EMC-Kerala: Summer Campaign on Kulirma Scheme

The Energy Management Centre (EMC), established by Government of Kerala under the Department of Power, is the first state-level organization to exclusively promote energy conservation. As the State Designated Agency (SDA) of the Bureau of Energy Efficiency (BEE), it coordinates, enforces, and implements the Energy Conservation Act in Kerala. EMC is dedicated to promoting energy conservation, improving energy efficiency and facilitating energy transition towards renewable energy sources in all the key sectors of the economy. To achieve this, EMC conducts awareness trainings, research, demonstration programmes, and explores multiple ways to meet its objective.

In the context of increasing atmospheric temperatures in Kerala, there is an anticipation of a substantial rise in the use of air conditioners. Consequently, this surge in demand is expected to lead to a significant upswing in electricity consumption within the state. To address this situation, the Energy Management Centre has put forward a scheme named 'Kulirma' to harness the potential of cool roof technology as a means to mitigate the heat in buildings. This goal will be achieved by promoting the application of coatings that possess the ability to reflect sunlight and limit heat absorption.

EMC is organizing Awareness Program on Cool Roof Technologies with the support of NGOs (Non-Governmental Organizations)/Institutions across Kerala as per the following guidelines.

Name of the program	Kulirma-Awareness Program on Cool Roof Technologies
Who are eligible for conducting the programme (**Organisers**)	1. NGOs with Darpan certificate 2. NGOs/ institutions that are participated in the Kulirma Summer campaign state level inauguration conducted on 18th March 2025
Start date of Registration:	**22/03/2025**
Closing date of Registration:	**02/04/2025**
Registration link (google form):	https://shorturl.at/hav46
Online training session on Kulirma scheme by EMC	**08/04/2025**
Start date of conducting the programme:	**09/04/2025**
Last date of conducting the programme:	**30/04/2025**
Last date of submission of programme details in google form:	**05/05/2025**
Programme details upload link (google form) :	https://shorturl.at/XglpK
Maximum Amount that will be allotted for conducting one programme	**Rs. 7500/-**

Guidelines

i. Programme will be an **offline**- orientation session (minimum 1 hour and maximum of 2 hours) on topic **"Kulirma-Awareness Program on Cool Roof Technologies".**

ii. A minimum participation of 30 is mandatory for the programme.

iii. NGOs with Darpan certificate **or** NGOs/institutions that are participated in the Kulirma Summer campaign state level inauguration conducted on 18th March 2025 are eligible to organize awareness programs.

iv. The programs are proposed to be conducted in 140 legislative constituencies and each NGOs/Institution is eligible to conduct at least one program. Priority will be given to the NGOs/Institution attended the Kulirma Summer campaign state level inauguration.

v. NGOs/Institutions can propose maximum 5 number of programs in 5 legislative constituencies they wish to conduct and submit the list to EMC for approval.

vi. A maximum of 5 programs can be selected, and the allocation will be based on a first-come, first-served basis, i.e Each NGO/institution can select a maximum of 5 programs, which will be reviewed by EMC and approved if wanted.

vii. One NGO/institution can conduct only one programme in a Legislative Assembly within the stipulated time and upload the details within the stipulated time

viii. The organizer shall submit the registration within the stipulated time limit of the program.

ix. EMC will acknowledge the registration of the organizer on their registered emails with a unique Registration Id. Once the acknowledgment with the registration id is received you may conduct the programme on the proposed date.

x. The organizer shall upload the program posters on social media, tagging EMC, and ensure maximum press coverage for the program.

xi. The organizer shall invite People's Representative/ VIP for inauguration of the program.

xii. Programme should have eco-friendly backdrop consisting of programme name and logos of EMC, BEE, KSDMA, KSCCAM, KULIRMA and NGO/institution logos. The Organizer shall use the backdrop design provided by EMC in this regard.

xiii. The organizer shall arrange a resource person for the awareness session. The designated resource person must attend the online training session on the Kulirma scheme, scheduled for **8th April 2025**, to gain a comprehensive understanding of the program.

xiv. A maximum amount of **Rs. 7500/-** will be provided to the organizer per programme which will be inclusive of all expenses including honorarium for resource persons and taxes if any.

xv. Registration can be done in the link provided and shall be completed before **02nd April 2025,** *11.00 AM*

xvi. Last date of conducting the programme **is 30th April 2025, 16.00 hrs** and after conduction of programme, the programme photos with GPS location (maximum of 6 photos including inaugural session, awareness session by resource person and audience photos (less than 2 MB each), 20 seconds video (less than 10 MB), list of participants (certified by concerned official of the organizer), program report is the prescribed format, bank account details of the organiser etc shall be uploaded in

the google form link before **05th May 2025** for EMC verification.

xvii.   EMC will process the submissions, that is the uploaded programme details and credit the honorarium amount to the Organiser within a period of one month after submission of the details in the google form.

xviii.   EMC will not accept nor consider any submissions after the stipulated time is over.

xix.   EMC has the right to suspend the registration process once the target number of programmes or fund utilisation has reached its limit and the programme will be allotted on first come first serve basis

Please Note:

- **Event related logos and backdrop format can be downloaded from google drive link: <ins>https://shorturl.at/kaAdb</ins>**
- **For details please contact:** 0471-2594922, +917736964732