

ENERGY CONSERVATION AWARENESS CAMPAIGN (COOKING GAS AND KEROSENE) AMONG RESIDENTIAL COMMUNITIES OF DELHI:

Supported by: Petroleum Conservation Research Association, Ministry of Petroleum & Natural Gas, Govt. of India.

Campaign Message: *"conserve energy"*

Introduction

The fact that there is urgent need for sustainable management and conservation of energy because of its non-renewable nature and cannot be replenished.

The energy that we consume for our cooking medium is non-renewable. Most of the residential households in Delhi generally use either gas or kerosene for cooking purposes. The various households in Delhi normally resort to gas or kerosene to prepare food or boil water or for any other related purposes. As the supply of these mediums is limited and cannot be replenished, it is imperative to make best of their cost effective use with optimum result.

Objectives

Awareness campaign was very valuable in helping to raise the general level of expectation and desire in society for energy conservation, and may give it a status and perceived level of importance that will prompt a cultural change. Without an effective awareness campaign, other mode of measures for energy conservation may not deliver the full benefits possible.

The objective of the proposed programme was to generate the required awareness by identifying the basic issues and the public policy measures for the sustainable management and conservation of energy generally being used for our cooking medium, cooking gas and kerosene:

- Cooking habit, i.e. Plan the cooking schedule of a day so as to avoid repetition to conserve energy and save time;
- Cooking devices, i.e. use ISI (issued by Bureau of Indian Standards for standardization and quality of products) marked gas or kerosene stoves for cooking;
- Cooking medium, i.e. covered cooking vessels and pressure cookers saves energy and time; further, pressure cookers not only cook fast but also make two / three items at one go;

- Cooking ingredients, i.e. soak coarse food items like rice, dal, etc. before cooking and also keep frozen food item out of fridge to come to the room temperature before putting them on the stove; and
- Promoting education and literacy campaigns on energy conservation & sustainable management, and safe cooking habits, more particularly with regard to the side effects of sub-standard cooking devices.

Coverage:

The study was undertaken in the four identified residential areas of Municipal Corporation of Delhi, viz. Hauz Khas, Gulmohar Park, R.K. Puram and Vasant Vihar.

Targeted participants:

- Residential households, housewives, communities, school children, voluntary and professional groupings for awareness campaign.

Methodology

The objective of the proposed programme was to generate the required awareness and identify the basic issues for the sustainable management and conservation of energy generally being used for our cooking medium, cooking gas and kerosene. The methodology focused largely on:

- Seminars / workshops;
- Exposure and demonstration about efficient energy use and conservation, Cooking habit, Cooking devices, Cooking medium, and Cooking ingredients;
- Advertisements in media and leaflets;
- Actual hands-on training and awareness for the target groups through inculcating new and reinforcing their existing knowledge and skills about energy conservation and management;
- Digestion period for absorbing information and for participants to try out what they have learned; and
- Project experience-sharing workshop.

Programme Benefits

The impetus arises from the fact that there is urgent need for sustainable management and conservation of energy because of its non-renewable nature and cannot be replenished.

