

EMC's participation on DISCOVER JAPAN 2012 Festival – Report

Background:

The Embassy of Japan in India celebrated 60th Anniversary of establishment of Diplomatic Relations between Japan and India during 2012. The Govt of Japan organized celebrations throughout India from January to December 2012 to commemorate this occasion. Accordingly Japanese Cultural & Information Centre organized a prestigious three day long Japanese festival and exhibition of Japanese dolls, heritage articles, Ikebana etc at VJT hall Trivandrum from 11 to 13th May 2012. Japanese food stall, Japanese Tea ceremony, competitions on Ikebana & Origami, Business Stalls and Japanese film festival were other attractions of the Japanese festival. Sri Oommen Chandy, Hon'ble Chief Minister, Govt of Kerala has inaugurated the major event at 5 pm on 11th May 2012.

As per the request from JAPANESE CULTURAL AND INFORMATION CENTRE dated 5th April 2012 Energy Management Centre arranged a 3 day exhibition stall at the venue on May 11th, 12th and 13th 10 am to 8 pm.

Venue : Victoria Jubilee Town Hall, Trivandrum Date : 11 to 13 th May 2012		
1	Major areas covered	Posters on <ul style="list-style-type: none">• ENERGY CONSERVATION CENTRE JAPAN• The standard star labeling system in Japan for energy efficient products.• TOP RUNNER PROGRAMME• ZERO ENERGY BUILDINGS• Star labeling system by BUREAU OF ENERGY EFFICIENCY followed in India.• R&D products by Energy Management Centre- Kerala• Projects done by EMC.• General energy saving awareness and tips to the public.
2	Public response	<ul style="list-style-type: none">• About 1000 people including school children, representatives of various firms had interacted with EMC and about 1000 brochures covering domestic energy saving tips were supplied.• Majority of people approached EMC regarding with the product named "Power saver" and its use. EMC had informed people that its not beneficial for domestic purpose and there is no Govt approved certification for the products. Feedback from public was that EMC should take initiative to make people aware about these types of undesirable products.

(Vaisakh R)

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