

**GOVERNMENT OF INDIA
NEW AND RENEWABLE ENERGY
LOK SABHA**

UNSTARRED QUESTION NO:4685
ANSWERED ON:07.08.2009
AWARENESS ABOUT RENEWABLE ENERGY SOURCES
Saroj Smt. Sushila

Will the Minister of NEW AND RENEWABLE ENERGY be pleased to state:

- (a) the steps taken/being taken by the Government for generating awareness about use of power from renewable energy sources;
- (b) whether Government is funding some quiz programmes in various languages for spreading awareness about Renewable Energy sources; and
- (c) if so, the details thereof alongwith the names of firms/companies which have been selected for organizing such programmes?

Answer

THE MINISTER OF NEW AND RENEWABLE ENERGY(DR. FAROOQ ABDULLAH)

(a): Ministry of New and Renewable Energy has been taking steps for mass awareness about the need, benefits and uses of renewable energy mainly through a pragmatic use of the existing Government channels viz. State Nodal Agencies (SNAs), Directorate of Advertising & Visual Publicity (DAVP), Doordarshan, All India Radio (AIR) and Department of Posts, etc. Variety of media like electronic, print and outdoor publicity through exhibitions, hoardings, kiosks and other outdoor media activities are also used for popularization of renewable energy systems and devices. District level and State level energy parks have been set up for generating awareness. A new scheme for demonstration of renewable energy systems at places of national and international importance has recently been introduced.

(b)&(c): Ministry of New and Renewable Energy has been organizing All India Renewable Energy Quiz in Hindi and English languages as well as regional quiz in vernacular languages during the last three years. M/s ZEE Telefilms Ltd., New Delhi, M/s Irish Publications Ltd., New Delhi and M/s SAB TV Network, have organized the Quiz Programme on behalf of the Ministry.