Energy conservation refers to efforts made to reduce energy consumption. Energy conservation can be achieved through increased efficient energy use, in conjunction with decreased energy consumption and/or reduced consumption from conventional energy sources. Energy conservation act was passed on 2001. For further information, energy conservation also can result in increased financial capital, environmental quality, national security, personal security, and human comfort.(citation needed) Individuals and organizations that are direct consumers of energy choose to conserve energy to reduce energy costs and promote economic security. Industrial and commercial users can increase energy use efficiency to maximize their companies or organization profit. By reducing emissions, energy conservation is an important part of lessening climate change. Energy conservation facilitates the replacement of non-renewable resources with renewable energy. Energy conservation is often the most economical solution to energy shortages, and is a more environmentally benign alternative to increased energy production. The Indian government establishes the Petroleum Conservation Research Association (PCRA) - www.pcra.org. It is an Indian government body created in 1977 and engaged in promoting energy efficiency and conservation in every walk of life. In the recent past PCRA has done mass media campaigns in television, radio & print media. An impact assessment survey by a third party revealed that due to these mega campaigns by PCRA, overall awareness level have gone up leading to saving of fossil fuels worth crores of rupees besides reducing pollution. Bureau of Energy Efficiency is an Indian governmental organization created in 2001 responsible for promoting energy efficiency and conservation. The Ministry of Energy, Green Technology and Water (KeTTHA), also promoting energy efficiency and energy conservation in Malaysia. The public have to change or switch their mind to energy efficiency products and conservation in daily life. The ministry also needs to increase the awareness of EE products and energy conservation in public for better life in future. Mageswaran Senderal FORUM AIR MALAYSIA &#65533;