

Social Media Report: National Energy Conservation Day 2023

(01st -14th December 2023)

Hashtag - #NECA2023

I. Overview:

The National Energy Conservation Day is celebrated on December 14 every year, in order to spread the message on the importance of conserving energy and to showcase the achievements of the nation in energy efficiency and conservation.



The Bureau of Energy Efficiency (BEE), under the aegis of Ministry of Power, successfully organized the National Energy Conservation Day 2023 function, engaging audiences across various social media platforms.



On the occasion, the President addressed the gathering and felicitated the winners of the National Energy Conservation Awards (NECA) 2023, National Energy Efficiency Innovation Awards (NEEIA) 2023 and National Painting Competition (NPC) on Energy Conservation 2023.

II. Activities conducted under the #NECA2023 Campaign:

In order to augment the reach of messages of energy conservation among masses, a social media campaign under #NECA2023 hashtag was executed on BEE's social media platforms through a series of activities, culminating in the National Energy Conservation Day 2023 ceremony.

1) Teaser Posts on NECA, NEEIA, and NPC 2023:

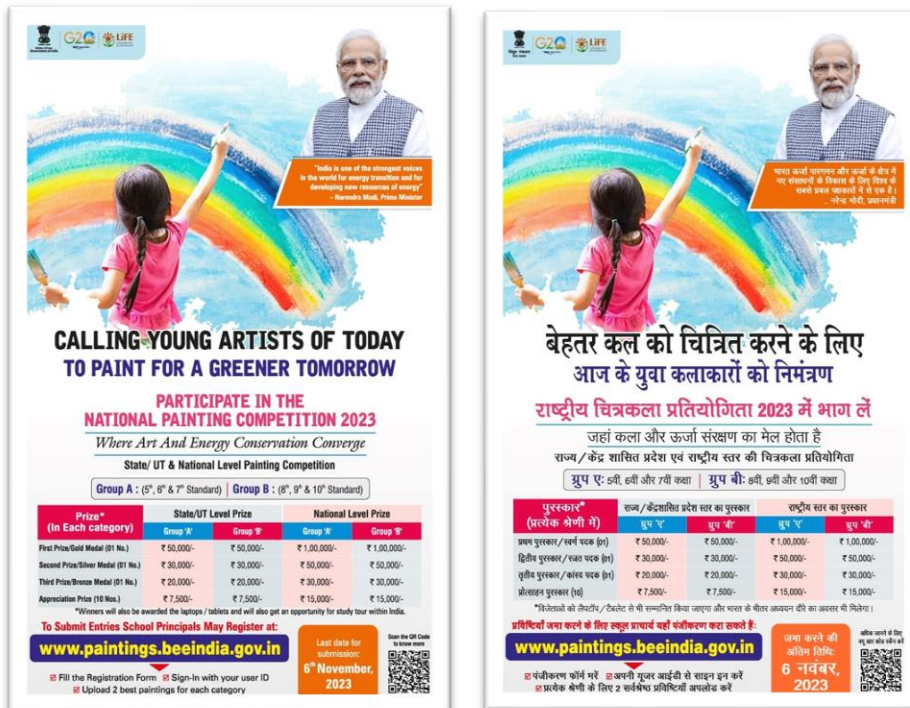
- a) **National Energy Conservation Awards (NECA)** recognizes and encourages endeavours of industrial units, institutions, and establishments in reducing energy consumption by felicitating them with Energy Conservation Awards on the occasion of NEC Day. A total of 108 teaser posts were done on BEE's social media platforms.



- b) **National Energy Efficiency Innovation Awards (NEEIA)** recognizes outstanding work and innovative minds of India in the area of Energy Efficiency under various categories viz. Category A: Industries, Building and Transport and Category B: Students and Research Scholars. 20 teaser posts were done on BEE's social media platforms.



- c) **National Painting Competition 2023 on Energy Conservation** is organized, every year, to bring change in the society towards conservation and efficient use of energy. A total of 104 posts including 32 teaser posts were done on BEE's social media platforms.



2) Posts on Programmes/Activities conducted during National Energy Conservation Week (8th-14th December 2023):

A week-long drive focused on conducting various programmes raising awareness and promoting energy conservation in various sectors. To celebrate this week, a logo was designed and used in all communications on all BEE's social media handles.



During this period, more than **60 creatives/photos for the following programmes/activities** were posted:

- ❖ India Energy Efficiency in Economies (E4) Policy Training Week (11th-14th December 2023)
- ❖ Advancing India's Net Zero Goals through Appliance Efficiency (11th December 2023)
- ❖ Workshop on Engaging States to Scaleup e-Cooking (12th December 2023)
- ❖ Opportunities for Low-Emission Bulk Drying Technology to Decarbonize the Cement Sector (13th December 2023)
- ❖ One Day Awareness Training Program on ISO 50001 2018 Standards (15th December 2023)

- ❖ Workshop on Scaling up Sustainable Solutions focusing on District Cooling (19th December 2023)



Insights of Posts done under NEC Week 2023		
S. No.	Social Media Platform	Reach/Impressions
1.	Facebook	2,034
2.	Twitter	1,619
3.	LinkedIn	5,389
4.	Instagram	1,380
	Total	10,422

3) Contests:

a) Energy Warrior Contest (01st-14th December 2023):

In this 14-day long contest people were asked to share their ideas advocating and implementing energy-saving practices by commenting on BEE's posts on social media. The **6 best ideas along with the participants' profiles** were featured on BEE's social pages.

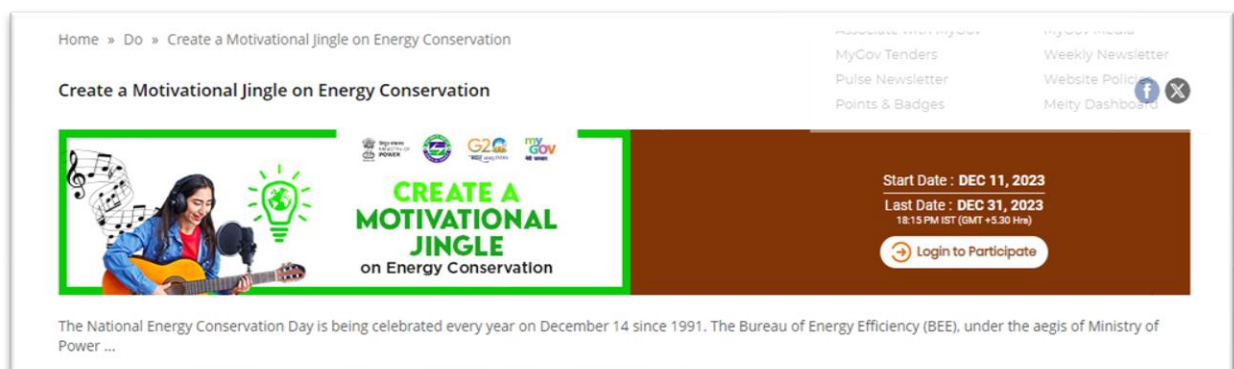


b) Contests/Activities on MyGov Platform (08th – 31st December 2023):

MyGov is a citizen engagement platform that allows the government to connect with citizens and gather their input on various issues. Leveraging the reach of the MyGov platform to widen the dissemination of energy conservation messages, the following **7 activities/contests were posted on the MyGov platform**, emphasizing the theme "**Energy Conservation – A Way of Life**".

1. Create a Motivational Jingle on Energy Conservation

In this contest, people are called out to share the catchiest, most inspiring jingles that will have our community tapping their feet while saving energy, using #NationalEnergyConservationDay hashtag.



Link: <https://www.mygov.in/task/create-motivational-jingle-energy-conservation/>

Total **323 submissions** are already received on the MyGov portal under this contest.

2. Design a Mascot for National Energy Conservation Day

Participants, in this activity, are asked to craft and submit their original mascot designs that embodies the spirit of energy conservation and National Energy Conservation Day.



Link: <https://www.mygov.in/task/design-mascot-national-energy-conservation-program/>

Total **247 submissions** are already received on the MyGov portal under this contest.

3. Poster Making Competition on Energy Conservation

This contest aims to harness creativity and artistic talent to raise awareness about the importance of energy conservation and energy efficiency in their daily lives.

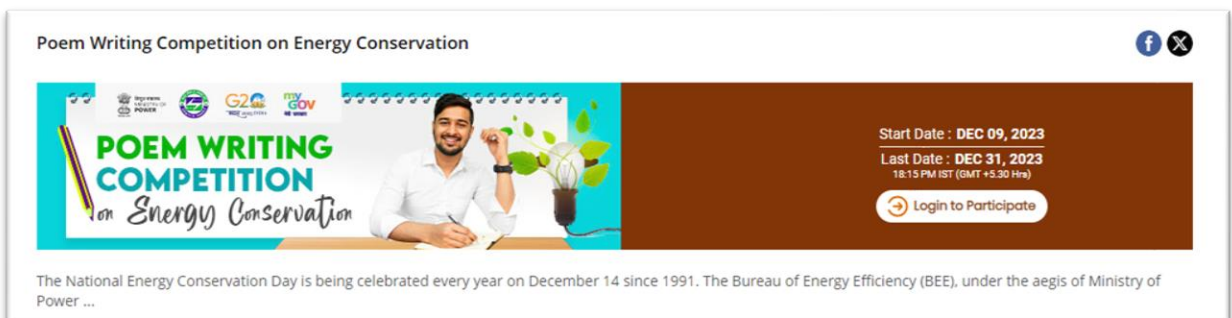


Link: <https://www.mygov.in/task/poster-making-competition-energy-conservation/>

Total **312 submissions** are already received on the MyGov portal under this contest.

4. Poem Writing Competition on Energy Conservation

In this activity, people need to submit poems in either in Hindi or in English on the theme - "Energy Conservation - A way of life". The best entries/poems are to be shared on BEE's social media platforms.

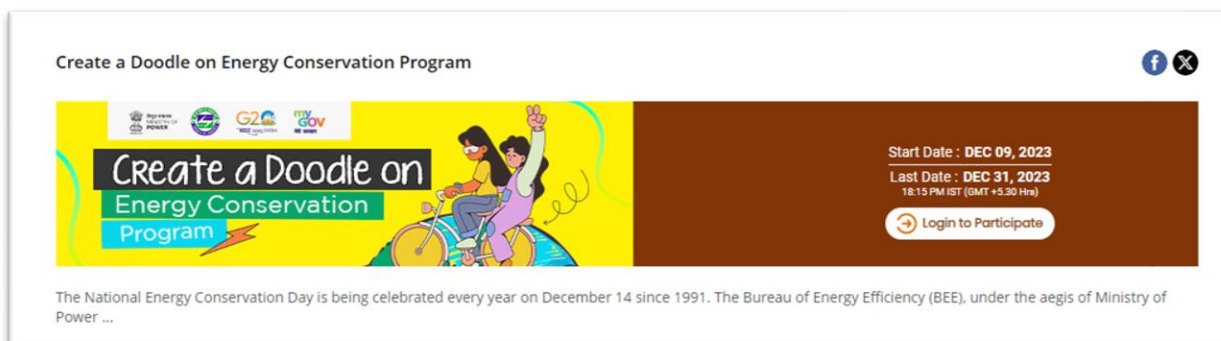


Link: <https://www.mygov.in/task/poem-writing-competition-energy-conservation/>

Total **396 submissions** are already received on the MyGov portal under this contest.

5. Create a Doodle on Energy Conservation Program

In this activity, people are invited to design doodle (digital or hand-drawn format) for the National Energy Conservation Day 2023. The best entries/designs are to be shared on BEE's social media platforms.



The banner features the title 'Create a Doodle on Energy Conservation Program' on the left, with logos for the Ministry of Power, G20 India 2023, and myGov. The central image shows two children riding a bicycle on a globe. On the right, the contest details are listed: Start Date: DEC 09, 2023; Last Date: DEC 31, 2023 (18:15 PM IST (GMT +5:30 Hrs)); and a 'Login to Participate' button. A small text at the bottom reads: 'The National Energy Conservation Day is being celebrated every year on December 14 since 1991. The Bureau of Energy Efficiency (BEE), under the aegis of Ministry of Power ...'

Link: <https://www.mygov.in/task/create-doodle-energy-conservation-program/>

Total **135 submissions** are already received on the MyGov portal under this contest.

6. Share a Reel/Video Highlighting Innovative Ways To Save Energy

This contest invites citizens of the country to participate in the 'Share a Reel/Video Highlighting Innovative Ways To Save Energy' so that they can become energy warriors and play their part in making India an energy efficient nation.



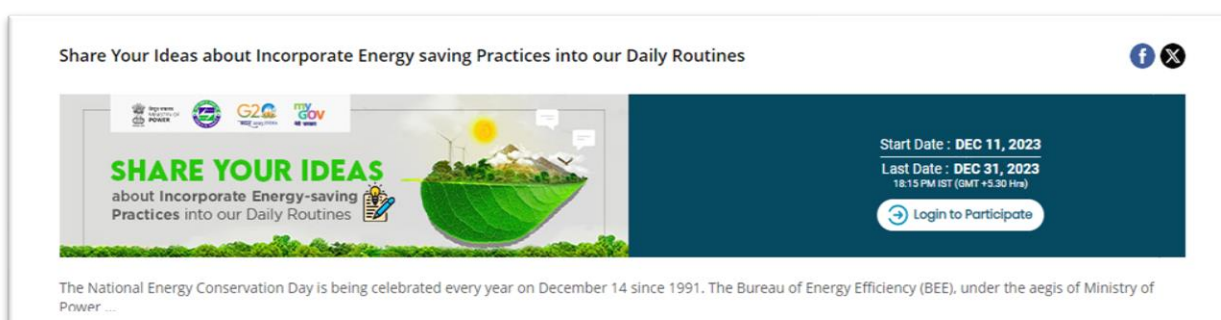
The banner features the title 'Share a Reel/Video Highlighting Innovative Ways To Save Energy' on the left, with logos for the Ministry of Power, G20 India 2023, and myGov. The central image shows a man holding a solar panel. On the right, the contest details are listed: Start Date: DEC 09, 2023; Last Date: DEC 31, 2023 (18:15 PM IST (GMT +5:30 Hrs)); and a 'Login to Participate' button. A small text at the bottom reads: 'The National Energy Conservation Day is being celebrated every year on December 14 since 1991. The Bureau of Energy Efficiency (BEE), under the aegis of Ministry of Power ...'

Link: <https://www.mygov.in/task/share-reelvideo-highlighting-innovative-ways-save-energy/>

Total **102 submissions** are already received on the MyGov portal under this contest.

7. Share Your Ideas Incorporating Energy Saving Practices into Daily Routines

Under this activity, people are invited to be a part of a community-driven initiative focused on energy conservation by discussing on ways to incorporate energy-saving practices into their daily routines.



The banner features the title 'Share Your Ideas about Incorporate Energy saving Practices into our Daily Routines' on the left, with logos for the Ministry of Power, G20 India 2023, and myGov. The central image shows a globe with a house and a wind turbine. On the right, the contest details are listed: Start Date: DEC 11, 2023; Last Date: DEC 31, 2023 (18:15 PM IST (GMT +5:30 Hrs)); and a 'Login to Participate' button. A small text at the bottom reads: 'The National Energy Conservation Day is being celebrated every year on December 14 since 1991. The Bureau of Energy Efficiency (BEE), under the aegis of Ministry of Power ...'

Link: <https://www.mygov.in/group-issue/share-your-ideas-about-incorporate-energy-saving-practices-our-daily-routines/>

Total **1,119 submissions** are already received on the MyGov portal under this contest.

Number of Submissions on MyGov Portal as on 20.12.2023		
S. No.	Name of the Activity	Number of Submissions as on 15 th December 2023
1.	Motivational Jingle Writing Competition on Energy Conservation	323
2.	Mascot Designing Competition for National Energy Conservation Day	247
3.	Poster Making Competition on Energy Conservation	312
4.	Poem Writing Competition on Energy Conservation	396
5.	Doodle Making Competition on Energy Conservation	135
6.	Reel/Video Highlighting Innovative Ways to Save Energy	102
7.	Discussion Forum - Incorporating Energy Saving Practices into Daily Routines	1,119
Total		2,634

4) Live Coverage of NEC Day 2023 Function:

The Live coverage of the event was broadcasted on **Twitter, Facebook, and YouTube** channels of BEE, and live link of the event was shared on **LinkedIn**.



Live Coverage Stats of the NEC Day Function 2023		
S. No.	Social Media Platform	Live Views
1.	Facebook	2,303
2.	Twitter	6,185
3.	YouTube	3,515
Total		12,013



The exhibition post of the NEC Day 2023 gained over **1,000 likes** on Instagram.

III. Social Media Coverage:

- a) **Insights of #NECA Campaign:** Under the #NECA Campaign, a total of **380 posts** were shared across Twitter, Facebook, Instagram, YouTube, and LinkedIn, resulting the **overall reach of over 80,000**.

Insights of #NECA Campaign 2023		
S. No.	Social Media Platform	Impressions/Reach/Views as on 15.12.2023
1.	Facebook	10,302
2.	Twitter	19,000
3.	YouTube	8,600
4.	LinkedIn	40,565
5.	Instagram	2,155
	Total	80,622

- b) **Growth of Followers/Subscribers:**

S. No.	Social Media Platform	Followers/Subscribers as on 01.12.2023	Followers/Subscribers as on 14.12.2023	Follower/Subscriber Growth
1.	Facebook	29,523	46,233	16,710
2.	Twitter	15,897	28,500	12,603
3.	YouTube	10,132	18,400	8,268
4.	LinkedIn	12,146	12,516	370
5.	Instagram	9,450	9,772	322
	Total			38,273

IV. Conclusion:

The #NECA2023 campaign achieved **significant reach of over 95,000** and **follower growth of approx. 38,000** on BEE's all social media handles during the period **1st -14th December 2023**, showcasing a successful blend of informative and interactive content across multiple social media platforms.

NECA Campaign Overall Reach (1 st -14 th December 2023)		
S. No.	Particulars	Reach/Impressions
1.	#NECA Campaign	80,622
2.	Live Coverage of NEC Day 2023	12,013
3.	Submissions on MyGov Portal	2,634
	Total	95,269

The positive response underscores the effectiveness of the campaign in promoting energy conservation and energy efficiency as a crucial aspect of daily life.