

No.509/03/2010-11/I&PA  
Ministry of New and Renewable Energy  
(Information & Public Awareness Division)

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Block-14, C.G.O. Complex,  
Lodi Road, New Delhi-110 003.  
Dated : 22/04/2010

To

The Pay & Accounts Officer,  
Ministry of New and Renewable Energy,  
New Delhi.

**Subject:- Sanction of “Information & Public Awareness (I&PA) Programme” for the year 2010-2011.**

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Sir,

I am directed to convey the sanction of the President of India to the implementation of the “Information & Public Awareness Programme” during the year 2010-2011 at a total outlay of Rs. 19.00 Crores (Rupees Nineteen Crores only). The details of the programme component, implementation methodology, financial assistance, release of funds and monitoring mechanism have been given in the Appendix.

2. The objective of the programme would be to create publicity of the renewable energy technologies, systems & devices and also to disseminate information on technological developments and promotional activities taking place in the area of the renewable energy. Under the programme, financial assistance/support would be provided in respect of the following activities:-

- i) Publicity through Electronic Media;
- ii) Publicity through Print Media;
- iii) Publicity through Exhibitions and Outdoor Media;
- iv) Rajiv Gandhi Akshay Urja Diwas;
- v) Information & Public Awareness activities;
- vi) Renewable Energy Tableau for Republic Day-2011;
- vii) Mobile Exhibition Vans;
- viii) District Advisory Committees;
- ix) Media/Students visits and Educational Excursion to Renewable Energy sites/projects;
- x) Awareness and Orientation Camps.

3. Each proposal will be examined and concurred in by Integrated Finance Division of the Ministry, on case to case basis.

4. The expenditure on the scheme will be met from the budget provisions given below:

<u>Head of Account</u>	<u>Description</u>	<u>Allocated Amount</u>
<b>'2810'</b>	The expenditure is debitable to Demand No. 67, Ministry of New and Renewable Energy, Major Head '2810' New and Renewable Energy, 00-105-Supporting Programmes, 01-Information, Publicity and Extension, 01-Information, Education and Communication, 26-Advertising and Publicity for the year 2009-2010 (PLAN).	<b>Rs. 19.00 Crores</b>

5. This issues in exercise of the powers conferred on this Ministry and with the concurrence of I.F. Division on 16/04/2010 vide their sanction No. IFD/ 84/2010 dated 15/04/2010.

Yours faithfully,

**(Bhanu Surender)**

**Under Secretary to the Government of India**

Tele: 24360707/Ext. 1907

FAX: 011-24362288

Copy for information and necessary action :-

1. All Heads of State Nodal Agencies.
2. AS&FA, MNRE.
3. JS (Admn.)/ JS (HK)/All Group Heads.
4. PS to Minister of New and Renewable Energy.
5. Director (I&PA)/Director (Finance)/Dir.(P&C)/COA./US (Finance).
6. Principal Staff Officer to Secretary, MNRE.
7. PAO/Cash Section, MNRE.
8. All Regional Offices, MNRE.
9. Director of Audit (C.W & M), Special Cell, New Delhi.
10. Guard File/Spare copies (5)

**INFORMATION AND PUBLIC AWARENESS PROGRAMME FOR THE YEAR 2010-2011**

**1. INTRODUCTION:**

The Information and Public Awareness (I&PA) Programme aims at creating mass awareness about New & Renewable Sources of Energy (NRSE), its various systems & devices for their widespread popularity and uses in the country. Under this programme, information on technological developments and promotional activities taking place in the area of renewable energy is disseminated through various media. The NRSE systems work on solar energy, wind energy, hydro power, bio energy and do not consume fossil fuels, thereby helping in protecting the environment. Consequently, there is an urgent need to use different types of media for extensive publicity for creating awareness amongst all groups across the country, with special focus on rural and remote areas.

**2. Objectives:**

The main objectives of the I&PA Programme are :

- (i) To popularise and create awareness about new and renewable energy systems and devices highlighting their benefits;
- (ii) To create mass awareness about technological developments and promotional activities taking place in Non-Conventional Energy Sector from time to time in the country especially with focus on rural areas;
- (iii) To make people aware about the availability of NRSE systems and devices their proper use, repair and maintenance facilities, etc.;
- (iv) To expand and promote the market for NRSE systems & devices; and
- (v) To raise awareness about NRSE amongst students, teachers, scientists and public at large.

**3. PROGRAMME IMPLEMENTATION:**

The programme is implemented through a pragmatic use of existing Government channels viz. State Nodal Agencies (SNAs), Directorate of Advertising & Visual Publicity (DAVP), Doordarshan, All India Radio (AIR) and Department of Posts, etc. among others. Variety of media like electronic, print and outdoor publicity through exhibitions, bus panels, hoardings, kiosks and other outdoor media activities are used for popularization of NRSE systems & devices. The Ministry also participates in different District, State and National level exhibitions either directly or through State Nodal Agencies (SNAs), reputed organizations/bodies including Indian Trade Promotion Organization (ITPO), Confederation of Indian Industries (CII), etc. among others. The Ministry also participates directly in India International Trade Fair (IITF), an International Trade Fair organized by the India Trade Promotion Organization(ITPO) every year at Pragati Maidan, New Delhi and other national and international exhibitions.

#### **4. PROGRAMME ACTIVITIES:**

##### **4.1 Publicity through electronic media:-**

- 4.1.1 Production of documentary films, short duration films, TV spots/advertisements, sponsored TV programmes etc. through DAVP, Doordarshan, Films Division, National Films Development Corporation, State Nodal Agencies and other Producers in Hindi, English and other regional languages.
- 4.1.2 Production of Radio sponsored programmes, Radio Spots/jingles and Radio Talks etc. either through DAVP, AIR or State Nodal Agencies, other organizations and Producers in Hindi, English and other regional languages.
- 4.1.3 Telecast and broadcast of the activities mentioned in para 4.1.1 and 4.1.2 through Government and private internet, Doordarshan, different private channels, All India Radio and private channels, including FM channels, from national, international and regional Kendras.
- 4.1.4 Creating E-Commerce website for awareness campaigns on NRSE and other programmes events etc. of the Ministry through different organizations/Producers.

##### **4.2 Print Media/Publication:-**

- 4.2.1 Advertisements (both classified and displayed) in colour and black & white in Newspapers/magazines/journals etc.;
- 4.2.2 Printing of booklets/folders/brochures/posters/calendars/Trade Guide/ Compendium/ Newsletters etc. on renewable energy in Hindi, English and other regional languages.
- 4.2.3 Publication of Annual Report, Demands for Grants, Performance Budget, etc. of MNRE.

##### **4.3 MEDIA VISITS AND MEDIA WORKSHOP:-**

Besides arranging coverage of various important events and programmes of the Ministry, issue of press releases, organizing Press Conferences and one to one meetings/interactions of media persons with the Minister of New and Renewable Energy, Secretary, MNRE and other officials of the Ministry, the I&PA Division may organize from time to time visits of press teams consisting of representatives of both print and electronic media as well as news agencies and photographers to various successful Renewable Energy Project Sites for on the spot coverage of the same.

Media Workshops and Training Programme will also continue to be organized either directly or through reputed agencies during the current year for updating and briefing media persons about various policies and programmes of the Ministry who, in turn, will help in creating awareness among masses at large about Renewable Energy through their news stories and writings. The proposal on the above mentioned items i.e. media visits and media workshops will be considered on the merit of the proposal and on case to case basis in consultation with I.F. Division of the Ministry.

**4.4 Exhibitions and Outdoor Publicity:**

- 4.4.1 Use of Exhibitions and Outdoor Publicity activities like hoardings, kiosks, bus panels, bus-stop shelters, wall paintings, computerized animation display systems, song & drama, etc. in different States/Union Territories;
- 4.4.2 The quantum of CFA for I&PA activities to a particular State will depend on the number of Districts it has.
- 4.4.3 Provision of Mobile Exhibition Vans (MEVs), fitted with NRSE working systems and devices to the States/UTs where the MEVs have so far not been procured; and also to the States/UTs where one MEV already exists, and their requirements are for more MEVs depending on their larger geographical areas and population;
- 4.4.4 Organizing from time to time runs, debates, seminars, quiz, drawing, model making, poster, essay and slogan writing competitions among others for school children and others;
- 4.4.5 Promotion and publicity of NRSE systems & devices by displaying them in different science museums through National Council of Science Museums (NCSM) and other institutions/organizations; and
- 4.4.6 Renewable Energy Exhibition on Rajiv Gandhi Akshay Urja Diwas.

**5. Awareness and Orientation Camps/ workshops**

It is proposed to organize various educational excursion/tours of students of different schools/institutions to different Renewable Energy Project sites including Energy Parks either directly or through SNAs or reputed organizations (which have been/ are associated with Renewable Energy) to create awareness among the students and youth.

**6. Rajiv Gandhi Akshay Urja Diwas**

- 6.1 The Ministry has decided to observe the birthday of Late Prime Minister Shri Rajiv Gandhi as Rajiv Gandhi Akshay Urja Diwas (RGAUD) every year on 20<sup>th</sup> August throughout the country. Since the year 2004, the Ministry has observed 20<sup>th</sup> August, 2005, 2006, 2007, 2008 and 2009, the birth anniversary of late Prime Minister Rajiv Gandhi as “Rajiv Gandhi Akshay Urja Diwas” and organized various mass awareness activities by organizing runs, debates, seminars, quiz, drawing, model making, poster, essay and slogan writing competitions among others for school children and others through-out the country.
- 6.2 During the year 2010-2011, RGAUD is proposed to be celebrated in all the districts headquarters and State capitals/major cities on 20<sup>th</sup> August, 2010. Besides, a national level function is also proposed to be held. SNAs will organize various mass awareness activities on the occasion of RGAUD in different talukas / blocks and villages etc. also as far as possible with full involvement and participation of district authorities, Zila Parishads, Panchayats, students of schools, colleges and other academic and technical institutions, public representatives, NGOs and other concerned. A grant @ Rs.1.00 lakh (Rupee One Lakh Only) per district in a State is proposed to be released to each state nodal agency.

6.3 An Organizing Committee for RGAUD has been constituted under the Chairmanship of Secretary, MNRE. Various broad activities to be organized on the occasion have been identified and communicated to SNAs. General guidelines for RGAUD have also been prepared and issued to all SNAs for necessary follow-up.

7. **Renewable Energy Tableau**

A tableau on the theme of Renewable Energy is proposed for presentation during the Republic Day Parade on 26<sup>th</sup> of January, 2011.

8. **Financial Assistance**

The State Nodal Agencies (SNAs) will submit their Annual Information and publicity proposals including physical targets and financial requirements every year as per the format given at Annexure-I. The norms of Financial Assistance for various activities/items under the I&PA programme is given at Annexure-II.

9. **Release of Funds**

The funds in normal course will be released to State Nodal Agencies (SNAs) for the sanctioned activities in the following manner :-

- (i) 70% of the sanctioned outlay along with the sanction letter; and
- (ii) 30% of the sanctioned outlay after completion of the sanctioned activities/items and on receipt of Completion Report, Utilization Certificate and audited Statement of Expenditure.

10. **Financial Outlay**

A budget provision of Rs 19.00 crores is available under the Programme.

11. **Monitoring**

All SNAs are required to submit Quarterly Progress Report (QPR) (Physical and Financial) to the Ministry. SNAs are also required to furnish the Utilization Certificate (UC) and Audited Statement of Expenditure (SOE) to the Ministry for each financial year. Release of funds by the Ministry will be considered on compliance of these requirements. The officers of I&PA Division of MNRE will monitor the programmes by undertaking field visits from time to time. MNRE may also engage independent agencies/consultants for carrying-out evaluation and impact analysis of the I&PA publicity programmes in various States as and when needed.

12. **Awards**

12.1.1 Like in other programmes of MNRE, it is proposed to give 3 awards to the best State/UTs for their excellence in achievements under the Information and Public Awareness Programme. The awards will be in the following three categories :-

- (i) States with large population (One crore and above)
- (ii) States with small and medium population (below One crore)
- (iii) North-Eastern States and other special category States.

12.1.2 The SNAs will be requested to submit their achievements on various activities/items in the proforma to be prescribed in this regard. A Committee will evaluate the entries on a ten point scale. With the approval of the competent authority, such Committee will be constituted in due course .

**Annexure-I****(Format for Submission of Annual Information and Publicity Proposals of States/ Union Territories)**

1.	Name of <b>State Nodal Agency</b>				
2.	<b><u>Proposed Activities</u></b>	Unit cost (Rs.)	No. of units proposed (Nos.)	Amount (Rs.)	Duration (No. of days/months)
i)	Exhibitions/Melas				
	Category - 1. Duration upto 7 days				
	Category - 2. More than a week (Please enclose details)				
ii)	Orientation & Awareness Camps				
iii)	Advertisements in local newspapers (Not more than twice in a year)				
iv)	Hoardings  (only in front of Railway station, main bus stand and places of more visibility)  (Duration in months)				
v)	Bus back panels  (Duration in months)				
vi)	Bus stop shelters  (Duration in months)				
vii)	Wall paintings  (Duration in months)				
viii)	a). TV spots/Advertisements,				
	b). Radio spots/jingles/advertisements				
ix)	Brochures/booklets  (Please indicate subjects/titles)				
x)	Poster/Essay competitions for students  (not more than 2 in a year)				
xi)	Mobile Exhibition Vans				

xii)	Rajiv Gandhi Akshay Urja Diwas (upto Rs. 1.50 lakh/District)				
	a). State level function				
	b). Districts level function				
Xiii)	Any other item of work on publicity				
3.	Total requirement of funds for I&PA activities proposed (Rs. In lakhs)	—	—		—
4.	Availability of Budget provision for publicity works on Renewable Energy under State Plan 2010-2011 (Rs. in lakhs) (Please enclose a copy of the relevant page of Budget book )				
5.	Funds requirement under I&PA Programme of MNRE during 2010-2011 (3 – 4) (Rs. in lakhs)				

Certified that the budget estimates for various activities are made on the basis of competitive bidding and/or as per rules of SNA.

Certified that the Physical Progress Report, Utilization Certificates and audited Statement of Expenditure for the CFAs received upto 2009-2010 have been submitted/enclosed.

**Date :**

Signature of  
Head of State Nodal Agency  
  
/Seal/

**Programme on Information an Public Awareness**

**(Norms of Central Financial Assistance)**

Activity/Item		Maximum Central Financial Assistance (In Rupees)
1.	Exhibition	
	(a) upto a week	1,00,000
	(b) More than a week	2,00,000
2.	Orientation & Awareness Camps for district officials/staff.	10,000
3.	Advertisement in important local newspapers in regional language	1,00,000
	Outdoor publicity through :	
4.	Hoardings (200 sq. ft.)	4000 per month
5.	Kiosk (10 sq. ft.)	450 per month
6.	Bus stop shelter	15000 per month
7.	Bus back panel (12 sq.ft.)	400 per month
8.	Wall painting (mainly in rural area/villages)	1,000 per painting
9.	TV/radio spots/advertisement	5,00,000
10.	Brochures/ Booklets/Poster/Essay Competition	2,00,000
11	Mobile Exhibition Van	
	(i). Standard size	15,00,000
	(ii). Small size	6,00,000

**Note :** 1. The maximum Central Financial Assistance (CFA) for Exhibition may be more depending upon the location and level of importance of the concerned event.

2. Central Financial Assistance will also be provided for production of Films and printing of leaflets/brochures and blow ups/posters to SNAs.

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