

**THE INFORMATION AND PUBLIC AWARENESS (I&PA)
PROGRAMME**
An Evaluation Report

by

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Executive Summary

The Information & Public Awareness (I&PA) Programme of the Ministry of New and Renewable Energy (MNRE) has been existing since the inception of the Ministry in 1992 and during the last year of 12th plan i.e. 2016-17, the program was reviewed by an Expert Committee comprising members both from the MNRE and other expert bodies such as All India Radio, NFDC, BOC, Doordarshan, Jamia Millia University. Accordingly the scheme guidelines were prepared and approved by Hon'ble Minister at a total outlay of Rs. 66 crore for a period of three years i.e. 2017-18 to 2019-20. Further, the I&PA program was extended for a period of one year i.e. 2020-21 in line with the instructions of Department of Expenditure, GoI. The programme is being implemented as a central sector scheme with full funding from the central budget.

The Ministry uses variety of media like electronic, print and outdoor publicity through exhibitions, bus panels, hoardings, kiosks, paintings and other outdoor media activities for popularization of new and renewable energy systems and devices throughout the country. The Ministry participates in different Districts, States and National level exhibitions mainly through State Nodal Agencies (SNAs). On some occasions, Ministry also participates directly in exhibitions organized by important organizations/bodies like, Indian Trade Promotion Organization (ITPO), Confederation of Indian Industries (CII), Federation of India Chambers of Commerce & Industry (FICCI), etc. In addition, the I&PA programme also organizes various educational excursion/ tours of students of different schools/ institutions and media persons (both print and electronic) to different renewable energy project sites to stimulate awareness amongst students, youth and media persons.

Renewable Energy has become one of the most important concern and hope for the world to preserve the pristine environment and the planet's resources for future generations. In India too, the role of renewable energy has been assuming increasing significance in recent times with the growing concern for the country's energy security and environmental sustainability of energy use. In this respect, the MNRE has taken various policy initiatives to promote renewable energy technologies and increase the contribution of renewable energy in the total energy mix today and in the years to come. The Ministry is implementing the I&PA programme using various modes of publicity media to create awareness, popularize and disseminate GoI's plans and programmes in new and renewable energy.

Various means are deployed for publicising renewable throughout the country including through electronic media, print media, outdoor media and exhibitions, tour visits and workshops/

training for media/ students, renewable energy tableau for republic day parade, other media as per requirement. The campaigns are being implemented using different tools of advertisement and publicity, viz. TV, radio, outdoor, print and new media, digital cinema, etc.

The approach adopted for the study has been a positivist. With the analytical frame of reference, the study has taken into account mixed approaches to suitably take the feedback of stakeholders. In the study, the purpose was to analyze the progress of the Information & Public Awareness (I&PA) Programme at all India level. Accordingly, data and information were collected through survey method and participatory discussion with target groups i.e. rural women, farmers (solar pumps), rooftop solar users, other sources of renewables, etc. There were several meetings with renewable energy beneficiaries/potential users and agencies created at State/district level to implement ministry's scheme. For this purpose, questionnaires for various target groups were prepared. Both quantitative and qualitative information have been garnered.

The Union Ministry of New and Renewable Energy has assigned the following objectives of the evaluation study in its sanction letter:

- a) Performance of the Scheme based on the output/outcome indicators
- b) Additional parameters
- c) Gaps in achievement of outcome
- d) Key bottlenecks and challenges
- e) Input use efficiency
- f) Suggesting similar schemes for meeting the objectives of I&PA scheme in a better manner within the Government of India framework and suitability of their adoption in scientific Ministry like MNRE.

Based on the above objectives, the evaluation study attempts:

- (i). To assess the impact of Information and Public Awareness Programme (I&PA) objectives including activities undertaken in furtherance of each objective;
- (ii). To identify specific bottlenecks in implementation and optimum levels of support needed and also identify barriers, constraints, if any with reference to all schemes/programmes of the Ministry;
- (iii). To indicate the analysis of these programmes and indicate whether intended objective is accomplished;

- (iv). To interact with SNAs, BOC, NFDC, Doordarshan and All India Radio in consultation with MNRE as per the requirement;
- (v). To assess implementing procedure of the scheme and indicate if there is a need for modification;
- (vi). To suggest digital, innovative new age information & education campaigns to suit future needs of the country and the budgets required to undertake these campaigns;
- (vii). To suggest any other modification in the scheme;
- (viii). To assess significant outcomes of the programme;
- (ix). To identify awareness levels of potential/existing beneficiaries of MNRE schemes;
- (x). To identify factors for improvement of the programme;
- (xi). To review the current programme implementation;
- (xii). To seek feedback from Renewable Energy beneficiaries/potential beneficiaries and other stake holder about the changes that could be made to improve the current programme;
- (xiii). To produce a report outlining the findings & recommendations to improve the programme.

The IIPA study team has found after a detailed study that the implementation of the scheme on ‘Information & Public Awareness (I&PA) Programme’ is meeting the desired objectives. Awareness about the scheme is found among the state governments and public in the field. **Thus, the scheme has largely been effective in the promotion of renewable energy, in its overarching objectives. As such, the study recommends for continuation of the scheme.**