projects carried out by your organisation since last three years (Attach separate sheets if necessary))					
Sl. No.	Project Name	Objectives	Main outcome	Evaluation method	Evaluation results	
12	Major Innovations, if any, by the organisation (Attach separate sheets if necessary)					
13	Whether blacklisted/debarred by any agency (both government and private) in the past? If yes provide details					
14	List of documents attached (Yes/No)					
	i	Attested Copy of Registration certificate				
	ii	Self Attested Copy of Bye - Law/MoA				
	iii	Attested Copy of Audit Reports for the last three years				
	iv	Copy Project Sanction orders mentioned in Col. 10 & 11c.				
	v	Annual Report of activities undertaken in the last 3 years				
	vi	Others (if any)				

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15	Bank Account Details:	
	a. Name of Bank with Branch Number:	
	b. Account No.	
	c. Type of bank account:	
	d. MICR No.	
	e. IFS Code	
16	a. Name of the Head of the Institution who signed the application	
	b. Designation	
	c. Phone No.	
	d. Email	

17. Declaration

- i. I hereby declare that the particulars furnished above are true and correct to the best of my knowledge and belief.
- ii. Certified that the (Name of Organization) have not been blacklisted/debarred by any government and private agency in the past.

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(Office seal)

Signature

Place:

Date:

Application without signature and seal of the Organisation will not be considered.