



**GEF**



सत्यमेव जयते



**Government of India**  
**and**  
**United Nations Development Programme**  
**Global Environment Facility**

**PROJECT DOCUMENT**

**Market Transformation Through Consumer Awareness  
Programme for Energy Efficiency Standards And Labeling**

BEE-00044787

**April 2005**

**NEW DELHI**

United Nations Development Programme  
Global Environment Facility

SIGNATURE PAGE

Country: India

UNDAF Outcome(s)/Indicator(s):

Expected Outcome(s)/Indicator (s): National capacity for participation in Global Conventions, regulatory regimes and funding mechanisms for environmentally sustainable development.; Energy and environment for sustainable development/Frameworks and strategies for sustainable development.

Expected Output(s)/Indicator(s): Global environmental concerns and commitments influenced, and addressed at the national level through the mainstream national development planning machinery.

Partners:

**Executing Agency:** Ministry of Power, Govt. of India  
**Local Implementing Agency:** Bureau of Energy Efficiency, New Delhi

**Other Key Partners:**

**Government of India (Other than the Ministry of Power)**  
Ministry of Finance, Department of Economic Affairs  
Ministry of Non Conventional Energy Sources  
Ministry of Industry

**Associations**

Confederation of India Industries  
All India Air conditioning and Refrigeration Association

**Autonomous Bodies**

Bureau of India Standards  
Central Power Research Institute  
Electronics Regional Test Laboratory  
National accreditation Board for Laboratories  
Electrical Research and Development Association  
International Institute for Energy Conservation (IIEC)

Programme Period: 2005-2006  
Programme Component: Energy and Environment  
Project Title: Market transformation of refrigeration products  
Project ID: PIMS — 44787  
Project Duration: 12 months  
Management Arrangement: NEX (National execution)

Budget USD\$ 280,000  
General Management Support Fee \_\_\_N.A\_\_\_  
Total budget: \_\_\_\_\_  
Allocated resources:  
• On-going projects of BEE: US \$ 25,000  
• Regular  
• Other: GEF USD\$ 160,000  
(Donor)  
• GOI In kind contributions US \$ 95,000  
15/6/05

**Agreed by (Government):** Rajeev P. Singh, Dy. Secretary, (New Delhi)

Department of Economic Affairs (GEF Political Focal Point)

**Agreed by (Executing and Implementing Agencies):**

Ministry of Power  
Bureau of Energy Efficiency

**Agreed by (UNDP):** Dr. Maxine Olson, Resident Representative

*Rajeev P. Singh*  
महानिदेशक  
Director General  
ब्यूरो ऑफ एनर्जी एफिशिएंसी  
Bureau of Energy Efficiency  
(भारत सरकार, ऊर्जा मंत्रालय)  
(Govt. of India, Ministry of Power)  
नई दिल्ली / New Delhi, 110066

*Maxine Olson*  
विशेष मा. प्रबन्धक  
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GOVERNMENT OF INDIA

UNITED NATIONS DEVELOPMENT PROGRAMME  
GLOBAL ENVIRONMENT FACILITY

Executing Agency: Ministry of Power, Govt. of India  
Local Implementing Agency: Bureau of Energy Efficiency, New Delhi

Other Key Partners:

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<b>Associations</b>	Confederation of India Industries All India Air conditioning and Refrigeration Association
<b>Autonomous Bodies/Institutions</b>	Bureau of India Standards Central Power Research Institute Electronics Regional Test Laboratory National accreditation Board for Laboratories Electrical Research and Development Association International Institute for Energy Conservation (IIEC)

**Market Transformation Through Consumer Awareness Program for Energy Efficiency  
Standards and Labeling.**

**Brief Description**

The energy consumption as well as peak demand savings potential from refrigerator and air-conditioners are very high. The proposed GEF project will address the major reasons and barriers as they relate to the end use of refrigeration products (domestic refrigerators and air-conditioners) since these end uses are growing rapidly and constitute an important potential for cost effective GHG reductions in India. The goal of this project is the reduction of GHG emissions from inefficient end uses of energy (focusing on the refrigeration sector<sup>1</sup>). The objective of the project will be the removal of the existing barriers to the implementation of energy efficiency and energy conservation efforts (linked to refrigeration products) of Bureau of Energy Efficiency.

