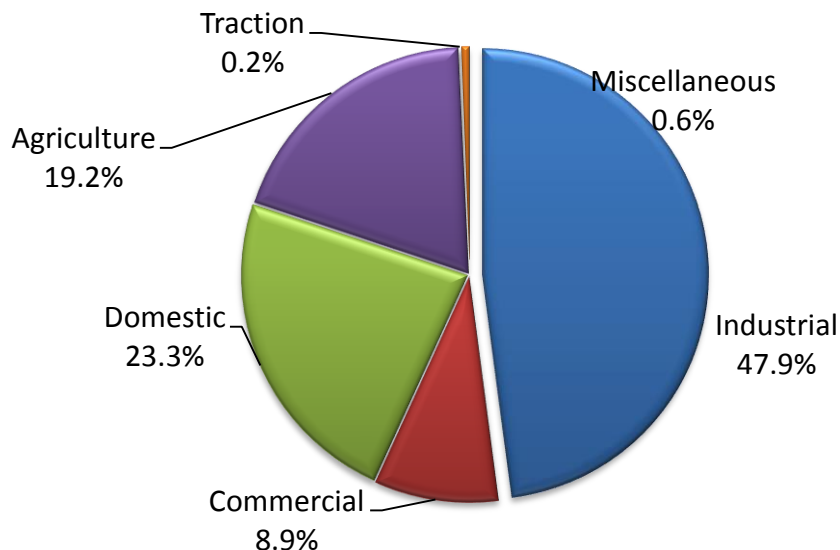# Mobile application for labeling program of India

Saurabh Diddi, BEE

Neha Dhingra, CLASP

Indian Electricity Scenario

Annual Electricity Consumption (2011-12: 785 Billion kWh)

Traction
0.2%

Miscellaneous
0.6%

Agriculture
19.2%

Domestic
23.3%

Industrial
47.9%

Commercial
8.9%

Source : Growth of Electricity Sector in India (1947 ~2013), CEA

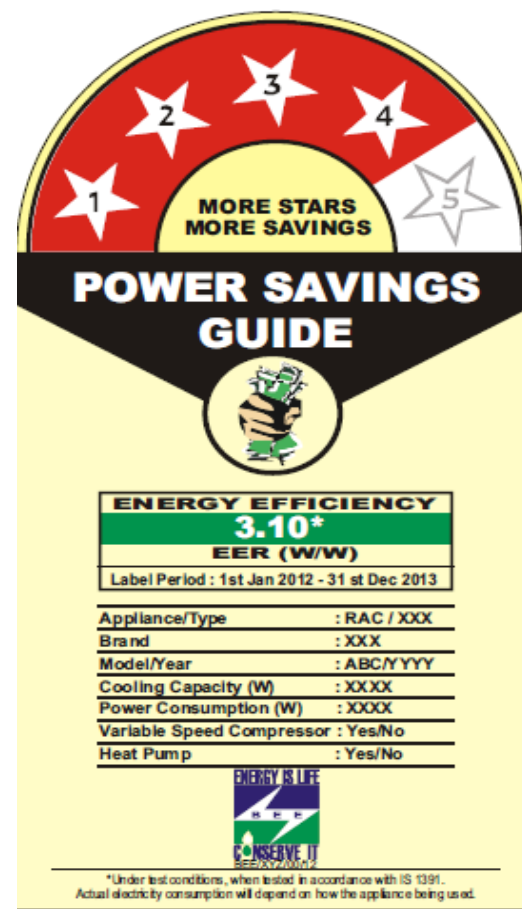**Appliance Contribution:**
- **Household: 20-25%**
- **Commercial: 10%**

Savings due to efficiency improvement in appliances:

25-40 Billion kWh

Bachat Ke Sitare
Dost Hamare

MORE STARS
MORE SAVING
ENERGY SAVINGS GUIDE

India Standard & Labeling Programme

- Bureau of Energy Efficiency is established under Energy Conservation Act 2001.

- Labeling program was launched in May 2006 with voluntary labels for Refrigerators and Room Air conditioners.

- In 2009-10, 95% of refrigerators, and 70% of air conditioners sold in the market were labeled – showing consumer preference and market transformation

Standards & Labeling of Appliances

- Standards and labeling – 21 appliances – 4 mandatory – tubular fluorescent lamp, room air conditioner, frost free refrigerator, distribution transformers.

- Average efficiency increases:

	2007	2014
Air - conditioner (EER)*	2.3	3.17
Refrigerator (kWh/l/year)#	1.93	1.28

- Energy consumption standards for motor vehicles notified on 23rd April, 2015.
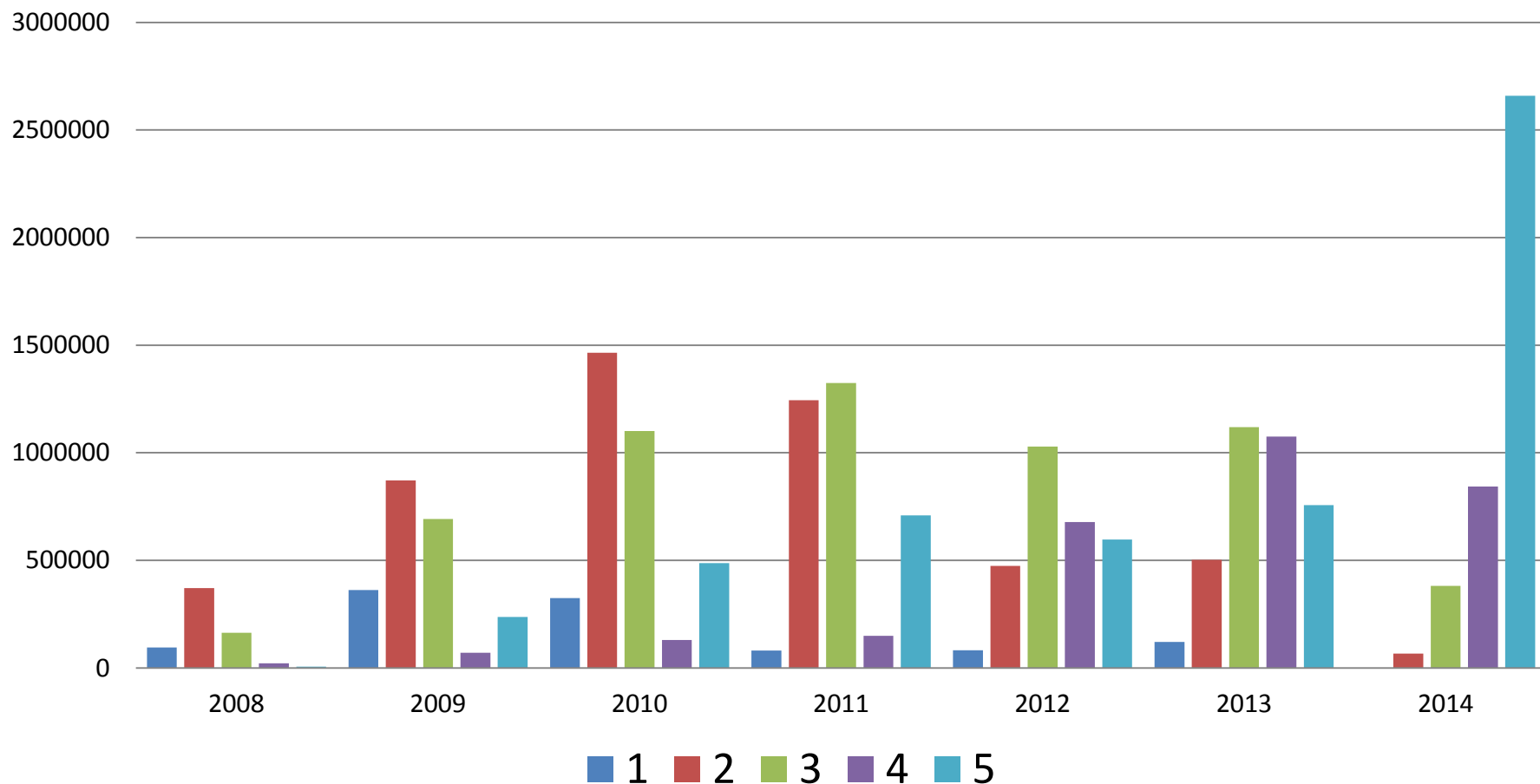
  * EER – Energy Efficiency Ratio

  #(kWh/l/yr) - units per litre per year

ROLE OF S&L IN MARKET TRANSFORMATION

AC Trends – Star-wise Breakup
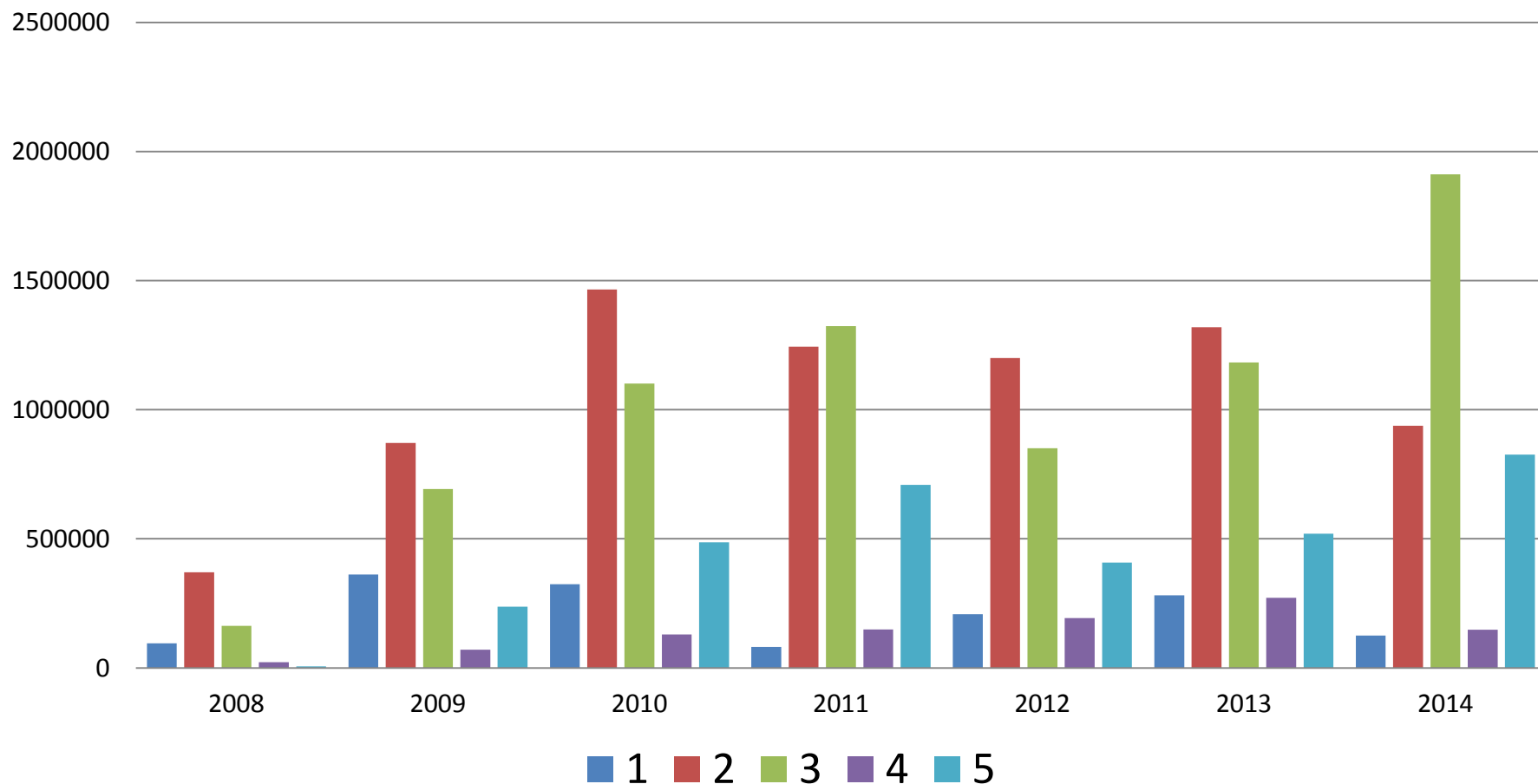
AC Trends – Star-wise with 2010 levels

Legend: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5
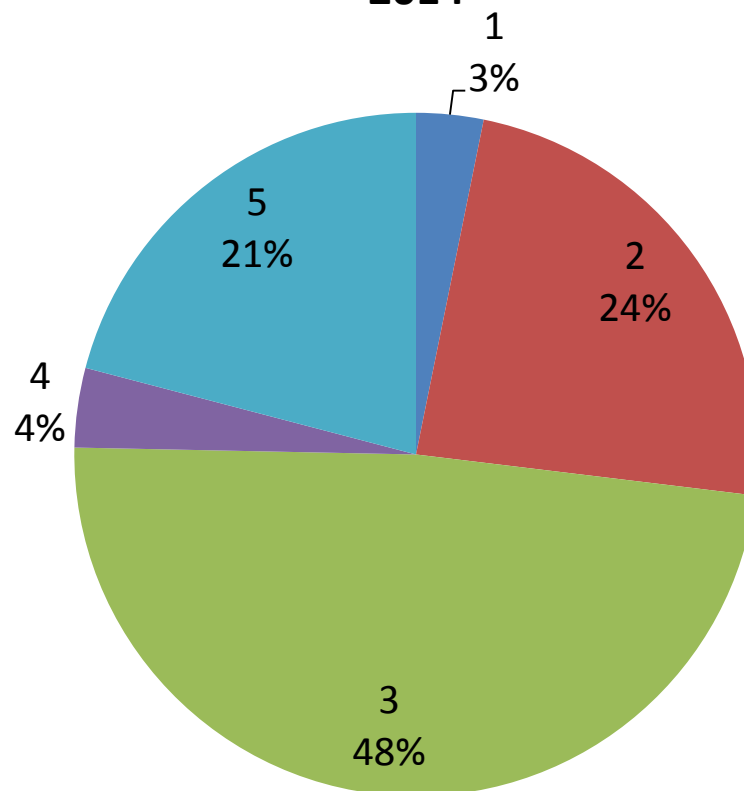
AC Trends – 2010 Vs 2014
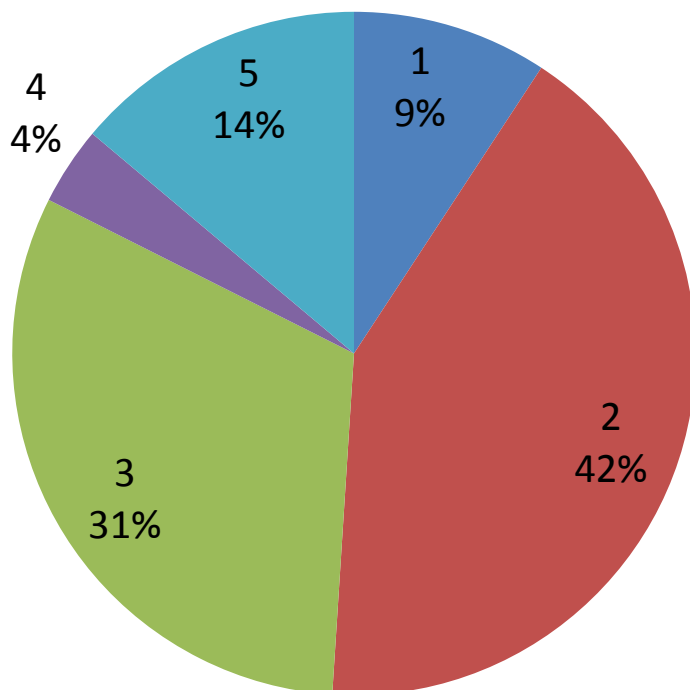
2010

2014

AC Trends – 2010 Vs 2014 (2010 levels)

2010

- 1: 9%
- 2: 42%
- 3: 31%
- 4: 4%
- 5: 14%

2014

- 1: 0%
- 2: 2%
- 3: 10%
- 4: 21%
- 5: 67%

Energy Efficiency Ratio vs Year

- 2007: 2.61
- 2008: 2.66
- 2009: 2.72
- 2010: 2.79
- 2011: 2.83
- 2012: 2.95
- 2013: 2.98
- 2014: 3.17
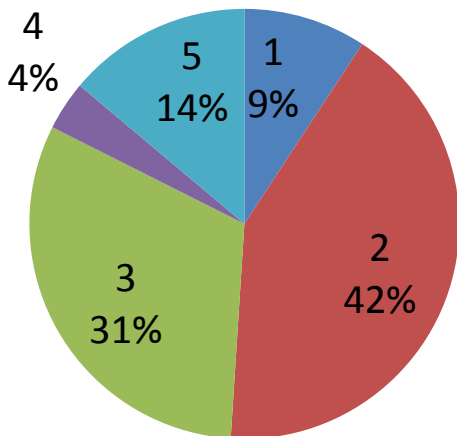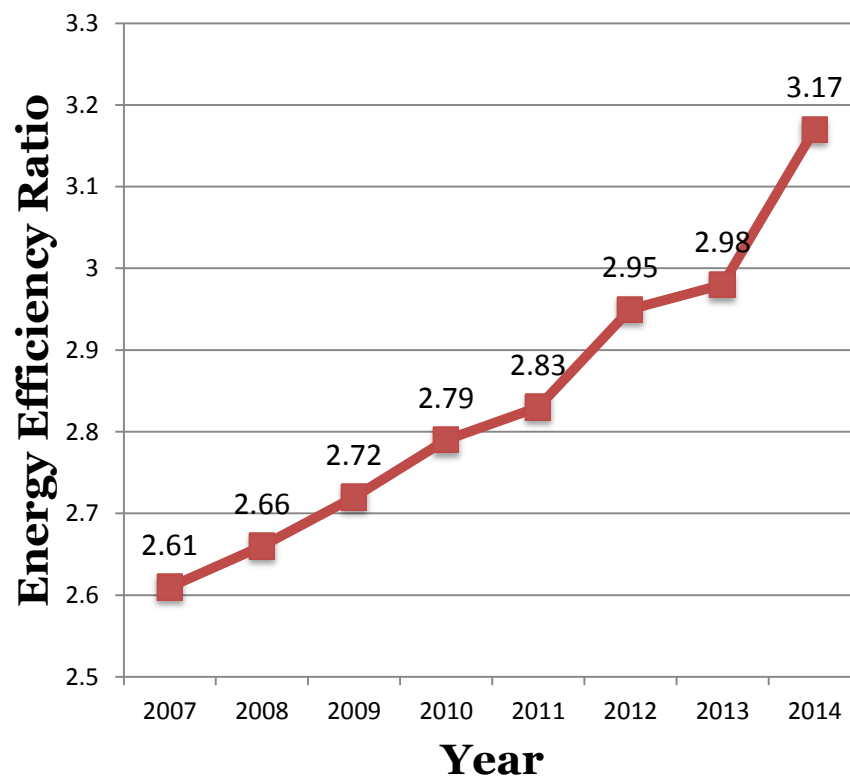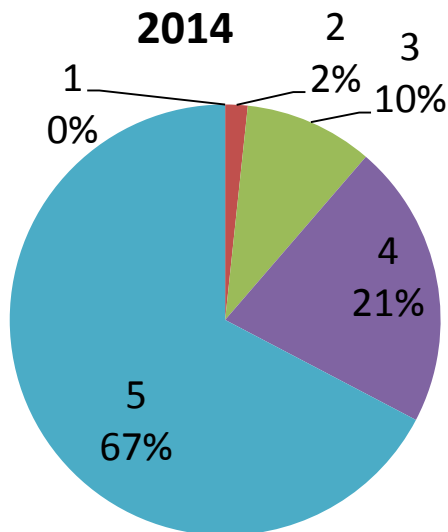
Need for Product Database Management

Policy Makers	Consumers	Manufacturers
• Records baseline data and supports policy decisions • Product prioritization and revisions • Market surveillance	• Product specific information in public domain • Informed decision making	• Platform for registration and reporting • Innovation in product design • Credibility and level playing field

Product database of BEE

http://www.beestarlabel.com/Home/Searchcompare

Need for the mobile app

- S&L Impact assessment of labeling program carried out in 2014, revealed that following are critical:
  - Accelerated consumer awareness
  - Informed & Smart decision by Consumers
  - Consumer feedback
  - Market surveillance
- Mobile app will provide real-time information
- Easy and improved access to product data
- Supported by US Department of Energy and CLASP under SEAD initiative

Mobile App Launched on 14th Dec 2015 on India's National Energy Conservation Day

ENERGY IS LIFE
BEE
CONSERVE IT

Mobile app to help choose energy efficient appliances

By PTI | 13 Dec, 2015, 03.02PM IST

READ MORE ON » Piyush Goyal | Mobile app | Energy conservation | energy | electrical energy

NEW DELHI: Power Minister Piyush Goyal will on Monday launch a mobile app, on the occasion of the National Energy Conservation Day, to help consumers compare and choose energy efficient appliances available in the market.

"The mobile application will allow consumers to instantly compare personalised energy savings across all products of a specific class and thus enable them to choose more efficient products available in the market," a senior official

Power Minister Piyush Goyal will on Monday launch a mobile app to help consumers choose energy efficient appliances available in the market.

Mobile technology in India

- India has the third largest Internet user base in the world out of which more than 50 per cent are mobile-only internet users
- Mobile internet users in India expected to double in 2017
- Growth of mobile phone in India is on upsurge

Smartphone Penetration	Local Info Search	Product Research	Purchase Decision
13%	95%	91%	54%

Source-http://dazeinfo.com/2014/07/11/mobile-internet-india-2014-349-million-unique-mobile-phone-users-70-traffic-mobile-india-shining-infographic/

Bureau of Energy Efficiency

Key features of the mobile App

- Multi platform mobile app focuses on all products covered under the S&L scheme

- Presents data in a format which is credible, comprehendible and readily accessible

- The app is linked with registration database of BEE and is updated on a daily basis

- Provides a platform to receive real time feedback
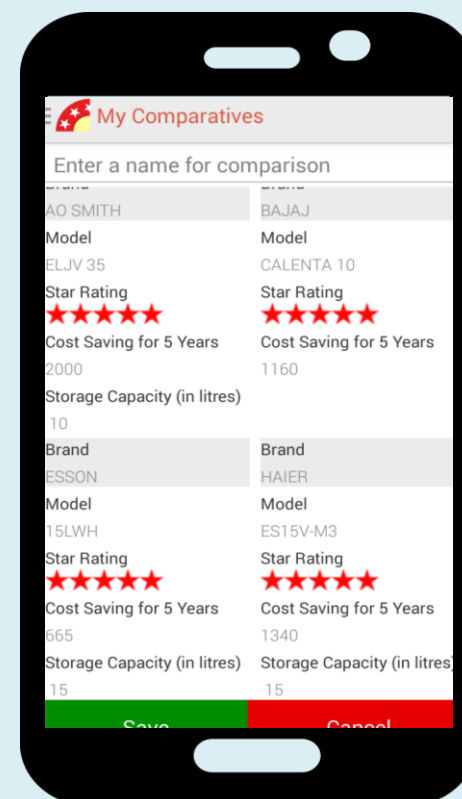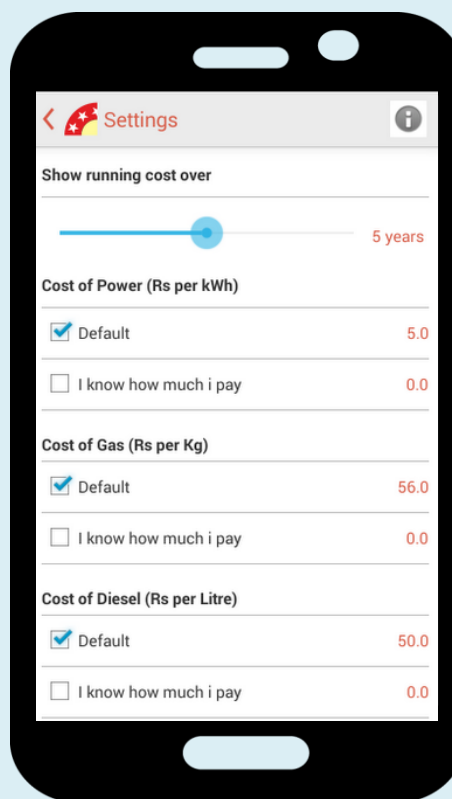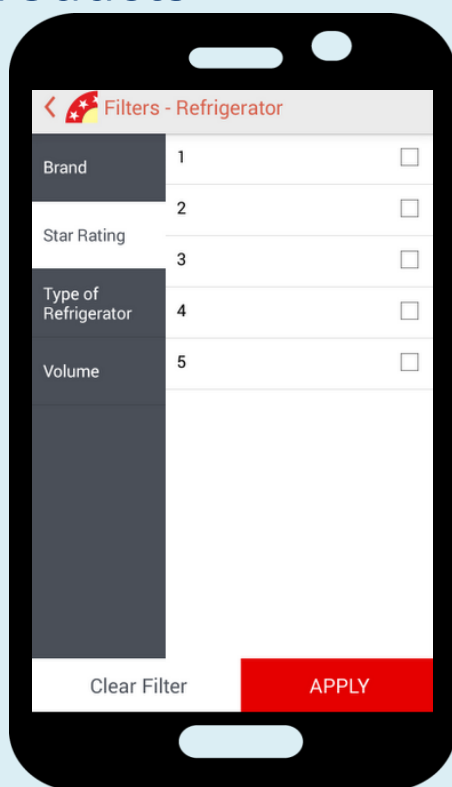
Energy and Cost savings

- The App provides energy and cost savings of the labeled appliance using 1 star as the basis
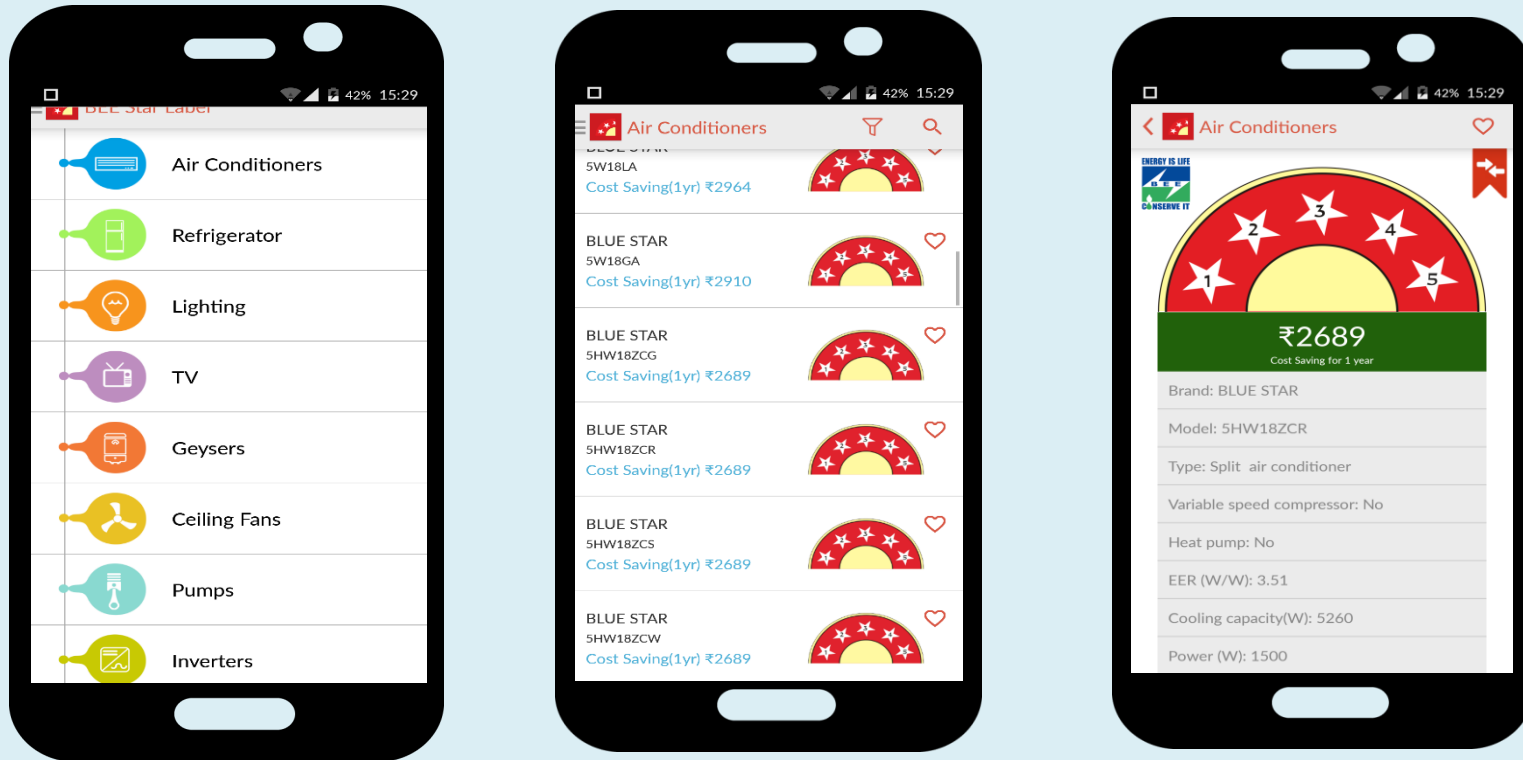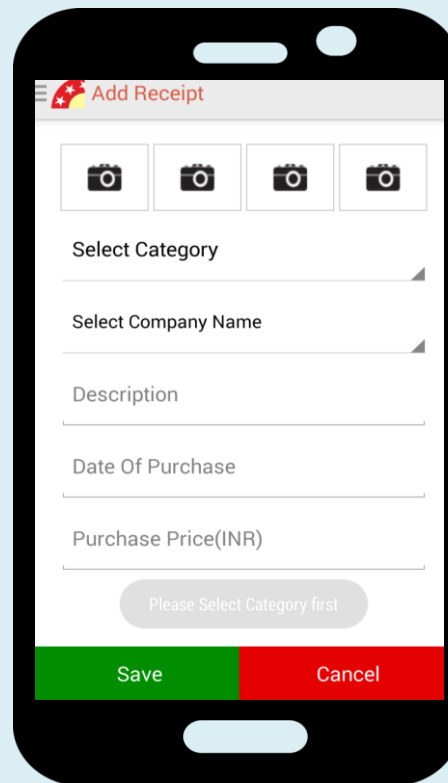
Filter and Settings

- Allows users to filter products, change the settings and compare products
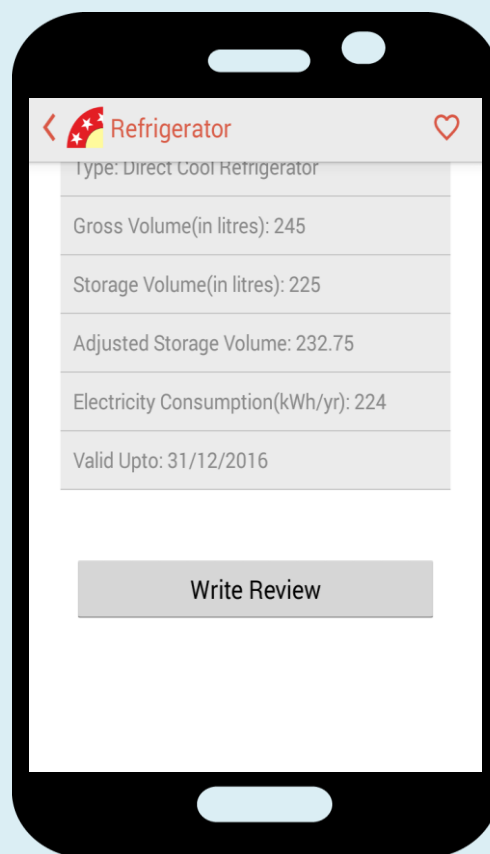
Invoice Copy

- Users can save invoice copy, to be used in future for annual maintenance or repair under warranty

Consumer Feedback

- Users can provide product specific or generic feedback

Features to be added

- News and alerts
- Information on new/upcoming regulations
- Tip of the day
- Pricing information
- Product availability at retailer's stores

Opportunities and challenges

- **Ongoing Engagement with the consumers-** to maintain consumer interest and continuous engagement, include additional features such as 'tip of the day' or updates and recommendations on products

- **Help improving compliance-** consumer feedback to BEE can contribute towards market surveillance and supporting M&V

- **Serve as a tool to assist retai**lers- the App can build retailer awareness which can be the biggest influencer in purchase decision for the consumer

Download the app

- The app can be downloaded at android playstore.
- Keywords for searching the app are "BEE Star label", "star rating", "5 star" etc.
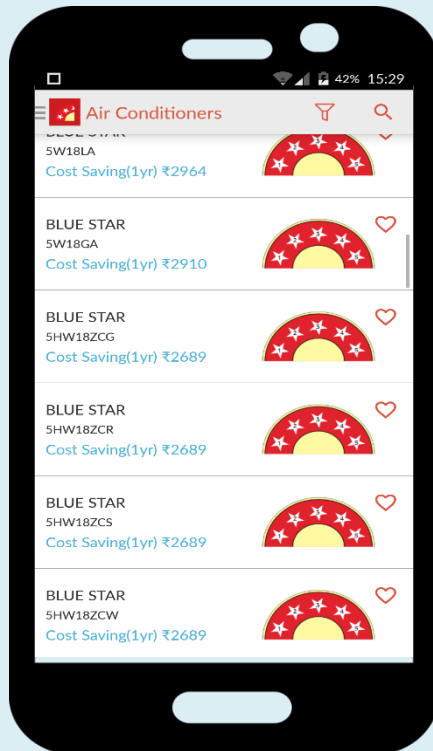
Download From:

Thank You For Your Kind Attention

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Bureau of Energy Efficiency