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Review the role of promoting in energy management in the rural sector

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Energy is one of the basic human's needs and all of the countries have been faced to some challenges to supply it in the recently decades. In developing countries as same as Iran energy consumption had increased and certainly in these countries energy supply is going to a big problem in the future. Currently, the household sector has the most of the energy waste that have irreparably damage on country's economic and environment. In rural sector used the non-renewable resources like oil and gas and there aren't any certain measures to the energy management. With pay attention to this matter that the non-renewable resources are limited and must have used alternative fuels as well as renewable energies that promoting of people has an important role to energy management. In this context, the aim of this research is promoting the proper management of energy consumption in the rural sector **Key Words**: promotion, energy management, rural