



# Evaluation of Compliance Framework of labeling program in India

Subtitle

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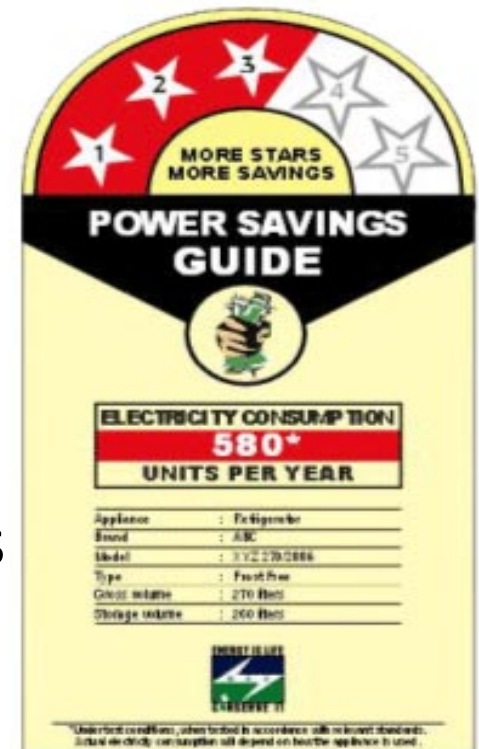


- S&L program in India
- Legal framework
- MVE & Compliance Control
- Evaluation of MVE Regime
- Elements of MVE regime
- Key Takeaways



# S&L program in India

- India's Bureau of Energy Efficiency (BEE) launched Standards and Labeling (S&L) program in 2006
- Labeling program currently includes 21 products, of which 8 are under mandatory phase
- 2 types of labels- comparative and endorsement
- Labeling program is based on self declaration by manufacturers, supported by third party test lab reports



**Comparative Label**

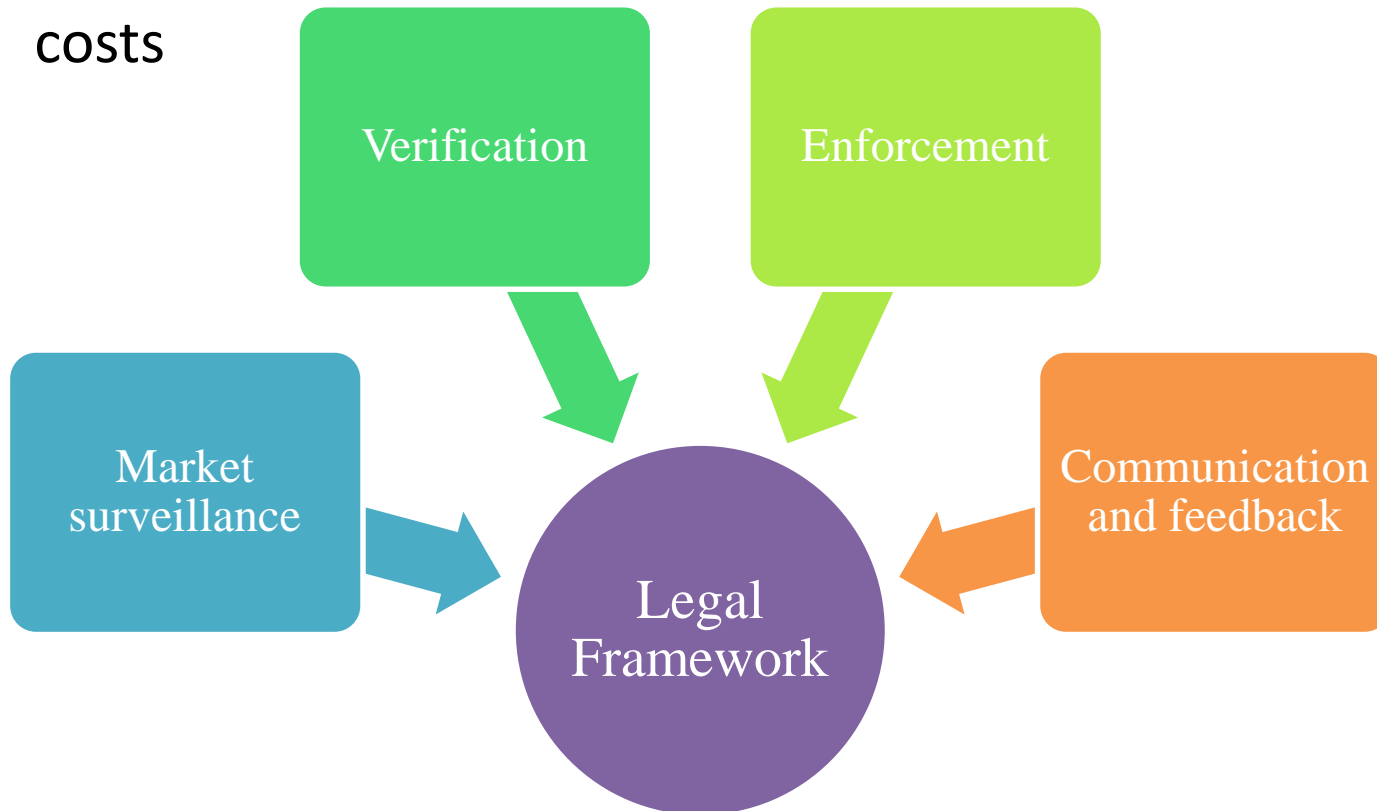
# Legal Framework

- Energy Conservation Act, 2001. Amended in 2010
- Provides legal framework, institutional arrangement and regulatory mechanism for the S&L scheme
- Describes powers of BEE and state Governments to carry out MVE activities for S&L
- Defines role and responsibilities of key stakeholders such as manufacturers, BEE, state Government, state designated agencies (SDAs) etc.
- Regulation for mandatory products also describe MVE activities and legal responsibilities of stakeholders



# MVE & Compliance Control

- Monitoring, verification and enforcement (MVE) is an integral part of labeling programs
- Ensures integrity of S&L programs by minimising non compliance costs



Inter related elements of an MVE regime



# Evaluation of MVE regime

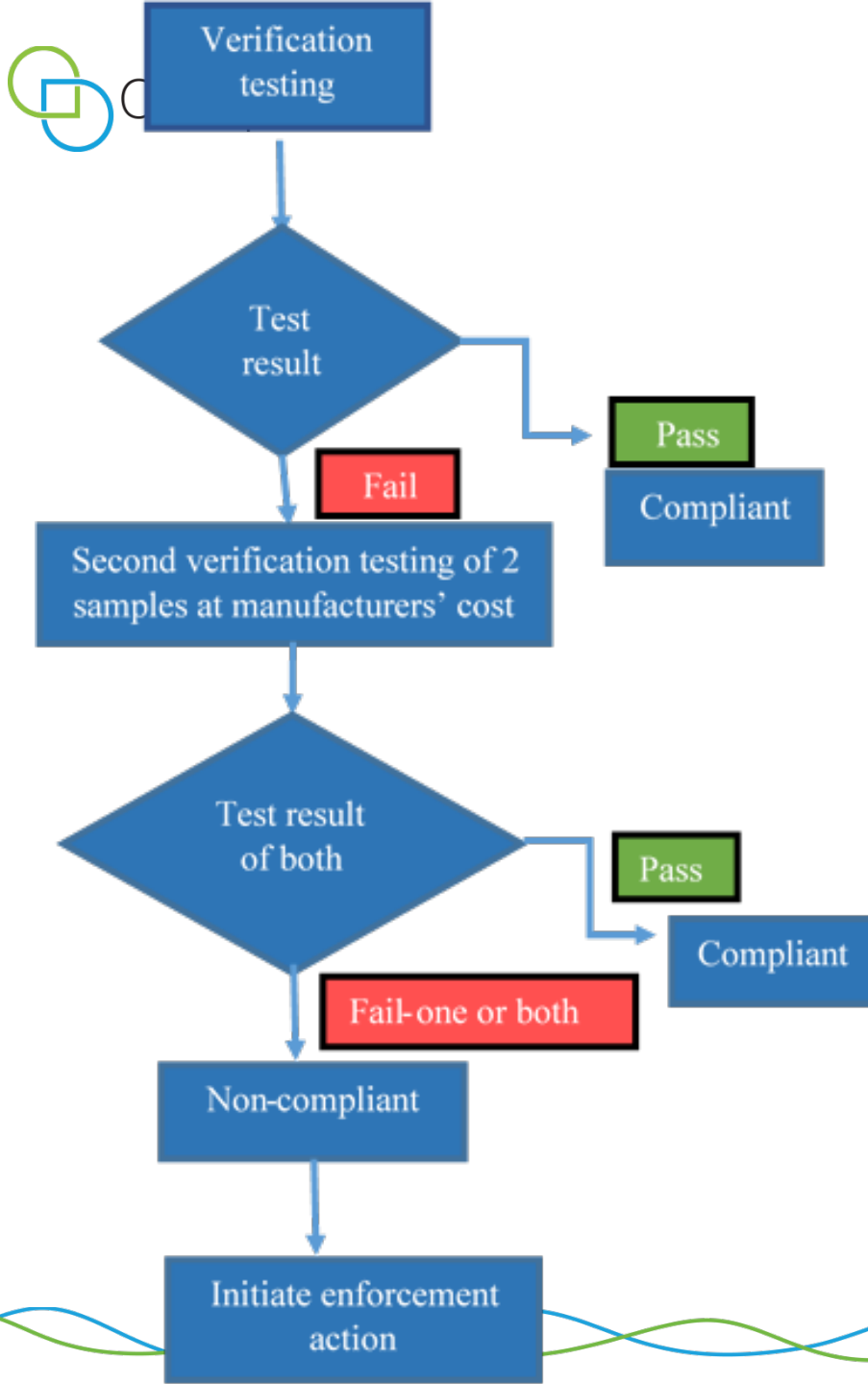
- BEE with support from CLASP conducted a comprehensive evaluation of MVE regime of S&L program in 2012
- Identified gaps, barriers and specific areas for improvement
- Studied international best practices and provided recommendations
- BEE implemented several measures for developing a robust MVE framework
  - Operations Manual
  - Algorithm for sample selection
  - Retailer training program
  - S&L website upgradation
- Several measures are under implementation



# Market Surveillance

- Process of checking that the products in the market are labeled correctly
- Checks for the correctness, validity, position, size and display of labels
- Worked with BEE to prepare an operations manual for the administration of S&L- first of its kind
- Manual lays out stepwise guidelines for surveillance





# Verification testing

- Process of determining whether the declared energy performance of the registered products is accurate
- Cornerstone of compliance procedure
- Conducted by BEE for several products such as ACs, refrigerator, transformers
- Challenge testing as required- third party complaint



- Criteria for sampling needed to be established
- Define criteria which are included in the Operations manual
  - New models
  - Models with a higher risk of failure
  - Models with high market share
  - Models with high contribution to energy savings
- An algorithm for criteria based sample selection developed
- Integrated with web portal for automatic unbiased sample selection

- Series of actions taken by an authority in case of non-compliance as per the EC Act and rules of program

Direct the manufacturer with intimation to SDAs that within two months

Correct the star level

Remove the defect and deficiency

Withdraw stock

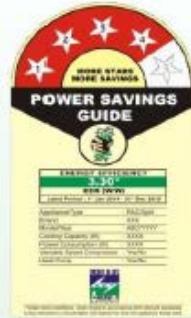
Change the particulars on advertising material

Publish the details of manufacturer in national and daily newspapers

Intimate to SDAs to initiate adjudication process against the manufacturer/trader

# Advertisement on failed products

Check Testing Result of Room Air Conditioners.



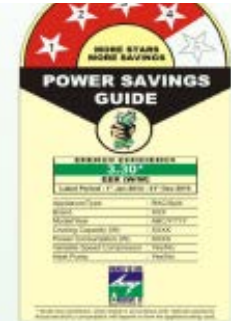
## Attention Consumers

**FOLLOWING AIR CONDITIONERS FAILED TO MEET THE ENERGY CONSUMPTION DECLARED ON THEIR LABEL:**

S. No.	Manufacturer Logo	Manufacturer/ Company Name	Brand	Model	Star Rating	EER as per BEE record	Test Results (EER)		Result
							Sample 1	Sample 2	
1		Samsung India Electronics Pvt. Ltd.	Samsung	AR18FC3TAUR	3	3.01	2.76	2.88	FAIL
2		Panasonic India Pvt. Ltd.	Panasonic	CS-LC18PKY	2	2.82	2.38	2.44	FAIL
3		Godrej & Boyce Mfg. Co. Ltd.	Godrej	GSC18FC3WMZ	3	2.94	2.51	2.76	FAIL

EER represents Energy Efficiency Ratio

This notice has been issued in compliance with the provision of regulation 7 of the Bureau of Energy Efficiency (Particulars & Manner of their Display on Labels of Room Air Conditioners) Regulations, 2009.



## Attention Consumers

**FOLLOWING AIR CONDITIONER FAILED TO MEET THE ENERGY CONSUMPTION DECLARED ON ITS LABEL:**

S. No.	Manufacturer Logo	Manufacturer/ Company Name	Brand	Model	Star Rating	EER as per BEE record	Test Results (EER)		Result
							Sample 1	Sample 2	
1		ETA General Private Limited	General	ASGA18ACT	4	3.15	2.70	2.76	FAIL

EER represents Energy Efficiency Ratio

This notice has been issued in compliance with the provision of regulation of the Bureau of Energy Efficiency (Particulars & Manner of their Display on Labels of Room Air Conditioners) Regulations, 2009.

A Mobile application for consumers

Informed decision making

Outreach and awareness



Retailer training program

18 programs in 6 major cities

2000 retailers attended

Registration database

Energy savings

Production data

Technical committee

meeting minutes

S&L website  
made public

Advertisements

Alerts and updates

Guidelines for

manufacturers



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## Use Mobile App for Purchase of BEE Star Labelled Appliances

### Key Features

- See cost savings due to star labelled appliances.
- Customize settings.
- Provides comparison among products.
- Provision for feedback.



### How to Download:

Search for key words like “bee star label” on Apple or Android smart phones



Ministry of Power  
Government of India



BUREAU OF ENERGY EFFICIENCY (BEE)  
Ministry of Power, Government of India,  
Website: [www.beeindia.gov.in](http://www.beeindia.gov.in)

davp\_34-106/13/01/55/1516

## Energy Savings Details

Select Financial Year

2017-2018 ▼

SUBMIT ✓



BACK

## Savings showing for Financial Year 2017-2018

Energy Savings since 2011

99.41 BU

Energy Savings in 2017-2018

3.43 BU

Energy Savings in 2017-2018

3.43 BU

## Mandatory Appliances Produced in Financial Year 2017-2018

Sl. No	Appliances	Star 1	Star 2	Star 3	Star 4	Star 5	Total
1 & 2	Room Air Conditioners(Window,High Wall Split, Ceiling Mounted)	567	79,519	8,87,126	62,444	4,26,822	14,56,478
3	Colour Television	3,27,754	1,19,414	1,76,699	6,79,925	4,49,613	17,53,405
4	Direct Cool Refrigerator	2,80,925	2,46,906	10,68,594	5,38,282	2,12,979	23,47,686
5	Distribution Transformer	15,670	2,428	20,030	461	39	38,628
6	Frost Free Refrigerator	428	77,028	2,48,207	83,772	59,187	4,68,622
7	Stationary Type Water Heater	9,400	1,632	49,576	65,684	3,94,461	5,20,753
8	Tubular Fluorescent Lamp(TFL)	0	0	82,13,850	0	50,880	82,64,730

# Key Takeaways

- Strong compliance framework is key to success of the program
- Robust MVE builds credibility, consumer confidence and safeguard industry investment





# Thank You

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