

No.509/001//2008-09/I&PA  
Ministry of New and Renewable Energy  
(Information & Public Awareness Division)  
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Block-14, C.G.O. Complex,  
Lodi Road, New Delhi-110 003.  
Dated : 27.05.2008

To

The Pay & Accounts Officer,  
Ministry of New and Renewable Energy,  
New Delhi.

**Subject: Information & Public Awareness (I&PA) Programme for the year  
2008-2009 – Sanction regarding.**

Sir,

I am directed to convey the sanction of the President of India for implementation of the Information & Public Awareness Programme during the year 2008-09 at a total outlay of Rs. 21.00 crore (Rupees Twenty One Crore only) (including previous years liabilities and one crore for North East). The details of the programme component, implementation methodology, financial assistance, release of funds and monitoring mechanism have been given in the **Appendix**. The sanction will be effective till 30<sup>th</sup> of September,2008.

2. The objective of the programme would be to create publicity of the renewable energy technologies, systems & devices and also to disseminate information on technological developments and promotional activities taking place in the area of the non-conventional energy. Under the programme, financial assistance/support would be provided in respect of the following activities:

- i) Publicity through Electronic Media
- ii) Publicity through Print Media
- iii) Publicity through Exhibitions and Outdoor Media
- iv) Rajiv Gandhi Akshay Urja Diwas
- v) District Advisory Committees
- vi) Renewable Energy Clubs
- vii) Mobile Exhibition Vans & Tableau
- viii) Media Visit and Education Excursion Visits to RE sites/projects
- ix) Awareness and Orientation Camps

3. Each proposal will be examined and concurred in by Integrated Finance Division of the Ministry, on case to case basis.

4. The expenditure on the scheme will be met from the budget provisions given below:

<u>Head of Account</u> <u>Amount</u>	<u>Description</u>	<u>Allocated</u>
<b>'2810'</b>	Non-Conventional Sources of Energy (Major Head), 60.800 Other Expenditure (Minor Head), 03 Information and Publicity Programme (Sub Head), 03.01 Exhibition (Detailed Head), 03.01.26 Advertising & Publicity, 03.01.31 Grants-in-aid.	<b>Rs. 20.00 crores</b>
<b>'2552'</b> <b>crore</b>	North Eastern Region (Major Head), 00.122 Others (Non-Conventional Sources) – Other Grants (Minor Head), 03 Information & Publicity Programme (Sub Head), 03.01 (Exhibition (Detailed Head), 03.01.26 Advertising & Publicity.	<b>Rs. 1.00</b>

5. This issues in exercise of the powers conferred on this Ministry and with the concurrence of IF Division, MNRE vide their sanction No. IFD/SAN/109/60/2008-09 dated 27.05.2008.

Yours faithfully,

**(Bhanu Surender)**

**Under Secretary to the Government of  
India**

Tele: 24360707/Ext. 1032  
FAX: 011-24360396

Copy for information and necessary action :

1. All Heads of State Nodal Departments/Agencies
2. AS&FA, MNRE
3. All Group Heads
4. PS to MOS (I/C) NRE
5. JS(Admn.)/Director (I&PA)/Director (F)/Dir.(P&C)/Dy.  
COA./US(F)/US(I&PA)
6. Sr. PPS to Secretary, MNRE
7. PAO/Cash Section, MNRE
8. All Regional Offices, MNRE
9. Director of Audit (C.W & M), Special Cell, New Delhi.
10. Guard File/Spare copies (5)

## APPENDIX

### INFORMATION AND PUBLIC AWARENESS PROGRAMME FOR THE YEAR 2008-09

#### **1. INTRODUCTION:**

The Information and Public Awareness (I&PA) Programme aims at creating mass awareness about New & Renewable Sources of Energy (NRSE), its various systems & devices for their widespread popularity and use in the country. Under this programme, information on technological developments and promotional activities taking place in the area of renewable energy is disseminated through various media. The NRSE systems work on solar energy, wind energy, hydro power, bio energy and do not consume fossil fuels, thereby helping in protecting the environment. Consequently, there is an urgent need to use different types of media for extensive publicity for creating awareness amongst all groups across the country, with special focus on rural and remote areas.

#### **2. Objectives:**

The main objectives of the I&PA Programme are :

1. To popularise and create awareness about new and renewable energy systems and devices highlighting their benefits;
2. To create mass awareness about technological developments and promotional activities taking place in Non-Conventional Energy Sector from time to time in the country especially with focus on rural areas;
3. To make people aware about the availability of NRSE systems and devices their proper use, repair and maintenance facilities, etc.;
4. To expand and promote the market for NRSE systems & devices; and
5. To raise awareness about NRSE amongst students, teachers, scientists and public at large.

#### **3. PROGRAMME IMPLEMENTATION;**

The programme is implemented through a pragmatic use of existing Government channels viz. State Nodal Agencies (SNAs), Directorate of Advertising & Visual Publicity (DAVP), Doordarshan, All India Radio (AIR) and Department of Posts, etc. among others. Variety of media like electronic, print and outdoor publicity through exhibitions, bus panels, hoardings, kiosks and other outdoor media activities are used for popularization of NRSE systems & devices. The Ministry also participates different District, State and National level exhibitions either directly or through State

Nodal Agencies (SNAs), reputed organizations/bodies including Indian Trade Promotion Organization (ITPO), Confederation of Indian Industries (CII) etc among others. The Ministry also participates directly in India International Trade Fair (IITF), an International Trade Fair organized by the India Trade Promotion Organization (ITPO) every year at Pragati Maidan, New Delhi and other national and international exhibitions.

#### **4. PROGRAMME ACTIVITIES:**

##### **4.1 Publicity through electronic media:**

- 4.1.1 Production of documentary films, short duration films, TV spots/advertisements, sponsored TV programmes etc. through DAVP, Doordarshan, Films Division, National Films Development Corporation, State Nodal Agencies and other Producers in Hindi, English and other regional languages.
- 4.1.2 Production of Radio sponsored programmes, Radio Spots/jingles and Radio Talks etc. either through DAVP, AIR or State Nodal Agencies, other organizations and Producers in Hindi, English and other regional languages.
- 4.1.3 Telecast and broadcast of the above-mentioned activities through Government and private internet, Doordarshan, different private channels, All India Radio and private channels, including FM channels, from national, international and regional Kendras.
- 4.1.4 Creating E-Commerce website for awareness campaigns on NRSE and other programmes events etc. of the Ministry through different organisations/Producers.

##### **4.2 Print Media/Publication:**

- 4.2.1 Advertisements (both classified and displayed) in colour and black & white in Newspapers/magazines/journals etc.;
- 4.2.2 Printing of booklets/folders/brochures/posters/calendars/Trade Guide/ Compendium/ Newsletters etc. on renewable energy in Hindi, English and other regional languages.
- 4.2.3 Publication of Annual Report, Demands for Grants, Performance Budget, etc. of MNRE.

##### **4.3 MEDIA VISITS AND MEDIA WORKSHOP:**

Besides arranging coverage of various important events and programmes of the Ministry, issue of press releases, organization of Press Conferences and one to one meetings/interactions of media persons with the Minister of New and Renewable Energy, Secretary, MNRE and other officials of the Ministry, the I&PA Division may organize from time to time visits of press teams consisting of representatives of both print and electronic media as well as news agencies and photographers to various successful Renewable Energy Project Sites for on the spot coverage of the same.

Media Workshops and Training Programme will also continue to be organized either directly or through reputed agencies during the current year for updating and briefing media persons about various policies and programmes of the Ministry who, in turn, will help in creating awareness among masses at large about Renewable Energy through their news stories and writings. The proposal on the above mentioned items i.e. media visits and media workshops will be considered on the merit of the proposal and on case to case basis in consultation with IF Division of this Ministry.

#### **4.4 Exhibitions and Outdoor Publicity:**

- 4.4.1 Use of Exhibitions and Outdoor Publicity activities like hoardings, kiosks, bus panels, bus-stop shelters, wall paintings, computerized animation display systems, song & drama, etc. in different States/UTs;
- 4.4.2 Provision of Mobile Exhibition Vans (MEVs), fitted with NRSE working systems and devices to the States/UTs where the MEVs have so far not been procured; and also to the States/UTs where one MEV already exists, and their requirements are for more MEVs depending on their larger geographical areas and population;
- 4.4.3 Organizing from time to time runs, debates, seminars, quiz, drawing, model making, poster, essay and slogan writing competitions among others for school children and others;
- 4.4.4 Promotion and publicity of NRSE systems & devices by displaying them in different science museums through National Council of Science Museums (NCSM) and other institutions/organizations; and
- 4.4.5 Renewable Energy Exhibition on Rajiv Gandhi Akshay Urja Diwas.

#### **5. Awareness and Orientation Camps**

It is proposed to organize various educational excursion tours of students of different schools/institutions to different Renewable Energy Project sites including Energy Parks either directly or through SNAs or reputed organizations from time to time to create awareness among the students and youth.

The various new and renewable energy programmes of the Ministry are implemented by the officials and staff of State Nodal Agencies, officials of DRDA and Zila Parishads etc. among others. Besides, the members of newly constituted District Advisory Committees (DACs) also monitor the implementation of different programmes of the Ministry in their respective districts and also help in creating awareness among people about NRSE. They also provide valuable feedback in order to make these programmes useful for the people by suitably amending them according to their needs. Therefore, it is necessary to organize orientation and awareness camps from time to time for these members of DACs and those officials of different implementing departments including SNAs who keep on changing due to transfers etc in order to update them.

#### **6. Rajiv Gandhi Akshay Urja Diwas**

- 6.1 The Ministry has decided to observe the birthday of Late Prime Minister Shri Rajiv Gandhi as Rajiv Gandhi Akshay Urja Diwas (RGAUD) every year on 20<sup>th</sup> August throughout the country. Since the year 2004, the Ministry has observed 20<sup>th</sup> August, 2005, 2006 and 2007 as the birth anniversary of late Prime Minister Rajiv Gandhiji as “Rajiv Gandhi Akshay Urja Diwas” and organized various mass awareness activities by organizing runs, debates, seminars, quiz, drawing, model making, poster, essay and slogan writing

competitions among others for school children and others through-out the country.

- 6.2 During the year 2008-09, RGAUD is proposed to be celebrated in all the districts headquarters and State capitals on 20<sup>th</sup> August, 2008. Besides, a national level function is also proposed to be held. SNAs will organize various mass awareness activities on the occasion of RGAUD in different talukas / blocks and villages etc. also as far as possible with full involvement and participation of members of DACs, district authorities, Zila Parishads, Panchayats, students of schools, colleges and other academic and technical institutions, members of DACs, public representatives, NGOs and all other concerned. A grant @ Rs.1.5 lakh per district in a State is proposed to be released to each state nodal agency.
- 6.3 An Organizing Committee for RGAUD has been constituted under the Chairmanship of Secretary, MNES. Various broad activities to be organized on the occasion have been identified and communicated to SNAs. General guidelines for RGAUD have also been prepared and issued to all SNAs for necessary follow-up.

## **7. District Advisory Committees (DACs)**

7.1 With a view to effective involvement of prominent people as stake holders of renewable energy programme at district level, Chief Ministers/ Lt. Governors/Administrators of all the States and UTs were requested to constitute District Advisory Committees in all districts in the country. The main tasks for such committees includes the following :-

- (i) To help this Ministry in planning and coordination of various renewable energy programmes and creation of mass awareness in the district on a continuing basis;
- (ii) To suggest mechanism for formulation and implementation of village energy plan and programme to cover remote and forest fringe villages for electrification through renewable energy systems;
- (iii) To coordinate and integrate implementation of various renewable energy programmes in the district and suggest measures for accelerated progress;
- (iv) To review achievements made under different programmes and suggest corrective measures, if any; and
- (v) To organize and monitor post-installation servicing of renewable energy devices/systems installed in the district and to safeguard interest of the public and consumers.
- (vi) To interact with the public of rural and urban areas, identify the users and the suitable project sites and interact with the State Nodal Agencies and district authorities for facilitating the people for procurement of renewable energy systems and devices.

7.2 The District Advisory Committees are chaired by the District Collector and consists of 16 other members namely Chief Executive Officer of Zila Parishad, General Manager District Industries Centre, District Forest Officer/Deputy Director of Social Factory, Civil Surgeon; District Health Officer, District

Information Officer(NIC), Chairman, District Bar Council or District Government Pleader, Representatives of local industries association, Nominees of Hon'ble Member of Parliament concerned, Representatives of NGOs, a representative of Rotary club, a representative of Lions Club, a representative of Nehru Yuvak Kendra, Lead Bank Manager, other prominent citizens such as scientist, etc., a representative of State Nodal Agency, a representative of MNRE / Regional Officer of MNRE, wherever feasible . The Project Director, DRDA acts as Member Secretary. Out of total members of DACs, atleast six members of the committee would be women.

7.3 So far, 25 States have issued Notification for setting-up of DACs and 560 DACs have already been set up. To execute the tasks assigned to DACs, it is envisaged to provide a financial support of Rs. 1.5 lakh to each district. However, the funds would be provided to those districts only which have issued Notification for constitution of DACs. The funds will be released through SNAs.

## **8. Renewable Energy Clubs**

On the lines of Science Clubs, environment and Nature Clubs, etc. it is proposed to support Renewable Energy Clubs like last year at various engineering colleges and other technical / academic institutions. A support of Rs.25,000/- per college/institution per year is proposed for meeting the expenditure for organizing various activities relating to renewable energy . The funds will be released through SNAs.

## **9. Renewable Energy Tableau**

A tableau on the theme of Renewable Energy is proposed for presentation during the Republic Day Parade on January 26, 2009.

## **10. Financial Assistance**

The State Nodal Agencies (SNAs) will submit their Annual Information and publicity proposals including physical targets and financial requirements every year as per the format given at Annexure-I. The eligible Financial Assistance for various activities/items under the I&PA programme is given at Annexure-II.

## **11. Release of Funds**

The funds in normal course will be released to State Nodal Agencies (SNAs) for the sanctioned activities in the following manner :-

- (i) 70% of the sanctioned outlay along with the sanction letter; and
- (ii) 30% of the sanctioned outlay after completion of the sanctioned activities/items and on receipt of Completion Report, Utilization Certificate and audited Statement of Expenditure.

## **12. Financial Outlay**

A budget provision of Rs 21.00 crores (including one crore for North East States) is available under the programme.

## **13. Monitoring**

All SNAs are required to submit Quarterly Progress Report (QPR) (Physical and Financial) to the Ministry. SNAs are also required to furnish the Utilization Certificate (UC) and Audited Statement of Expenditure (SOE) to the Ministry for each financial year. Release of funds by the Ministry will be considered on compliance of these requirements. The Ministry has established Regional Offices in various States to monitor the various programmes of MNRE. It is proposed that Regional Offices will also monitor the information and publicity programmes in their respective jurisdiction and submit the monitoring reports to MNRE headquarters on quarterly basis. The officers of I&PA Division of MNRE will also monitor the programmes by undertaking field visits from time to time. MNRE may also engage independent agencies/consultants for carrying-out evaluation and impact analysis of the I&PA publicity programmes in various States as and when needed.

## **14. Awards**

14.1 Like in other programmes of MNRE, it is proposed to give 3 awards to the best State/UTs for their excellence in achievements under the Information and Public Awareness Programme. The awards will be in the following three categories :-

- (i) States with large population (One crore and above)
- (ii) States with small and medium population (below One crore)
- (iii) North-Eastern States and other special category States.

14.2 The SNAs will be requested to submit their achievements on various activities/items in the proforma to be prescribed in this regard. A Committee will evaluate the entries on a ten point scale. With the approval of the competent authority, such Committee will be constituted in due course .

**Annexure-I****(Format for Submission of Annual Information and Publicity Proposals of States/ Union Territories)**

1.	Name of <b>State Nodal Agency</b>				
2.	<b><u>Proposed Activities</u></b>	Unit cost (Rs.)	No. of units proposed (Nos.)	Amount (Rs.)	Duration (No. of days/months)
i)	Exhibitions/Melas				
	Category - 1. Duration upto 7 days				
	Category - 2. More than a week (Please enclose details)				
ii)	Orientation & Awareness Camps				
iii)	Advertisements in local newspapers (Not more than twice in a year)				
iv)	Hoardings (only in front of Railway station, main bus stand and places of more visibility) (Duration in months)				
v)	Bus back panels (Duration in months)				
vi)	Bus stop shelters (Duration in months)				
vii)	Wall paintings (Duration in months)				
viii)	a). TV spots/Advertisements,				
	b). Radio spots/jingles/advertisements				
ix)	Brochures/booklets (Please indicate subjects/titles)				
x)	Poster/Essay competitions for students (not more than 2 in a year)				

xi)	Mobile Exhibition Vans				
xii)	Rajiv Gandhi Akshay Urja Diwas (upto Rs. 1.50 lakh/District)				
	a). State level function				
	b). Districts level function				
Xiii)	Any other item of work on publicity				
3.	Total requirement of funds for I&PA activities proposed (Rs. In lakhs)	—	—		—
4.	Availability of Budget provision for publicity works on Renewable Energy under <b>State Plan 2008-09</b> (Rs. in lakhs) (Please enclose a copy of the relevant page of Budget book )				
5.	Funds requirement under I&PA Programme of MNRE during 2008-09 (3 – 4) (Rs. in lakhs)				

Certified that the budget estimates for various activities are made on the basis of competitive bidding and/or as per rules of SNA.

Certified that the Physical Progress Report, UCs and SOE (audited) for the CFAs received upto 2007-08 have been submitted/enclosed.

**Date :**

Signature of  
Head of State Nodal Agency  
/Seal/

**Annexure II**

**Programme on Information and Public Awareness**

**(Norms of Central Financial Assistance)**

Activity/Item			Maximum Central Financial Assistan (In Rupees)
1.	Exhibition		
	(a) upto a week	:	1,00,000
	(b) More than a week	:	2,00,000
2.	Orientation & Awareness Camps for district officials/staff.	:	10,000
3.	Advertisement in important local newspapers in regional language	:	1,00,000
	Outdoor publicity through :		
4.	Hoardings (200 sq. ft.)	:	4000/month
5.	Kiosk (10 sq. ft.)	:	450/month
6.	Bus stop shelter	:	15000/month
7.	Bus back panel (12 sq.ft.)	:	400/month
8.	Wall painting (mainly in rural area/villages)	:	1,000/painting
9.	TV/radio spots/advertisement	:	5,00,000
10.	Poster/Essay Competition	:	2,00,000
11	Mobile Exhibition Van		
	(i). Standard size	:	15,00,000
	(ii). Small size	:	6,00,000

**Note** : 1. The maximum Central Financial Assistance (CFA) for Exhibition may be more depending upon the location and level of importance of the concerned event.

2. Central Financial Assistance will also be provided for production Films and printing of leaflets/brochures and blow ups/posters to SNAs.

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