



## Shri Yogi Adityanath launches the Kisan Urja Daksh Pump Yojna in the state

- *Under this scheme farmers of the state will receive 9000 energy efficient pumps and smart control panels in the first phase and 10 lakhs pump sets in the second phase*
- *Government of Uttar Pradesh to distribute the energy efficient pumps to farmers free of cost under the Kisan Urja Daksh Pump Yojna*

**Uttar Pradesh, 23 December 2017:** On the occasion of Kisan Diwas, **Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath** launched the Kisan Urja Daksh Pump Yojna (*Kisan Uday*) under Agriculture Demand Side Management (AgDSM) Programme in the state. In the first phase this scheme will be distributing 9,000 BEE 5 Star Rated Energy Efficient Pump Sets free of cost to the farmers of the state along with a smart control panel. In the second phase 10 lakhs pump sets will be distributed. Energy Efficiency Services Limited (EESL), a company under the administration of the Ministry of Power will be assisting Government of Uttar Pradesh (GoUP) in successfully implementing the scheme in the state.

Under the scheme in the first phase the existing inefficient pumps will be replaced with energy efficient pumps by distributing 5 HP BEE 5 Star Rated Energy Efficient submersible pump sets in Uttar Pradesh. In the second phase, pump sets of various ratings will be covered. Farmers will be provided with 5 years free repair and maintenance leading to potential cost saving of Rs. 10,000 – Rs. 12,000. Additionally, the farmers will also save on the electricity bills by using these energy efficient pumps apart from reducing the energy consumption in the state.

**Speaking at the occasion, Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath said, "....."**

There are about 20 million pump sets presently in India consuming approx. 20% of India's total electricity consumption which amounts close to 187 Billion Units per annum. This is a significant untapped potential for energy efficiency in the country. A scheme like *Kisan Uday* sets an example of India's commitment to ensure optimum conservation of energy. The scheme enables these farmers to upgrade from their existing pumping systems to energy efficient ones without any monetary investment at all.

Currently, the farmer pays a fixed price per horse power per month for electricity. After the use of energy efficient pumps, the state will witness massive reduction in electricity consumption and the farmers would reap benefit of monetary savings.

These energy efficient pumps can be switched on and off through the smart control panel which is linked to mobile phones. Thus, the farmers will be open to operate the pumps from their mobile phones as well. They will also receive an alert on their registered mobile numbers through SMS or phone calls about the status of the pumps. For registration, farmers can also dial in GoUP number 1912.



Under *Kisan Uday*, EESL will be working as Project Management Consultant wherein investment will be borne by GoUP and EESL will provide technical advisory services, comprising of project designing, bid management and supervision of implementation & impact assessment.

EESL has taken up the initiative of accelerating the implementation of AgDSM programme in India. The company, which is emerging at the energy efficiency leader worldwide, has successfully completed number of AgDSM projects. Currently, EESL is undertaking replacement of 1 lakh pump sets in Andhra Pradesh.

**About EESL:**

Energy Efficiency Services Limited (EESL), under the administration of Ministry of Power, Government of India, is working towards mainstreaming energy efficiency and is implementing the world's largest energy efficiency portfolio in the country. Driven by the mission of Enabling More – more transparency, more transformation, and more innovation, EESL aims to create market access for efficient and future ready transformative solutions that create a win-win situation for every stakeholder. By 2020, EESL seeks to be a \$1.5 billion-dollar (Rs 10,000 crore) company.

So far, EESL has distributed over 28 crore LED bulbs and retrofitted 40 lakh smart LED streetlights across India through self-sustaining commercial models. It has pioneered innovative business approaches to successfully roll-out large-scale programs that allow for incentive alignment across the value chain and rapidly drive transformative impact. EESL aims to leverage this implementation experience and explore new opportunities in overseas market for diversification of its portfolio. As on date, EESL has begun its operations in UK, South Asia and South-East Asia.

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