

MASS AWARENESS AND PUBLICITY PROGRAMME

The development and application of New and Renewable Sources of Energy has undisputedly become an integral part of the development plans of all the Governments world over. The day by day depleting and limited fossil fuels and other conventional sources of energy has left us with no other option than to go for quick and large scale adoption and development of new and renewable sources of energy. The new and renewable sources of energy, being relatively new concepts, are encountering social and psychological barriers in their acceptance on the part of large masses as a whole. Mass- Awareness and Publicity programmes can play an important role for promoting our NRSE Programmes with liberal financial support being provided by the Ministry of New & Renewable Energy, Govt. of India.

With a view to achieve the above objective, PEDDA has been running Mass-Awareness and Publicity programme in a big way since its very inception in 1991 and our efforts in this field have been recognized and appreciated at national level.

The main objectives of this Programme are;

- To introduce the people to these relatively new concepts of new and renewable sources of energy.
- To make the people aware of the benefits of the adoption of the renewable energy devices.
- To impart information regarding operation and maintenance of various renewable energy devices.
- To give information regarding subsidies and incentives being given by government under various new and renewable energy programmes.
- To give information regarding how and where to buy renewable energy devices.

PEDDA recognizes the importance of the role of publicity, thus has been running Mass Awareness & Publicity Programme in top gear since its very inception in 1991. Our efforts in this field have been well recognized and appreciated at national level. PEDDA has been awarded the National Best Performance Award for five times.

The main activities undertaken by Mass Awareness & Publicity cell under this programme are;

- To organise NRSE exhibitions at important public places, fairs, melas.
- To organise NRSE exhibitions through mobile exhibition van.
- To advertise throughout door media like blow-ups, bus panels, wall paintings, hoardings etc.
- To print and distribute literature on various NRSE devices and programmes.
- To release promotional ads through newspapers and periodicals/magazines.
- To release TV/ Radio spots/ Radio Jingles.
- To organize essay competition.
- To organize orientation and awareness camps.
- To develop and maintain liaison with other institutions/departments engaged in the development and promotion of new and renewable sources of energy.

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Progress Report

S.No	Particulars	Cumulative Achievement	Current Achievement F.Y. 2011-12	Proposed Achievement F.Y.2012-13
1	Exhibition Melas	16	6	6
2	Participation in India International Trade Fair (IITF 2010) at Pargati Maidan, New Delhi (15 Days)	5	1	1
3	NRSE exhibition in Agro Tech 2010 Chandigarh	5	1	1
4	NRSE exhibition in PITEX 2010 Amritsar	4	1	1
5	Installation of Hoarding at Bus stands	168	25	50
6	Printing of brochures , Folders and leaflets	490000	200000	500000
7	Exhibition through Mobile Exhibition Van	1265	90	100
8	Mass Awareness Camp	526	20	40
9	Essay writing competition	50	20	40
10	Radio Jingles	132 Spots	320 Spots	700 Spots
11	Wall paintings	230	150	300
12	RGAVD	65	1	1
13	Bus Panels	850	130	300