Bureau of Energy Efficiency Organises Webinar and Undertakes Various Awareness Activities During BRICS Sustainable Lifestyle Week 2026

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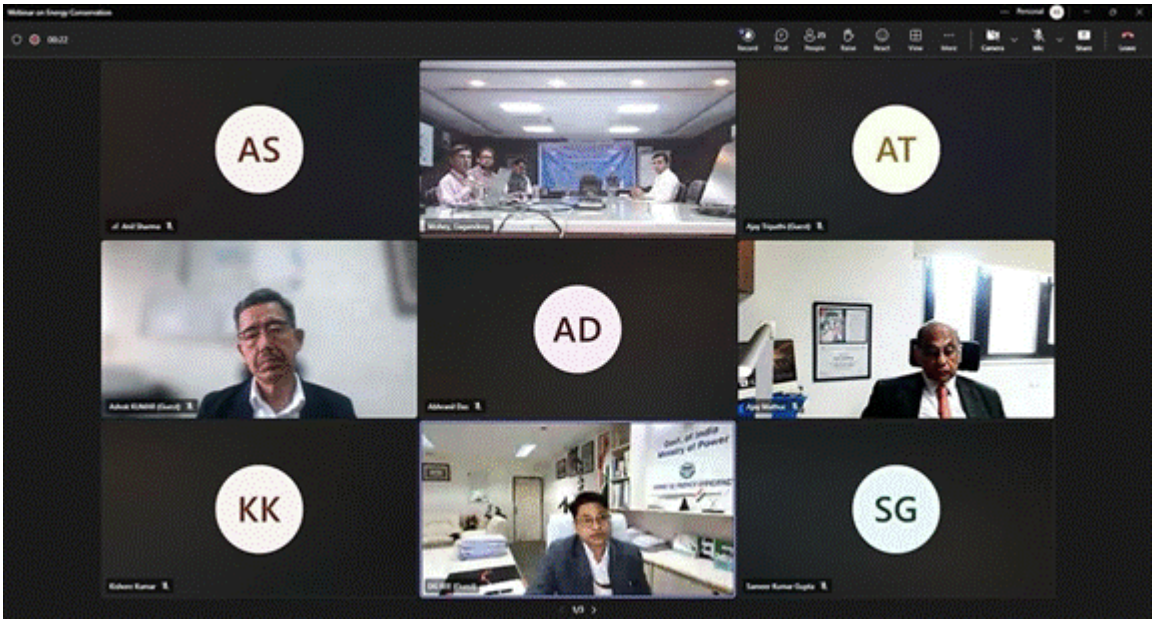
As part of the observance of BRICS Sustainable Lifestyle Week (BSLW), observed from 1 to 7 November 2026, the Bureau of Energy Efficiency (BEE), Ministry of Power, organised a webinar on the theme “Energy Conservation” on 2 November 2026. The webinar aimed to highlight the pivotal role of energy efficiency 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 Shri 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.

As part of the BRICS Sustainable Lifestyle Week observance, BEE also undertook several awareness initiatives to encourage energy conservation and responsible electricity consumption. These included the Energy Conservation Pledge taken by Shri Krushna Chandra Panigrahy, Director General, BEE, along with BEE officers and employees on 2 November 2026 at the BEE office, New Delhi. Banners and standees carrying messages on energy conservation were also displayed at the BEE office to sensitise employees about the importance of adopting energy-efficient practices.

Furthermore, a Switch-Off Hour was observed from 10:00 AM to 11:00 AM on 2 November 2026, during which employees were encouraged to switch off lights and other non-essential electrical equipment when not in use.

Additionally, BEE conducted a 7 day social media campaign on the theme “Save Energy” under the hashtag #BRICSforLiFE, aimed at disseminating messages on energy-efficient practices and encouraging citizens to adopt sustainable lifestyle choices. The campaign emphasises the importance of individual actions and collective participation in promoting energy conservation and sustainable consumption.

Through these initiatives, BEE reaffirmed its commitment towards promoting energy-conscious behaviour, sustainable consumption and mainstreaming energy efficiency as an integral component of India's sustainable lifestyle initiatives, contributing towards a more energy-efficient and sustainable future.

About BEE

The Government of India set up the Bureau of Energy Efficiency (BEE) on1st March, 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.

A key objective is reducing the energy intensity of the Indian economy. BEE coordinates with designated consumers, designated agencies and other organizations. It recognises, identifies and utilises the existing resources and infrastructure, in performing the functions assigned to it under the Act. The Act also provides for regulatory and promotional functions.

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