

Oorja Store

An Unique Collection of Energy Efficient Equipments



A joint venture of USAID SARI/E and EMC under the Small Grants Programme of EMC



USAID | **INDIA**
FROM THE AMERICAN PEOPLE



ഊർജ്ജ സ്മാർട്ട്

ഊർജ്ജ കാര്യക്ഷമ ഉല്പന്നങ്ങളുടെ
വ്യത്യസ്ത ശേഖരം



യു.എസ്.എയ്ഡ് - സൗത്ത് ഏഷ്യ റീജിണൽ ഇനീഷ്യേറ്റീവ് ഇൻ എനർജി
എനർജി മാനേജ്മെന്റ് സെന്റർ - കേരള
എന്നിവയുടെ സഹായത്തോടുകൂടി പ്രവർത്തിക്കുന്നത്



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ENERGY CLINIC



- Empowerment Programme with Multi facet Approach. An initiative started in 1997.
- Is a energy conservation awareness workshop for women, run by women volunteers trained by EMC.
- Implementation Stages
 - knowledge transfer- first from EMC staff to women volunteers.
 - second from the volunteers to women in rural communities.

ENERGY CLINIC CONT.

- Targets the **Domestic Sector** of Energy Consumption with **46-47 % Share** of the total consumption in the state.
- Every Volunteer who is trained and then selected on the basis of a test is provided with training materials, ID Cards and exhibits
- A remuneration of INR 250/- Per class of 30 up to a maximum of 2 class per month

ENERGY CLINIC CONT.

- At present around 200 Volunteers
- A Survey is being undertaken to assess their impact

A State Level Clinic
Volunteers Meeting in
Progress



ENERGY CLINIC CONT.

- The Programme has been generated tremendous interest in the South Asia through the South Asia Women in Energy Initiative of SARI/E of USAID.
- The strengthening activity of the Clinic is ongoing and we plan to have a drive through NGOs , through Media giants etc....
- EMC has identified that at least 15 % of energy can be saved by Awareness .



ENERGY CLINIC CONT.

- Present activities being developed
 - Oorja Store
 - extend the reach of the clinic to every panchayat of the state.

ABOUT OORJA STORE



- Aimed to establish a group of dedicated women volunteers who work as retailers for energy efficient product.
- Funded under the USAID – SARI/E Small Grants Programme with Energy Management Centre.

STRUCTURE OF OORJA STORE

- The existing platform of energy clinic volunteers will be utilized for establishment of Oorja store.
- One or two central stores will be established at major locations with clinic volunteers identified by EMC
- Virtual stores will be established under every other clinic volunteers which will be linked to the centre stores.

STRUCTURE OF OORJA STORE CONT.

- On the request of each volunteer the central store shall undertake the supply of the necessary product.
- On the basis of the orders received more stores will be opened.
- Any manufacturer of energy efficient products could display their product in the store.

ROLE OF WOMEN VOLUNTEERS



- To receive orders for energy efficient products from the public for whom they conduct awareness classes.
- Make those products available to customers from the Oorja store.

ROLE OF EMC

- Technical assessment of products displayed or sold by the Oorja store would be solely undertaken by EMC.
- Manufactures/Suppliers of energy efficient products are identified by EMC only.
- Periodical Review of the performance of Oorja Store will be done by EMC.

ABOUT



- EMC: Energy Management Centre-Kerala
- USAID: United States Agency for International Development.
- SARI/E: South Asia Regional Initiative for Energy
- SAWIE: South Asia Women In Energy

PRODUCTS AVAILABLE



- Compact Fluorescent Lamp (CFL)
- T8 - Tubular Fluorescent Lamp (36 watt)
- T5 - Tubular Fluorescent Lamp (28 watt)
- Ceiling Fans (5* labeled)
- Refrigerators (5* labeled)
 - Direct Cool
 - Frost Free
- Air Conditioners (5* labeled)

PRODUCTS BEING INTRODUCED



- LED Lamps.
- Color TV
- Pump set
- Renewable energy products – LED lamps, mobile chargers etc...

RESULTS EXPECTED



- Ensure market penetration of Energy efficient and Renewable Energy Products
- Reduction of Peak Load Demand
- Women Empowerment
- Sustainability of the Energy Clinic Programme
- Income generation by local women which leads to poverty alleviation

OORJA STORE TAKES OFF

Inaugural function of Oorja Store held at Kottayam



Mr. K. M. Dharsen Unnithan, Director of EMC inaugurating the Oorja Store



Mrs. T. K. Gourikutty, Energy Clinic Volunteer



THANK YOU