

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, PEDA 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.

PEDA 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. PEDA 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 through out 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 sports/ 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.

Achievements under the Mass Awareness & Publicity Programme during the year 2007-08;

- 248 mass awareness camps/exhibition organized.
- 5 major NRSE exhibition at important fairs and melas.
- 80 NRSE exhibition were organized through MEV.
- Rajiv Gandhi Akshay Urja Diwas was celebrated in all the districts .
- 40 essay writing competitions were organized .
- 40 hoarding and 100 wall paintings were put up at various places in the state.
- Literature on Solar water heating system , solar cooker, bio-gas development programme, and other NRSE devices and projects was got printed and circulated in public.
- One lac coloured stickers were also got printed and distributed among schools students .
- Radio jingles on different programmes were aired through FM Radio for two months .

Achievements under the Mass Awareness & Publicity Programme during the year 2008-09;

- 250 mass awareness camps/exhibition organised .
- 6 major NRSE exhibitions at important fairs and melas .
- 225 NRSE exhibition were organised through MEV.
- Rajiv Gandhi Akshay Urja Diwas was celebrated in all 20 districts and one state level .
- 70 essay writing competitions were organised.
- 71 hoardings on bus stand and 70 wall paintings were put up at various places in the state.
- Literature on Solar water heating , solar cooker, bio-gas development programme , and other NRSE devices and projects was got printed and circulated in public .
- Radio jingles on different programmes were aired through FM Radio for two months .
- 150 side bus panels and 325 nos back bus panels were got installed on PRTC buses.

Achievements under the Mass Awareness & Publicity Programme during the year 2009-10;

- 20 mass awareness camps/exhibition organized.
- 5 major NRSE exhibition at important fairs and melas.
- 80 NRSE exhibition were organized through MEV.
- Rajiv Gandhi Akshay Urja Diwas was celebrated in all the 20 districts and one state level function .
- 20 essay writing competitions were organized .
- 32 hoarding and 30 wall paintings were put up at various places in the state.
- Literature on Solar water heating system , solar cooker, bio-gas development programme, and other NRSE devices and projects was got printed and circulated in public.
- Radio jingles on different programmes were aired through FM Radio for three months .
- 195 Bus back panel and 50 side panel were got installed on buses.

Achievements under the Mass Awareness & Publicity Programme during the year 2010-11;

- 6 nos. major NRSE exhibitions at important fairs and melas.
- 97 nos. NRSE exhibition were organised through MEV.
- State level Rajiv Gandhi Akshay Urja Diwas was celebrated at Pushpa Gujral Science City on 20.8.2010.
- 20 nos. essay writing competitions were organised.
- 25 nos. hoardings were put up at PRTC Bus stands in the state.
- 130 nos. back bus panels were got installed on PRTC buses.
- 150 nos. wall paintings were installed at various places in Punjab.
- Literature on Solar water heating systems, solar cooker, bio-gas development programme, Pamphlet on NRSE devices and projects were got printed and circulated in public.
- 20 Nos Mass Awareness Camps were organized.
- 35 nos exhibitions on NRSE devices were organized.
- 825 Spots of Radio jingles on different programmes were aired. through FM Radio Chandigarh and FM Mantra for two months.
- 20 nos of essay competition were organized.

Achievements under the Mass Awareness & Publicity Programme during the year 2011-12

- 8 nos. major NRSE exhibitions at important fairs and melas were organized.
- 97 nos. NRSE exhibition were organised through MEV.
- State level Rajiv Gandhi Akshay Urja Diwas was celebrated at Pushpa Gujral Science City.
- 20 nos. essay writing competitions were organised.
- 130 nos. back bus panels were got installed on PRTC buses.
- 150 nos. wall paintings were installed at various places in Punjab.
- Literature on Solar water heating systems, bio-gas development programme, leaflets on NRSE devices and folders on PEDDA highlights were got printed and circulated in public.
- 22 Nos Mass Awareness Camps were organized.
- 948 Spots of Radio jingles were aired.
- Mass Awareness Campaign was carried out in Muktsar, Fathegarh Sahib, Ludhiana, Mansa, Barnala, Sangrur, Jalandhar, Mohali district of Punjab.

Achievements under the Mass Awareness & Publicity Programme during the year 2012-13

- 6 nos. major NRSE exhibitions at important fairs and melas were organized.
- State level Rajiv Gandhi Akshay Urja Diwas was celebrated at Pushpa Gujral Science City.
- 17 nos. essay writing competitions were organised.
- Literature on Solar water heating systems, bio-gas development programme, leaflets on NRSE devices and folders on PEDA highlights were got printed and circulated in public.
- 19 nos of promotional advertisement published in the newspaper regarding renewable energy schemes.
- 15 Nos Mass Awareness Camps were organized.
- 1078 Spots of Radio jingles were aired.
- Mass Awareness Campaign through Mobile Exhibition Van was carried out in, Ropar, Nawanshahar, Hoshiarpur, Mohali, Fatidkot, Ferozepur, Muktsar, Fazilika, Sangrur, Fatehgarh Sahib, Patiala, Jalandhar, Amritsar, Kapurthala, Tarn Taran, Ludhiana, Moga, Barnala, Mansa, Bathinda, Gurdaspur, Pathankot, district of Punjab.
- Participation in IITF New Delhi, Agro Tech Chandigarh, PITEX Amritsar, Destination Punjab Ludhiana, NRI Samelan Jalandhar, NRI Samelan, KOCHI and Vibrant Gujarat Global Trade Fair.

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