

एम० रामाचन्द्रन  
M. RAMACHANDRAN



सचिव, भारत सरकार  
Secretary to the Government of India

शहरी विकास मंत्रालय  
निर्माण भवन, नई दिल्ली-110011  
MINISTRY OF URBAN DEVELOPMENT  
NIRMAN BHAVAN, NEW DELHI-110011  
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D.O. No. K-14011/37/2007-UT

Dated:4.10.2007

Dear Shri Razdan,

The Bureau of Energy Efficiency (BEE) under the Ministry of Power, has set up a mechanism for massive awareness campaign at the national level on Energy Conservation. In this Campaign, BEE has targeted all the 4<sup>th</sup> and 5<sup>th</sup> standard students of schools.

Public transportation, pedestrianisation and Non Motorised Transport would go a long way in Energy Conservation and hence promoting the same is an essential means of Energy Conservation.

As Bureau of Energy Efficiency has already set up a mechanism for School, State and National level Painting Competition on Energy Conservation, it would be in the fitness of things if action is initiated to generate public awareness to adopt "Green Travel Habits" through the same mechanism to promote public transport, pedestrianisation and cycling. In addition to painting, poems/articles, essay competition may also be considered. We would request the State Transport Undertakings and Institutes working in the field of urban transportation like IIT-Delhi, School of Planning and Architecture, Delhi, CEPT-Ahmedabad, IIT-Chennai etc. also to assist in the evaluation process, besides the PSUs under the Ministry of Power. Cost of launching this Awareness Campaign if so required, will be met by this Ministry. This Campaign would go a long way in educating the general public and help them to take pride in travelling by public transport or on foot or by cycle.

I would, therefore, request you to kindly issue suitable directions to Bureau of Energy Efficiency to associate with this Ministry in the launching of National Campaign on Energy conservation through public transport, pedestrianisation and Non Motorised Traffic in line with National Urban Transport Policy, 2006 (para 55) – copy enclosed.

With regards,

Yours sincerely,

Encl: as above

(M.Ramachandran)

**Shri Anil Razdan,**  
Secretary,  
Ministry of Power,  
New Delhi

Copy to: Shri Champak Chatterjee, Secretary, Department of School Education & Literacy, Ministry of HRD, New Delhi with a request to advise schools and colleges to include this topic in various painting competition and essay competitions at the schools & college level to encourage the children and through them their families to adopt Green Travel habits that would make travel less polluting and damaging to environment.



**(M.Ramachandran)**