



URJAKIRAN – SUMMER CAMPAIGN

Energy Management Centre- Kerala (EMC), under the Department of Power, Government of Kerala which is also the State Designated Agency (SDA) for Bureau of Energy Efficiency (BEE) is working towards the goals that have been envisaged for making India an energy efficient country.

The Energy Management Centre Kerala (EMC) and The Kerala State Electricity Board (KSEB) join hands to initiate a pivotal awareness campaign during the summer months when demand for electricity increases, through its "URJA KIRAN" Scheme in the state as per the following approved guidelines with the support of Non-governmental organizations (NGOs) and community level institutions in the state.

In an effort to promote responsible electricity usage during the summer months, "URJA KIRAN" an awareness program is set to unfold in all 752 KSEB Electrical Section Offices across the state. The Energy Management Centre (EMC) is joining hands with various stakeholders to impart crucial information to the public about the mindful and sustainable consumption of electricity. This initiative seeks to empower individuals to make informed choices, ensuring a collective effort towards energy conservation and a more resilient power grid during the demanding summer season. It aims at seeking the Participating Agencies (PAs) to convene, catalyze and facilitate works in the energy conservation related activities in a participatory mode across the State. Therefore, NGOs & other institutions that have been involved in community participation, environment, and energy conservation work are invited to apply for campaign across the state with the support of KSEBL.

Programme Name:	“URJA KIRAN : SUMMER CAMPAIGN”
Who are eligible for conducting the campaign (Organisers)	Non - Governmental Organizations (NGOs)
Start date of Registration:	27 th February 2024
Closing date of Registration:	30 th March 2024, 16.00 hrs
Registration link (google form):	http://tinyurl.com/urjakiranscregistration
Start date of conducting the programme:	01 st March 2024
Last date of conducting the programme:	05 th May 2024
Last date of submission of programme details in google form:	15 th May 2024, 16.00 hrs
Programme details upload link (google form) :	http://tinyurl.com/urjakiranscdata
Maximum Financial that will be allotted for conducting one programme	Rs. 5000/- only

Guidelines for the Urja Kiran Programme

- i. Programme will be an ***offline- orientation session (minimum 1 hour and maximum of 2 hours)*** on topic **“Importance of Energy Conservation on Summer Season”** in association with local KSEBL section office in the state.
- ii. Programmes can be conducted only by NGO’s, Libraries and Clubs as approved by EMC.
- iii. One NGO can register for conducting programmes in association with any no.of section offices of KSEBL.

- iv. EMC will acknowledge the successful registration of the NGO on their registered emails.
- v. After Registration, ***EMC will send a programme approval email*** to the NGO for moving ahead with the conduction of the programme.
- vi. NGO shall liaise with the KSEBL section office for conduction of the event.
- vii. Programme should have eco-friendly printed backdrop consisting of programme name – URJA KIRAN and logos of **EMC, BEE & KSEBL**. KSEBL Engineers (Executive Engineer/ Asst Executive Engineer / Assistant Engineer) should be there for the campaign.
- viii. A minimum participation of 50 local public is mandatory for the each programme.
- ix. A maximum amount of Rs. 5000/- shall be provided to the approved NGO for conduction of a single programme by EMC which can be utilised for stage, sound and other arrangements after successful conduction of the event and submission of programme report to EMC through google form.
- x. *KSEBL section office shall provide tea and snacks for the programme attendees. If not NGOs may utilize the same through the financial assistance of EMC.*
- xi. Registration can be done in the Link <http://tinyurl.com/urjakiranscregistration> and shall be completed before **30th March 2024, 16.00 PM**
- xii. Last date of conducting the programme is **05th May 2024** and after the conduction of programme, the programme details (maximum of 2 geo-tagged photos (less than 2 MB each), 30 seconds video (less than 10 MB), no of participant details, bank account details of the NGOs etc shall be uploaded in the google form link <http://tinyurl.com/urjakiranscdata> before **15th May 2024, 16.00 hrs** for EMC verification.
- xiii. EMC will process the submissions that's is the uploaded programme details and credit the honorarium amount to the NGO within a month after submission of the details in the google form.
- xiv. EMC will not accept nor consider any submissions after the stipulated time is over.
- xv. EMC has the right to suspend the registration process once the target no of programmes or fund utilisation has reached its limit and the programme will be allotted on first come first serve basis.

Please Note:- *The Registering Institution can only move forward with the conduction of the programmes after receiving the programme approval email from EMC as per the point no. V above.*

For Queries, Contact No: +91-9947329163, +91-7907189181