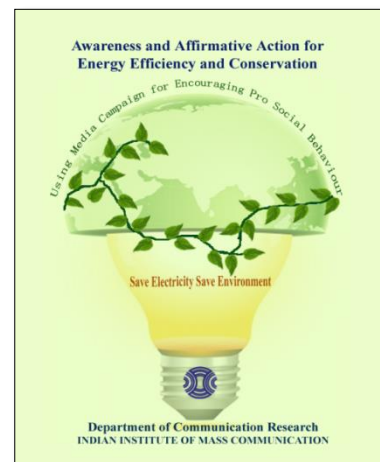


***“Awareness and Affirmative Awareness & Affirmative Action for Energy Efficiency & conservation: Using Media Campaign for Encouraging Pro Social Behavior”***. Sponsored by Bureau of Energy Efficiency, M/o Power. 2013-14

The main objective of the study was to give the messages about conservation and efficiency, not only in terms of energy savings but also for other related benefits like household comfort and improvement in human health. The basic objective of BEE is to promote energy conservation behavior among the consumers by spreading awareness.

Specifically, the study was designed to: i) assess the level of comprehension among consumers regarding energy efficiency products and conservation practices, ii) analyze the media campaign in terms of its comprehensibility and stimulus for pro-social behavior, iii) list out preferences and changes in consumers’ use of energy efficient appliances/devices, iv) identify factors likely to motivate or forestall people’s behavior/practice towards energy conservation/efficiency, v) assess the effectiveness of teacher training programme in reframing the school curricula and school activities in building knowledge and pro-social practices.



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