

India Becomes the Eighteenth Participant in the IEA Demand-Side Management (DSM) Programme¹

Towards Energy Efficiency for a Doubled Market

Hans Nilsson
Executive Committee Chair
IEA Demand-Side Management Programme

The IEA Demand-Side Management Programme ([IEA DSM](#)) has been in operation since the early 1990s. Over this period, and with coverage of 17 OECD member countries, we have explored and served the need for enhanced deployment of energy-efficient applications within many different market structures. Therefore the programme is well positioned to address the needs of fast-growing markets such as India's and to join forces in developing and delivering the most suitable solutions.

This is very much a two-way process. In our discussions with representatives from the Indian administration and power industry, we have learnt about India's ground-breaking demand-side management experience. It is extremely exciting to see that India has chosen to contribute its vital knowledge and know-how to help strengthen the global DSM industry. We are convinced that the experience of joining our other participants in sharing expertise will be a fruitful one for India, too.

We can now look forward to privileged new insight enabling the IEA DSM Programme to better address the particular needs of the rapidly growing economies, where there is a high risk of expanding energy demand outpacing supply options. We see over and over again that limited resources have to be exploited to meet demand that is inflated because equipment using energy-efficient technology is not made available fast enough. Such market developments are especially problematic for economies that badly need to devote their resources to providing for growing welfare needs rather than wasteful use of energy.

With India's joining, we see the IEA DSM Programme double the size of the market it addresses in terms of population. We hope to attract further interest from other countries, notably other "Plus-Five" countries (China, Brazil, Mexico and South Africa), and thus further consolidate our joint attack on inefficient use of energy around the globe.

Hans Nilsson
Chair, Executive Committee
IEA Demand-Side Management Programme



Hans Nilsson, Executive
Committee Chair,
IEA Demand-Side
Management Programme

¹ Implementing Agreement for Co-operation on Technologies and Programmes for Demand-Side Management (IEA-DSM)