

CUTS Dossier on Driving Energy and Climate Change Initiatives for a Sustainable Future

About CUTS

Established in 1983 as a rural development communication initiative, Consumer Unity & Trust Society is currently at the cutting edge of consumer movement in India and across the globe. The organisation has become a leading Southern voice on Rules-Based Trade, Effective Regulations and Good Governance with over 100 human resources from diverse backgrounds.

Today its work spans a multi-pronged agenda targeted to the realisation of CUTS' Vision of '*Consumer Sovereignty*,' and its Mission of '*Consumer Sovereignty in the Framework of Social Justice, Economic Equality and Environmental Balance, Within and Across Borders*.' More information about the organisation and its centres can be accessed here: <http://www.cuts-international.org>.



Vision

CUTS promotes a "just transition" in the clean energy sector, emphasising resilience, inclusivity, and sustainability. Through its Research, Advocacy, Networking and Capacity Building (RANC) approach, CUTS prioritises objective, decentralised, bottom-up research, with consumers and grassroots stakeholders at the core of policy, technology, and economic initiatives. CUTS reaffirms its commitment to "consumer sovereignty" in energy efforts.

Experience in Clean and Just Energy Transition

CUTS adopts a multi-dimensional, multisectoral approach for climate and energy projects, focusing on power (generation, transmission, distribution, renewable energy), industry (carbon-intensive sectors), transport (low-carbon and electric mobility), agriculture (solar, water-food nexus), and construction (green buildings). This comprehensive strategy aims for impactful and sustainable solutions.

Projects

Clean and Sustainable Energy

Innovative Finance for Climate and the Planet



CUTS' "Innovative Finance for Climate and the Planet" initiative seeks to bridge global financing gaps by promoting green bonds, sustainability-linked loans, and blended finance. It aims to integrate these solutions into environmental finance, addressing vulnerabilities of disadvantaged groups and advancing global climate and biodiversity goals amid post-COVID policy constraints.

<https://cuts-international.org/PDF/innovative-finance-for-climate-and-the-planet-brochure.pdf>

Solarisation of Agriculture Feeders

To meet its Paris Climate Agreement commitments, India aims for 50 per cent of installed power generation from non-fossil sources by 2030. The PM-KUSUM scheme, approved in 2019, sought to enhance farmer income and reduce pollution through decentralised solar power for irrigation. This project supported states in implementing PM-KUSUM effectively and sustainably.



<https://cuts-ccier.org/solarisation-of-agriculture-feeders/>

A White Paper on the Regional Parliamentary Forum on South Asian Energy Cooperation and Trade



Cooperation among South Asian countries —Bhutan, Bangladesh, India, Nepal, and Sri Lanka — offers significant opportunities for equitable economic development. With 1.46 billion people driving future commodity demand, regional energy collaboration, especially through cross-border energy trade (CBET), can enhance energy security and access. CUTS International proposes strategies to promote this cooperation.

<https://cuts-ccier.org/developing-white-paper-on-rpf/>

Green Growth and Energy Transformation: Phase II

Energy is crucial for economic growth, and India's rising consumption from population and manufacturing increases pressure on limited resources. A sustainable growth path requires cleaner, efficient energy solutions, supported by an inclusive policy framework. This project aimed to explore the transition to electric mobility in Jaipur through a low-carbon mobility framework.



<https://cuts-ccier.org/green-growth-and-energy-transformation-phase-ii/>

Green Growth and Energy Transformation: Phase I



Inclusive policymaking is essential for democracy, yet Indian civil society often exhibits low awareness and capacity, resulting in non-inclusive policies. This project, in collaboration with FES, India aimed to create seed communities of relevant stakeholders in Rajasthan and West Bengal to promote sustainable, green, and clean growth at national levels.

<https://cuts-ccier.org/green-growth-and-energy-transformation-grow-get/>

Regulatory Role and Engagement in India's Clean Energy Transformation

The Indian energy sector is transforming to enhance domestic security and address climate change. Despite state frameworks promoting renewables, unclear regulatory roles hinder progress. This project, in collaboration with CIRC and TERI, analysed regulatory effectiveness in five states to develop reform strategies.

<https://cuts-ccier.org/regulatory-role-engagement-in-indias-clean-energy-transformation/>



Demand Side Management & Renewable Energy in India



CUTS, supported by the Shakti Sustainable Energy Foundation, implemented a two-year initiative in Gujarat and West Bengal to empower consumer groups for effective advocacy in renewable energy and demand-side management. This capacity-building project aimed to create consumer demand and prompt action from policymakers.

<https://cuts-ccier.org/demand-side-management-dsm-renewable-energy-re-in-india-capacity-building-of-csos-drec-project-regulatory-governance-in-india/>

Regulatory Impact Assessment in Indian Electricity Generation Sector

Despite vast resources, India faces a power deficit. Regulatory Impact Assessment (RIA) analyses the cost-benefit of existing regulations to provide evidence-based solutions for the electricity generation sector. CUTS, with the Asian Development Bank, assessed regulations in thermal, hydro, and solar sub-sectors.

<https://cuts-ccier.org/regulatory-impact-assessment-in-indian-electricity-generation-sector-ria>



Electric Mobility

Electric Mobility – An Approach Towards Successful Energy Transition



India, the world's third-largest automobile market, faces rising urban air pollution, fueling demand for electric vehicles (EVs) as cleaner alternatives. Transitioning from internal combustion engines to EVs can reduce emissions, oil imports, and costs. This project aims to facilitate a successful transition to sustainable energy by promoting electric mobility.

<https://cuts-ccier.org/electric-mobility-an-approach-towards-successful-energy-transition/>

Enhancing Governance in the Electric Rickshaw Market: A Case Study of Jaipur

Rajasthan State EV Policy 2022 targets a 30 per cent share of EVs in new three-wheeler registrations by 2030, promoting electric rickshaws as a clean, cost-effective last-mile solution that drives entrepreneurship. This project aims to bring forth regulations in the e-rickshaw market that ensure the growth of the stakeholders as well as the greening of last-mile connectivity without overburdening the city transport infrastructure.



<https://cuts-ccier.org/enhancing-governance-in-the-electric-rickshaw-market-a-case-study-of-jaipur/>

Promoting e-Tractor for Developing Sustainable Agricultural Ecosystem in Rajasthan



India's robust tractor industry manufactured over a million units in 2022, with 10 per cent exported, showing readiness for e-tractor adoption. Rajasthan's agricultural prominence offers potential for e-tractor transition. Barriers include high costs, limited awareness, and lack of incentives. This project aims to drive policy reforms and create support for e-tractor adoption.

<https://cuts-ccier.org/promoting-e-tractor-for-developing-sustainable-agricultural-ecosystem-in-rajasthan/>

Supporting the Transition to a Low-Carbon, Affordable, and Inclusive Transport System in Peri-Urban and Rural Districts of Rajasthan

India's passenger automobile sector is shifting from fossil fuels to electric vehicles (EVs) to tackle climate change and energy security. Rural India, housing over 70 per cent of the population, faces barriers to EV adoption, including inadequate public transport and limited infrastructure. This project aimed to enhance rural mobility through an electric transport network.



<https://cuts-ccier.org/supporting-the-transition-to-a-low-carbon-affordable-and-inclusive-transport-system-in-peri-urban-and-rural-districts-of-rajasthan/>

Evolution: Aligning the Just Energy Transition Agenda in the Electric Mobility Ecosystem with the G20 Framework



India's shift to electric vehicles is crucial in the global fight against climate change, aiming to reduce carbon emissions and fossil fuel reliance. However, challenges like range anxiety, infrastructure gaps, and administrative hurdles remain. This project, in collaboration with FES, sought to foster discussions on Just Energy Transition for Green Mobility within the G20 framework.

<https://cuts-ccier.org/evolution/>

Decarbonisation of the Freight Sector in India

India's transport sector, contributing 23 per cent of global emissions, urgently needs to decarbonise, especially medium and heavy-duty trucks, which represent only two per cent of vehicles but account for 30 per cent of emissions. This project explored the viability of decarbonising these vehicles through three electric corridors to support climate objectives.



<https://cuts-ccier.org/decarbonisation-of-freight-sector-in-india/>

Exploring the Potential of Last Mile Transportation as an Enabler for GreenJobs



Last-mile connectivity in India has historically relied on ICE vehicles, but increasing environmental awareness has led to initiatives for electrifying these fleets, with E-2Ws and E-3Ws gaining market share. The pandemic boosted demand for last-mile transport and e-commerce deliveries. This project aimed to map the resulting livelihood opportunities and economic growth in Tier 1 and Tier 2 cities.

<https://cuts-ccier.org/greenjobs-iii/>

Accelerating Electric Vehicle Adoption in Rajasthan, India

India hosts nine of the world's ten most polluted cities, with road transport contributing over 95 per cent of emissions. Electric vehicles (EVs) could address these environmental challenges. This project aimed to develop a policy roadmap to enhance EV adoption in Rajasthan.



<https://cuts-ccier.org/ev-raj/>

Exploring the Potential of E-mobility and a Booster for Local Economy and Livelihoods in India



High upfront costs and reliance on imports hinder India's E-mobility transition. The government promotes localisation to boost self-reliance, promising new business and job opportunities across the EV ecosystem. This project aimed to analyse the EV manufacturing ecosystem, identifying localised livelihood opportunities and mapping job roles, skill requirements, and employment potential.

<https://cuts-ccier.org/exploring-the-potential-of-e-mobility-as-a-booster-for-local-economy-and-livelihoods-in-india>

Exploring the Impact of Electric Mobility on the Jobs Ecosystem

As global discussions on sustainable development rise, shifting to cleaner transport is essential. This project explored job losses and new opportunities from EV integration in Jaipur, focusing on employment trends in component manufacturing, assembly, and operations. Key findings indicated that pre-manufacturing and auto manufacturing offer significant livelihood potential.



<https://cuts-ccier.org/exploring-the-impact-of-electric-mobility-on-the-jobs-ecosystem/>

India's Sustainable Mobility Transition: Policy Insights and Pathways

Marking a decade of the FAME scheme (2015-2024), the project reviews India's national and state EV policies to assess impacts and implementation gaps. Through stakeholder engagement and comparative analysis, it identifies best practices, barriers and enablers to EV adoption, supporting inclusive policies, harmonised state approaches and a just transition to sustainable mobility.



<https://cuts-ccier.org/assessing-indias-sustainable-mobility-landscape-a-policy-framework-approach/>

Just Energy Transition

Green Livelihood Opportunities in Coal Dependent Regions of India and the Need for Skill Enhancement: Cases of Odisha and West Bengal



Coal is vital to India's economy, being the second-largest producer and user globally. Also, coal has dominated the country's fuel mix. This study, undertaken in collaboration with GIZ, aimed to develop gender-sensitive skill programmes to support livelihoods affected by this transition in Odisha and West Bengal.

<https://cuts-crc.org/conducting-a-study-on-future-green-livelihood-opportunities-and-required-skill-sets-in-coal-dependent-regions-in-the-states-of-odisha-and-west-bengal/>

Identifying Emerging Green and Greening Jobs in Coal and Thermal Power Sectors at the Wake of Just Transition in the Eastern Part of India

India's transition to clean energy, particularly solar and wind, must prioritise social and distributive justice to avoid negative impacts. This study, undertaken with the support of GIZ, aimed to create a skill matrix for industry-linked programmes in Jharkhand, Odisha, and West Bengal, facilitating a just transition.

<https://cuts-crc.org/identifying-emerging-green-and-greening-jobs-in-coal-and-thermal-power-sectors/>



Enabling Just Transition in India's Power Generation Sector



As the world shifts towards environmental sustainability, the energy sector, particularly power generation, is pivotal. This project aimed to institutionalise a 'just transition' approach in India's power sector, assessing the readiness of Rajasthan and West Bengal to move towards a near-zero carbon economy and ensuring benefits for all stakeholders.

<https://cuts-ccier.org/enabling-just-transition-in-indias-power-generation-sector/>

Tariff Rationalisation in Rajasthan

The Indian power sector is transforming with a focus on clean energy and reforms. Rationalising complex electricity tariffs is crucial to alleviate the burden of subsidies on state governments. Urgent reforms aimed to simplify tariffs for efficient electricity supply, in line with the Rights of Electricity Consumer (Rules) 2020.

<https://cuts-ccier.org/tariff-rationalisation-in-rajasthan/>



Rajasthan Energy Scenario 2030



Rajasthan seeks to enhance renewable energy generation and improve Renewable Purchase Obligations through better electricity demand forecasting. CUTS, alongside Bask Research and the Centre for Energy Regulations, IIT Kanpur developed a framework for medium- and long-term forecasting to support renewable energy integration and ensure reliable electricity supply.

<https://cuts-ccier.org/res/>

Capacity Building on Electricity Reforms in Bangladesh, India and Nepal

Electricity is vital for economic growth in South Asia, yet reforms face challenges due to inadequate investment and service quality. CUTS International implemented the RESA Project to strengthen civil society organisations' capacity in electricity reforms across Nepal, Bangladesh, and India, supported by NORAD.

<https://cuts-ccier.org/a-pilot-project-on-capacity-building-on-electricity-reforms-in-bangladesh-india-and-nepal>



Sustainable Consumption

Sustainable Consumption and Production in India: A Consumer Perspective



Sustainable Consumption and Production (SCP) focuses on achieving more with fewer resources, promoting efficiency, and decoupling economic growth from environmental harm. CUTS has documented SCP practices in India and aims to implement interventions in select Rajasthan cities, studying consumption patterns and developing a sustainable consumption index to inform policy advocacy.

<https://cuts-cart.org/proscop/>

Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production

In India, over 58 per cent of the population relies on agriculture, with significant potential for organic farming. Launched in November 2013, the 'ProOrganic' initiative aimed to promote organic consumption in Rajasthan, raising awareness among consumers and encouraging farmers to adopt organic practices, resulting in increased organic farming and product demand.



<https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/>

Raising Consumer Awareness of Sustainable Consumption



SDG 12 focuses on sustainable consumption and production, addressing issues like resource use, pollution, and waste. With inequalities in access to goods, high-income overconsumption impacts low-income countries. This project aimed to raise awareness of sustainable consumption and promote sharing resources within communities, fostering practical examples of eco-friendly access to goods and services.

<https://cuts-accra.org/pdf/project-brief-green-action-week-campaign-raising-consumer-awareness-on-sustainable-consumption.pdf>

Towards the Development of a Sustainable Food Policy

Sustainable food systems are gaining attention as discussions on global food security intensify, particularly with SDG No. 12 focusing on sustainable production and consumption. This project collaborated with the Lusaka City Council to develop a food policy that leverages the informal market, aiming to influence sustainable diets at local and national levels.



<https://cuts-lusaka.org/influencing-national-and-local-policies-towards-the-development-of-a-food-policy-that-is-more-sustainable/>

Sustainable Cultures, Practices and Lifestyles in India



Since the Sustainable Development Goals (SDGs) were established in 2016, the concept of 'Circular Economies' has gained traction. In this project, CUTS documented 15 traditional sustainable practices across India, highlighting their potential for larger-scale replication in urban settings within the framework of Sustainable Culture and Circular Economy.

<https://cuts-cart.org/sustainable-consumption-cultures-practices-and-lifestyles-in-india/>

Consumer Awareness

Capacity Building of Electricity Consumers in Rajasthan



Reliable electricity access is vital for inclusive development, yet gaps persist between affluent areas and rural villages. Despite consumer protection measures, low participation hinders effectiveness. CUTS International and Bask Research Foundation, supported by Shakti Sustainable Energy Foundation, aimed to enhance consumer engagement in Rajasthan.

<https://cuts-ccier.org/capacity-building-of-electricity-consumers-in-rajasthan-cbec/>

Green Action Week Fund-India Campaign

Established in 2017, the Green Action Week Fund India was a partnership between the Swedish Society for Nature Conservation (SSNC) and CUTS International. It funds short-term campaigns to raise consumer awareness of environmental issues. CUTS has implemented the ProOrganic project in Rajasthan and runs a Green Action Week campaign in Jaipur.



<https://cuts-cart.org/green-action-week-fund-india-2/>

Energy Access for Consumers – Screenings of ‘Katiyabaaz’ Documentary



CUTS International, supported by The World Bank, launched a campaign to raise awareness about power theft's impact on consumers and producers in India. The organisation screened the documentary "Katiyabaaz" across four states, engaged stakeholders and initiated discussions on the serious issue of electricity theft.

<https://cuts-ccier.org/energy-access-for-consumers-screenings-of-katiyabaaz-documentary/>

Save to Survive: An Awareness Campaign on Energy-Efficient Products

India's energy consumption is rapidly increasing, ranking fifth globally and expected to reach second by 2030. With 70 per cent of energy from fossil fuels and a 13.8 per cent power deficit in 2010, demand-side management is crucial. The "Save to Survive" campaign promoted energy efficiency through awareness activities like consumer camps and street plays.



<https://cuts-cart.org/save-to-survive-an-awareness->

[campaign-on-energy-efficient-products/](https://cuts-cart.org/save-to-survive-an-awareness-campaign-on-energy-efficient-products/)

Consultancy Support to Haryana Electricity Regulatory Commission



Haryana aims to enhance electricity service delivery and consumer satisfaction. The Haryana Electricity Regulatory Commission (HERC) established regulations for grievance redressal and service quality. Mercados Energy Markets India Pvt. Ltd, subcontracting CUTS International, focused on developing a Consumer Satisfaction Index and advocacy processes.

<https://cuts-ccier.org/consultancy-support-to-haryana-electricity-regulatory/>

