

## **MASS AWARENESS AND PUBLICITY PROGRAMME**

### **Introduction:**

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 Programme 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.

### **Objectives of the schemes**

- 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. PEDDA has been awarded the National Best Performance Award for five times.

## Activities of the Schemes

- 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 and departments engaged in the development and promotion of new and renewable sources of energy.



INTER SOLAR EXHIBITION MUMBAI



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