

Energy conservation programmes in India in ameliorating the societal standards: a case study of Kerala

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A research activity was initiated by the authors on the need for energy conservation programmes which is considered to be the need of the hour. In this connection, a study with focus on Energy Efficient Village programme was planned in the state of Kerala. Three Panchayats in the Kerala State were selected for implementing the Project. In these three Panchayats, energy-efficient equipment and gadgets were supplied to all households in each Ward based on economic criteria. Separate surveys were conducted before the supply of the energy-efficient gadgets and after the supply, and the savings in energy consumption pattern were monitored. The factors influencing energy conservation were : a) The highest educational qualification of the member of the family of the households, (b) The educational qualification of the housewives of the households, (c) The total income of the households, d) The occupation of the head of the family of the households, (e) The life style and social status of the households, and (f) The total number of family members in the family of the households. The data were analysed using statistical tools like Chi-square tests, phi-correlation coefficients, ordinary least square method etc. Based on the findings, recommendations are proposed and some of the suggested recommendations are : 1) The attitudinal and behavioural improvements are possible only through specific objective-oriented training and a suitable training methodology, 2) Utmost care should be taken to ensure the quality of the products supplied through such programmes, 3) Proper remuneration and monitoring of the volunteers engaged in the Project is necessary so that they continue to provide service, 4) Focus on the quantitative measurements for different forms of energy, 5) Formation of local women working groups to ensure women participation, 6) Scheme for supplying energy-efficient gadgets on installment basis, 7) Engaging an NGO for implementing such Project rather than involving a Government organization directly, and other recommendations with a thrust upon suitable training interventions.

Key words: Energy efficiency, Energy security, Energy conservation gadgets, Sociological perspectives of energy conservation, Societal marketing

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