

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

STARRED QUESTION NO:409
ANSWERED ON:04.05.2012
AKSHAY URJA SHOPS
Alagiri Shri S. ;Sinh Dr. Sanjay

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

- (a) whether the Government has established Akshay Urja Shops in the country with the objective of creating the network of sales and service outlet for renewable energy system and devices under its sponsored schemes;
- (b) if so, the details thereof; State-wise;
- (c) whether any publicity campaign has been launched for increasing awareness of the masses about renewable energy systems;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

Answer

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

(a),(b),(c),(d)&(e): A statement is laid on the Table of the House.

Statement

Statement referred to in reply to Parts (a), (b), (c), (d) & (e) of the Lok Sabha Starred Question No. 409 for 04.05.2012 regarding Akshay Urja Shops.

(a): Yes, Madam.

(b): The programme is being implemented through State Nodal Agencies (SNAs). The programme has a provision of one shop in each district. Private entrepreneurs, reputed NGOs, SNAs and Manufacturing Associations are eligible for establishment of Shops subject to prescribed terms and conditions laid under the programme.

A total number of 362 shops have been sanctioned since 1995; 113 numbers of Aditya Solar shops were sanctioned before 2005-06 and 249 Akshay Urja Shops have been sanctioned since 2005-06 till 2011-12. State-wise list is attached as Annexure.

(c)&(d): Dissemination of information on renewable energy systems, devices and technologies is a continuous process. Ministry of New and Renewable Energy has been taking steps for stimulating 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) and National Film Development Corporation of India (NFDC). The print and outdoor publicity on renewable energy through exhibitions, bus queue shelters, bus back panels, train panels, electricity/LPG bill, hoardings, etc. were taken up through DAVP. A Radio Sponsored Programmes on Renewable Energy having a duration of 15 minutes "Akshay Urja aur Ham", entailing 52 episodes, was produced and broadcast on 50 Primary and F.M. Channels of All India Radio in Hindi and 17 other regional languages through NFDC. A publicity campaign on renewable energy was also launched through NFDC by way of telecast of video spots on renewable energy through digital cinemas in the country. Besides, State Nodal Agencies have been provided financial assistance for taking up publicity activities such as orientation and awareness Camps, hoardings, kiosk, bus back panels, bus stop shelters, wall paintings, TV/Radio spots/Radio Jingles, posters/brochures etc. for creating awareness about renewable energy in respective States.

(e): Does not arise.