Private E-Sevai Center
CSC Center
STAR RAINBOW SERVICES
VADAPALANI
8144337349

HELLO MADRAS
hellomadrasdaily@gmail.com
HELLO MIRROR MADRAS
RNI No.TNBIL/2021/81709
Daily Morning Newspaper
The Truth

RS Polyclinic

Bureau of Energy Efficiency Organises Webinar and Undertakes Various Awareness Activities

CHENNAI – 12 Nov, 2026 Bureau of Energy Efficiency Organises Webinar and Undertakes Various Awareness Activities During BRICS Sustainable Lifestyle Week 2026.

As part of the observance of BRICS Sustainable Lifestyle Week (BSLW), observed from 1 to 7 November 2026, the Bureau of Energy Efficiency (BEE), Ministry of Power, organised a webinar on the theme “Energy Conservation” on 2 November 2026. The webinar aimed to highlight the pivotal role of energy efficiency in promoting sustainable lifestyles, reducing energy consumption, enhancing energy security and advancing India's commitment towards sustainable development.

The webinar commenced with the inaugural address by Krushna Chandra Panigrahy, Director General, BEE, who highlighted the significance of energy efficiency as a key enabler of sustainable development and emphasised the need for concerted efforts towards promoting energy-efficient practices across various sectors.

The technical sessions were delivered by eminent experts and representatives from reputed institutions and organisations, including TERI, AEEE, IIT, CLASP and SEforALL, covering a wide range of topics relating to energy efficiency. The deliberations encompassed India's progress and initiatives in the field of energy efficiency, measures for enhancing energy efficiency in industries, and the role of technological interventions in reducing energy consumption. The sessions also provided an overview of India's Standards and Labelling Programme for appliances, highlighting its contribution towards promoting energy-efficient products and enabling informed consumer choices.

Further, the discussions focused on market trends and the impact of behavioural changes on electricity consumption, emphasising the importance of sustainable consumption practices and responsible energy use. The role of Demand Side Management (DSM) in transforming energy efficiency into a flexible grid resource was also deliberated upon, particularly in the context of optimising electricity consumption, enhancing grid flexibility and supporting the integration of renewable energy into the power system.

The webinar witnessed participation from representatives of the Ministry of Power, Central Public Sector Undertakings (CPSUs), manufacturers' associations, industry representatives, domain experts and other relevant stakeholders. The participation of stakeholders from diverse sectors facilitated the exchange of knowledge, experiences and perspectives on various aspects of energy efficiency and the adoption of sustainable practices.