

Bureau of Energy Efficiency Introduces New Category for Content Creators and Influencers under National Energy Conservation Awards 2025

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The Bureau of Energy Efficiency (BEE), Ministry of Power, Government of India, has announced the introduction of a new category - “National Energy Conservation Awards for Content Creators and Influencers” - under the National Energy Conservation Awards (NECA) 2025.

This initiative seeks to harness the power of digital media in spreading awareness on energy efficiency, conservation, and sustainable living practices, in line with the Hon’ble Prime Minister’s vision of Mission LiFE (Lifestyle for Environment). It aims to engage content creators and influencers in promoting energy-efficient behavior and encouraging citizens to adopt simple, actionable measures in their daily lives.

Instituted in 1991, the National Energy Conservation Awards have evolved into one of the most prestigious platforms for recognizing excellence in energy conservation across industries, establishments, buildings, and institutions. Over the past three decades, NECA has played a pivotal role in inspiring organizations to adopt best practices in energy efficiency, significantly contributing to India’s sustainable development goals.

With the launch of the Content Creators and Influencers category, NECA expands its ambit to the digital community for the first time. Recognizing that the content creators are capable of delivering impactful voices, this new category will leverage their creativity and reach to amplify messages of energy conservation nationwide.

Contest Details

- Open to digital creators and influencers with a minimum of 10,000 followers/subscribers on any major social media platform.
- Participants must create original short videos (up to 90 seconds) in Hindi or any other Indian language (with typed transcript in English or Hindi) on the following themes: Save Energy at Home, Set AC at 24°C, Choose 5-Star Appliances – More Stars, More Savings, Energy efficient lighting for Brighter Homes, Green and sustainable building, Celebrate Festivals with Responsibility
- Entries must be uploaded on participants’ social media handles with hashtags #NECA2025, and registered through the official NECA portal.

For registration and detailed guidelines, please visit: [www.neca.beeindia.gov.in]

Selected creators will be felicitated under the new category during the National Energy Conservation Awards Ceremony on 14th December 2025 in New Delhi, which will be graced by the Hon’ble President of India, continuing NECA’s tradition of recognition at the highest national level.

About BEE

The Government of India set up the Bureau of Energy Efficiency (BEE) on March 1, 2002 under the provisions of the Energy Conservation Act, 2001. The mission of the Bureau of Energy Efficiency is to assist in developing policies and strategies with a thrust on self-regulation and market principles, within the overall framework of the Energy Conservation Act, 2001 with the primary objective of reducing the energy intensity of the Indian economy. BEE coordinates with designated consumers, designated agencies and other organizations and recognises, identifies and utilises the existing resources and infrastructure, in performing the functions assigned to it under the Energy Conservation Act. The Energy Conservation Act provides for

regulatory and promotional functions.

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