

Energy Efficiency & Renewable Energy Management Centre DELHI TRANSCO LIMITED

(220 KV Sub-Station SLDC Building, Minto Road , New Delhi -110002

Dated: 29th October 2007)

Press Release

- Hon'ble CM inaugurated India 's first 'URJA HAAT' at MTNL Perfect Health Mela.
- Energy Efficient Appliances and Solar Water Heaters at discounted rate.
- More than 50,000 people visited on the inaugural day.

Hon'ble Chief Minister, Smt. Sheila Dikshit inaugurated the 'URJA HAAT' set up by the Energy Efficiency and Renewable Energy Management Centre, Delhi Transco Limited on 28th October, 2007 at Sanjay Lake Park . EE & REM Centre is a State Designated agency of Govt. of NCT of Delhi for energy conservation and state nodal agency of Ministry of New and Renewable Energy.

This 'URJA HAAT', a unique experiment by the EE & REM Centre is the first initiative at the national level to bring together manufacturers of both Energy Efficient and Renewable Energy appliances and systems in the form of 25 stalls as a mini mela within MTNL Health Mela being organized by Heart Care Foundation and will run till 4th November 2007. What makes this 'URJA HAAT' special for the visitors is the large number of attractive offers for Energy Efficient appliances like CFLs, Electronic chokes, tube lights, LED (light emitting diodes) appliances for example night lamps and LED torches. In this 'URJA HAAT' CFL manufactures are offering different schemes (i) buy two get one free (ii) buy one get one free (iii) buy one on discount rate and get Cinthol soap free (iv) buy CFL on 30 % discount rate. Similarly, the Solar Water Heaters which are gaining popularity for use in domestic houses as they do not consume any electricity and cuts the electricity bills to half in winters, are being offered at discounted prices. For instance, a manufacture is offering a 100 LPD (liters per day) Solar Water Heater at down payment of Rs.10,000/-which includes tax and commissioning. Some manufacturers are arranging easy loans at 2 % with only a small down payment.

Another house hold item of interest to housewives is the box type Solar Cooker for cooking food items like vegetables, rice, pulses etc. with solar energy. These solar cookers had disappeared from the market several years ago and are finding their way again in today's market. This is happening due to the campaign on solar energy launched by the centre. A manufacturer has claimed that he is selling about 1,500 Solar Cookers every month and his sales are rising. These solar cookers are available at prices ranging from Rs.2,000/- to 2,500/-

Similarly, some BEE labeled refrigerator are offering 10 % discount on booking during this Mela. Several other items like LED torches, solar photo voltaic lights for gardens, solar street lights are also being displayed and sold at discounted prices which after installation work free for years using solar energy.

There is also a display of fly ash bricks and blocks which are made from fly ash emitted from thermal power plants during electricity generation. These bricks are one rupee cheaper, lighter and with superior insulation properties than normal clay bricks.

Speaking on the occasion Smt. Sheila Dikshit appreciated the initiatives taken by EE&REM Centre of Delhi Transco Ltd for the promotion of Renewable Energy and Energy Conservation. The platform will provide a better opportunity to reach the people as Mela will be visited by lacs of people.

AGAR APKO HAI URJA BACHANA TO URJA HAAT AVASHYA AANA

(Madhu Malti Videh)
Public Relations Officer (EC)