



ENERGY EFFICIENCY SERVICES LIMITED
A JV of PSUs under the Ministry of Power

INNOVATING ENERGY

Celebrating a Radiant Start of 2024



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Self-Motivation & Purpose: The Driving Force in Professional Excellence

By Mr. Vishal Kapoor, CEO, EESL



In this fast-paced world of professional life, where challenges abound and success is often measured by one's ability to navigate the complexities of the corporate landscape, the importance of self-motivation cannot be overstated. It stands as the cornerstone of professional excellence, shaping the trajectory

of careers and influencing the overall success of organizations. Conversely, organisations where employees have a sense of purpose are the ones that are most resilient to business surprises or white swan events.

Self-motivation and purpose are the silent engine that propels individuals to go beyond the call of duty, setting the stage for a culture of continuous improvement and unwavering commitment to excellence. In the absence of this intrinsic drive, professional endeavors can become mundane, lacking the fervor and passion needed to overcome obstacles and reach new heights. Everyone fights for their own self; but ones who fight for their purpose aligning with their community,

organisation or institution are the ones that would more often be happy and successful in both work and life.

The value of self-motivation is particularly evident in its manifold benefits to the organization. When individuals within a team are driven by an internal desire to excel, they contribute not only to their personal growth but also significantly impact the collective success of the organization. This collective drive fosters a dynamic work environment where innovation thrives, challenges are met with resilience, and the pursuit of excellence becomes a shared goal.

One of the key elements that fuel self-motivation is a sense of purpose. Understanding and aligning personal and professional goals with a broader sense of purpose adds depth to the motivation that drives individuals in their careers. A clear sense of purpose provides a guiding light, shaping decision-making, and influencing behavior within the organizational context. Needless to mention, individuals with aligned personal and professional purposes are the ones who attain the eternal human quest of nirvana or a happy state of mind much earlier than their counterparts.

When individuals find purpose in their work, they are more likely to exhibit high levels of engagement and commitment. This deep-seated



motivation translates into increased productivity, as employees are not just completing tasks but contributing meaningfully to the overall objectives of the organization. The positive impact is not limited to individual performance; it permeates through teams, fostering a collaborative spirit driven by a shared purpose.

A workforce fueled by self-motivation and a sense of purpose is inherently adaptable. In the face of challenges and changes, motivated individuals are more likely to embrace new opportunities for growth and innovation. This adaptability becomes a strategic advantage for organizations navigating the ever-evolving landscape of the business world.

The intrinsic value of self-motivation is evident when we observe individuals who view their work as more than just a transaction. By “transactional,” I mean a perspective where a person strictly separates their job from their life, viewing employment as a service provided in exchange for a salary. In contemporary times, work has become an integral part of life, given the substantial hours spent in the professional sphere. We don't live our lives in a transactional manner; it is guided by personal purpose, values, and priorities, with happiness as the ultimate goal. A perspective that isolates work from life tends to neglect the importance of aligning work with values, priorities, and purpose, ultimately leading to dissatisfaction and unhappiness.

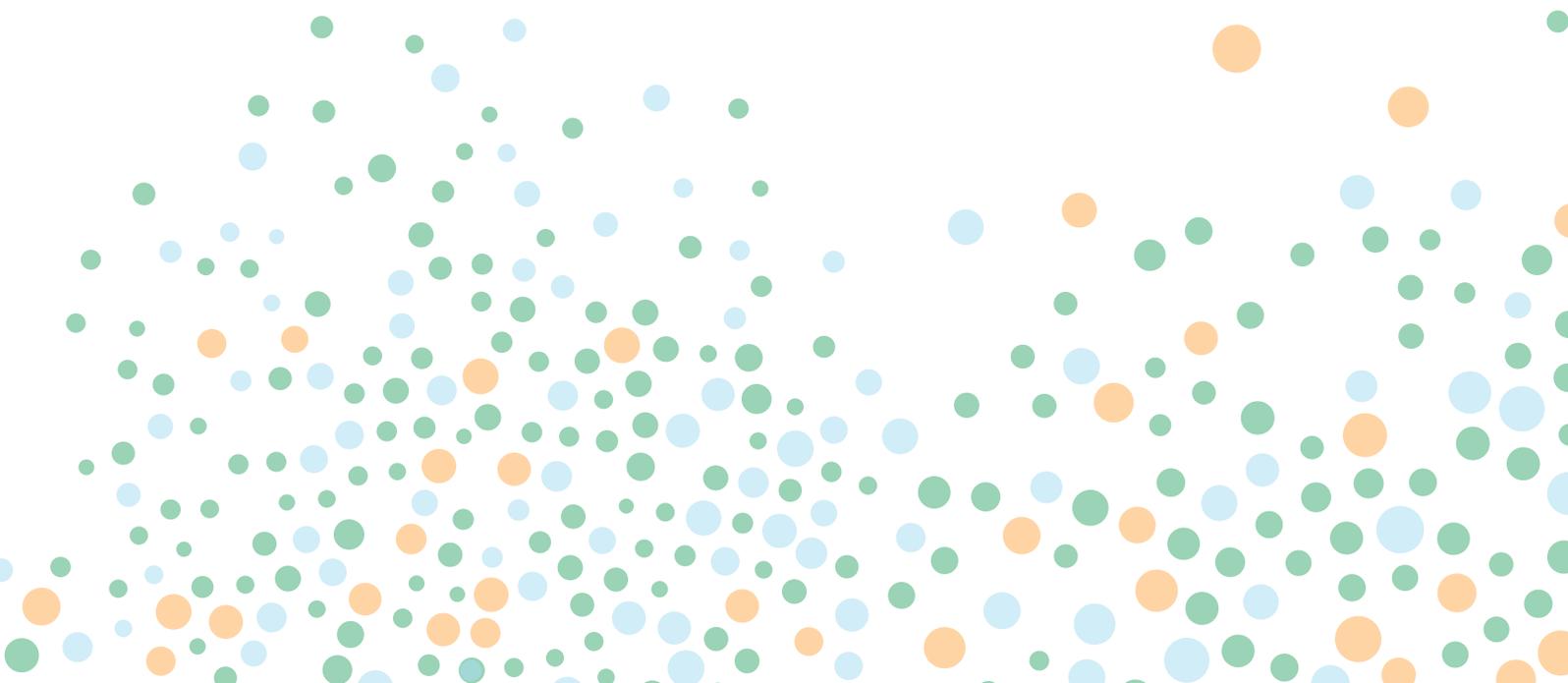
Within EESL, there are numerous examples of individuals who embody self-motivation, discernible through their overall demeanour. Among the many instances, consider the self-driven individuals championing the promotion of electric cycles as a business endeavour, aligning their efforts with the self-defined purpose of empowering women. Notable among them are Ritu, Chetna and Akshita, who have successfully generated market interest in e-cycles, creating value for various institutions, including EESL and CESL. Similarly, Savitri Singh had made it her life mission to address receivables issues in two crucial Southern States, while Tosh has been instrumental

in establishing a solid foundation for the EV vertical. Mohan impresses us with his innovative business models to turn around the EVCI vertical. Noteworthy efforts from Nitin and his team in Sales and the leadership of Abhishek and Avneesh in navigating uncharted territories of the EE marketplace highlight a common thread among these individuals.

Self-driven and self-motivated individuals require no external push or prodding; they act autonomously. Whether such endeavours yield success or not becomes inconsequential; it's akin to managing a stock portfolio – not every stock experiences growth at 18% CAGR or above. The key lies in a few stocks achieving 30% and above, ensuring a commendable average for the entire portfolio. It is very important, however, to recognize that achieving a consistent 18% CAGR in your portfolio is not arbitrary or random; it demands a genuine effort from the heart and soul.

History is replete with examples which tell us that in great organisations, leadership doesn't come from the top. It emanates from self-motivated champions at every level. This is exactly the reason why proprietorship-based or individual-driven organisations are not able to grow beyond a particular level. For growth and excellence, every individual has to have a belief in the cause and ethos of the organisation they serve in.

Self-motivation is the bedrock of professional life, influencing individual success and organizational prosperity. I would say that the value of purpose in this context cannot be overlooked, as it adds a meaningful dimension to the pursuit of professional excellence. Organizations and the employees that cultivate a culture of self-motivation and purpose not only nurture the potential of their workforce but also position themselves for sustained success in an increasingly competitive and dynamic business environment. We do have it in us, and aligning our efforts as well as our purpose shall certainly make EESL a formidable business force in the Energy Efficiency domain as we move forward.



Editor's note



Dear reader,

As India steps into the promising year of 2024 with the celebration of its 75th year of Republic Day, it brings with it a renewed sense of commitment and excitement for the pivotal role we play in global climate action. The recently concluded COP28 has set the stage for a transformative era, and with the relentless efforts of EESL, we find ourselves on the verge of a monumental shift towards a more sustainable future.

At the heart of this transition lies the acknowledgment of energy efficiency as a potent catalyst. India, with its foresighted approach, stands as a pioneer, with its energy efficiency efforts gaining global recognition. EESL, steering India's energy transition, has been instrumental in this journey, witnessing remarkable success in reducing power intensity and carbon footprint across various sectors.

Our various initiatives demonstrate the power of strategic interventions in driving widespread adoption of energy-efficient solutions. Our new initiatives, in particular, such as the deployment of 1 crore energy-efficient BLDC Fans, 2 lacs emergency/inverter LED Bulbs, and 20 Lakh induction cookstoves, exemplify our commitment to doubling the rate of energy efficiency and contributing significantly towards our nation's decarbonisation goals.

This edition of our newsletter, aptly titled Celebrating a Radiant Start of 2024, delves into the significance of this pivotal year. It sheds light on the need for innovative green solutions, especially as our energy challenges grow increasingly complex. We are proud to showcase the strides made by EESL in making energy efficiency not just a buzzword but a scalable, accessible, and affordable reality.

In "Illuminating India: Celebrating 9 years of UJALA and SLNP", we retrace the remarkable journey of EESL's flagship initiatives. We deep dive into the impact of UJALA and SLNP across the nation and gain insights into our future plans. The article also delves into how we are strategically transitioning from 9W to 6W LED bulbs, advocating for the adoption of LED inverter bulbs, and promoting the widespread use of BLDC fans nationwide.

The article, "The dynamic duo of energy efficiency and induction cooking will enable every household to contribute to climate change action," shines a spotlight on the role households can play in climate change action by transitioning to energy-efficient induction-based cooking. EESL is set to revolutionise the cooking space with the deployment of 20 Lakh induction cookstoves, offering a remarkable 25-30% cost advantage compared to market options and demonstrating high energy efficiency.

We also explore the pivotal lessons drawn from COP28 in the article, "Mitigating climate change: Lessons from COP28." The summit served as a crucial juncture for translating commitments into concrete actions. While strides were made, the urgency for sustained collaboration and amplified ambition reverberates louder than ever, underlining the gravity of addressing the climate crisis.

As we embark on this radiant start to 2024, let's celebrate the strides made, the challenges met, and the innovative solutions that lie ahead. Together, we are shaping a sustainable and efficient energy landscape for generations to come.

Nitin Bhatt

Deputy General Manager, Sales & PR, EESL

Illuminating India: Celebrating nine years of UJALA and SLNP



Mr. Animesh Mishra, CGM and Head, PR & Sales, EESL

As India commemorates its 75th Republic Day, Prime Minister Narendra Modi's visionary call for a developed India, or Viksit Bharat, underscores the significance of innovation and sustainability in achieving this ambitious goal. In the realm of energy consumption,

these two elements have emerged as crucial pillars, facilitating widespread access to efficient energy solutions. A shining example of this success unfolds in the form of the UJALA (Unnat Jyoti by Affordable LEDs for All) initiative, launched nine years ago by Hon'ble Prime Minister Shri Narendra Modi on January 5th. This pioneering national lighting program aims to provide consumers with LED bulbs, LED tube lights, and energy-efficient fans, replacing conventional and inefficient appliances. Concurrently, the Street Light National Programme (SLNP) was introduced to transform traditional streetlights into smart and energy-efficient LED counterparts throughout India. The remarkable success of these initiatives over the past nine years has positioned India as the leading driver of global demand for LEDs.

UJALA has engaged with the common man at a significant scale, through a unique bulk



procurement model and has become instrumental in bringing about a market transformation in India's energy efficiency sector. Much of the growth witnessed in India's domestic LED market over the past nine years can be credited to UJALA. So far, more than 9 crore households have benefitted from the use of LED bulbs, making UJALA the largest non-subsidy-based LED lighting programme in the world. The seeds of this revolution were sown in 2014, when the Ministry of Power, Government of India directed EESL to take steps to scale up the use of LEDs in India. At that time, EESL had to overcome a cost-barrier, as the retail price of LEDs was 3-5 times higher than that of compact fluorescent lamps (INR 100-150 and the Incandescent Lamps (INR 10-15). The company designed a new "Pay-As-You-Save" business model that provided LED bulbs to households at INR 10 each.

Under SLNP, conventional streetlights are replaced with LEDs at EESL's expense, without any investment from the municipalities. The



consequent reduction in energy and maintenance cost of the municipality is used to repay the company over a period. Till date, over 1.30 crore LED streetlights have been installed in ULBs and Gram Panchayats across India. This has resulted in estimated energy savings of 8.75 billion kWh per year with avoided peak demand of 1,459 MW, GHG emission reduction of 6.03 million t CO₂ per year and estimated annual monetary savings of INR 6,128 crore in electricity bills of municipalities. Furthermore, with an objective to promote the use of efficient lighting in rural areas, EESL is also implementing LED Street lighting projects in Gram Panchayats on the same service model as the



SLNP for municipalities. So far, over 28 lakh LED streetlights have been installed in rural areas of Andhra Pradesh, Jharkhand, and Telangana.

Meanwhile, EESL has floated a tender for the distribution of BLDC Fans, inverter bulbs, and induction cookstoves to provide access to energy-efficient solutions to every part of the nation. While over 57,000 BLDC fans have been sold under the Energy Efficient Fan programme, the company plans to promote the adoption of one crore BLDC fans leading to annual CO₂ Emission reduction of 1485675 TCo₂, energy savings of 225 MW and cost savings of INR 1046 Crores. A distribution of 20 lakh Induction Cookstoves from December 2023 to March 2027, under the Integrated National Energy

and Climate Plan (NECP). Compared to a gas stove, induction cookers are 80% to 90% efficient and the deployment will result in annual savings of approximately 802 units per induction.

EESL programmes are empowering change in people's lives, with UJALA and SNLP as a testament to this commitment. Going forward, the company plans to strategically transition from 9W to 6W LED bulbs and promote the adoption of 40,000 LED inverter bulbs (with back up for up to four hours after power cuts).



Mitigating climate change: Lessons from COP28



Dr. Ajay Mathur, Director General of the International Solar Alliance (ISA)

The alarming trajectory of global emissions, projecting a mere 4% reduction by 2050, has set off warning bells, underscoring the urgent need for decisive action to avert catastrophic consequences. The recently concluded 28th Conference of Parties (COP28) has emerged as a pivotal moment, shedding light on the critical lessons that must be heeded to address the looming climate crisis. The stark reality of regional variations in extreme temperatures, a doubling of sea levels, and a fivefold increase in disasters from 1970 to 2019 has already begun to manifest, resulting in substantial economic losses. COP28 has magnified the imperative for a transition to renewable energy, with a resounding call to triple renewable energy and double energy efficiency.

This mandate has been echoed by both the COP Presidency and the New Delhi Leaders' Declaration of G20. These objectives not only serve as catalysts for intensified collective efforts but also underscore the urgency of addressing the well-being of the poorest and most vulnerable populations. The tripling of renewables and doubling of energy efficiency emerges as key drivers in achieving the below 2-degree Celsius target, emphasising the crucial role of clean energy access for all. As the world reflects on the outcomes of COP28, it becomes clear that significant strides have been taken, propelling the global community toward a more concerted and effective battle against climate change.

The growing prominence of energy efficiency in international discussions highlights a collective acknowledgement of its transformative potential and positions it at the forefront of the world's energy discourse. As nations unite to enhance their commitment to energy efficiency, it becomes clear that fostering sustainable practices is not only a global imperative but a shared responsibility for a greener and more sustainable planet. Furthermore, the encouraging rise in renewable additions in 2023 has instilled confidence that achieving this tripling of renewables by 2030 is not only feasible but also a critical step toward a sustainable future.

Solar energy, identified as a key player in achieving the 2030 renewable capacity target, has garnered special attention. The International Solar Alliance

(ISA), in alignment with its commitment to supporting member nations, advocates for a substantial surge in clean energy investment, aiming to triple current levels by 2030. The ISA's announcement of the Global Solar Facility (GSF) at COP28 is a groundbreaking initiative set to unlock commercial capital for solar power projects across Africa, focusing on off-grid, rooftop, and productive-use solar installations.

The GSF, with a target of raising \$100 million, is designed to leverage investments and expedite the transition to solar energy, addressing the investment risks that have hindered Africa's vast solar potential. The support from the Government of India, Bloomberg Philanthropies, CIFF, and the ISA itself demonstrates a collective commitment to fostering sustainable energy solutions.

Another significant milestone in the ongoing global efforts to address climate challenges is the establishment of the Loss and Damage Fund, a historic agreement that aims to provide support to vulnerable developing nations grappling with the consequences of climate change. Despite the substantial initial pledge, there is a widely acknowledged need for enhanced support to confront the estimated \$400 billion in annual losses experienced by developing countries as a result of climate-related impacts.

In a world facing unprecedented challenges, there is a pressing need for accelerating clean energy adoption, ensuring equitable progress reaches every corner of the globe. As we make rapid strides toward achieving our global climate goals, let us recommit ourselves to a collective pursuit of a more sustainable and equitable world powered by clean energy solutions.



Ladakh: The Leader of Clean Cooking in India

by Vinayak Nair, Officer- Public Relations, EESL



Induction-based cook-stoves offer 25-30% cost advantage over traditional cooking methods

As the global emphasis on emission reduction takes center stage in climate resilience efforts, the imperative to implement energy efficiency measures has become paramount. At this critical juncture, the urgent need to preserve the planet has prompted governments and citizens worldwide to unite in committing to energy conservation and promoting sustainable development.

EESL recently announced the distribution of 2000 induction cookstoves to Anganwadi workers, child-care centers, and monasteries in UT Ladakh. Additionally, EESL is distributing solar lanterns and induction cookstoves to households across Ladakh, demarcating it as the first Union Territory globally to undertake such an initiative. This project falls under EESL's National Efficient Cooking Programme (NECP), launched by Union Cabinet Minister for Power, New and Renewable Energy, Mr. R.K Singh, on November 2, 2023. The distribution of induction cookstoves is a collaborative effort with Ladakh Power Development Department (LAPDD), Modern Energy Cooking Services (MECS), and funds provided by the Bureau of Energy Efficiency (BEE). The aim is to promote energy-efficient, clean, and safe cooking.

The induction cooktop market has experienced

significant growth driven by advanced performance, technology, and energy efficiency. In 2021-22, over 10 million units were adopted, fueled by factors like modular kitchen demand, rising LPG prices, and more working women. Indian cuisine's compatibility with induction cooktops further boosts their popularity, with a projected 12% Compound Annual Growth Rate (CAGR). There has been a surge in the adoption of induction cooktops in Northern and Western India, with other regions catching up due to increased awareness and higher living standards. Globally, the market was valued at USD 18,667.8 million in 2020, expected to grow at 8.5% CAGR till 2028, driven by residential, non-residential, and restaurant sectors, amid rising fuel costs and modular kitchen trends.

NECP, introduced by EESL, aims to revolutionise the way the Indian nation cooks by providing energy-efficient and cost-effective cooking solutions. With the deployment of 20 lakh induction cookstoves across India in the coming years, EESL aims to reduce the environmental impact of cooking methods, ensuring cleaner air and improved health for citizens. The initiative is expected to save approximately 802 units of energy per induction cookstove, translating to an annual monetary saving of around 5,000 rupees compared to conventional cooking solutions. Induction cookstoves, being 80-90% efficient compared to gas cookstoves, are anticipated to expedite the recognition, acceptance, and large-scale adoption of modern electric cooking appliances in Indian kitchens.

The newly formed Union Territory of Ladakh, with its vibrant culture and geographical complexities, is positioned to lead India in adopting energy-efficient methods, starting with clean cooking. Induction cookstoves are crucial for Anganwadis centers and women in Ladakh, given the unique terrestrial and environmental conditions of the region. EESL's Induction cookstoves are known for their efficiency and quick heating, saving time and energy in the harsh climate of Ladakh, where energy resources are scarce and expensive.

Designed by EESL, these induction cookstoves do not have open flames, reducing the risk of fire accidents and cylinder blasts, particularly crucial in the complex environment of Ladakh. Moreover, they do not emit harmful fumes, addressing the health and environmental concerns associated



with traditional biomass-based cooking methods. EESL's Induction cookstoves contribute to deforestation prevention and soil conservation by reducing dependency on biomass fuels like wood or dung.

Speaking on the importance of induction cooking, Nitin Bhatt, National Programme Head (NECP), says that induction cooking which is championed by NECP, is much more than a technology shift. "EESL's newly designed induction cookstove is a powerful stride towards creating a culinary revolution and a sustainable, energy efficient future," he said.

Beyond these benefits, the use of induction cookstoves empowers women by minimising the time and effort required for cooking. This empowerment opens up more opportunities for education, work, or other productive activities, allowing women to establish themselves as independent breadwinners.

If an unexplored and untapped region like

Ladakh, with its potential to balance ecological conservation with development, can champion energy efficiency, then other States and Union Territories should also embrace power conservation and resourceful energy utilisation. Ladakh can leverage its opportunities in solar power harnessing, wind energy, hydroelectricity from Himalayan rivers, community-based energy initiatives, electric vehicles, battery technology, and biogas plants to implement productive, energy-efficient activities.

By integrating these strategies, Ladakh can not only sustainably meet its energy needs but also set an example for other regions in India, aligning with the vision outlined during the G20 Presidency and COP'28. Ladakh's success in leading energy efficiency measures can inspire similar initiatives nationwide, contributing to India's broader goals of sustainable development and environmental conservation.



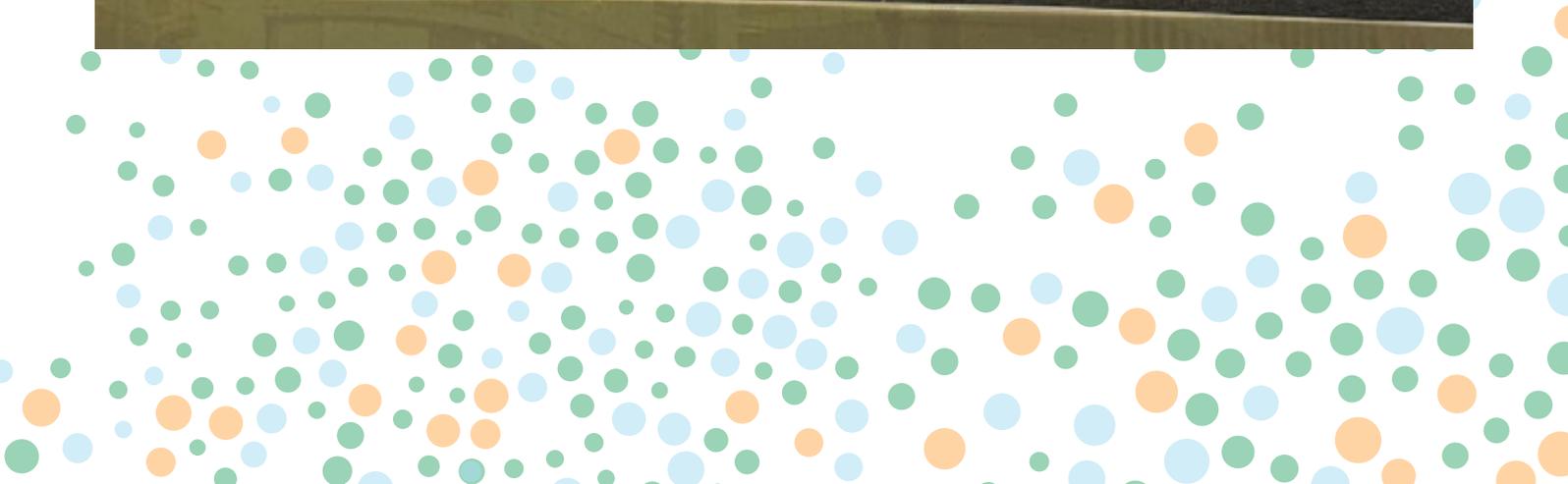
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Top energy trends from India & across the globe

[10 million households to have rooftop solar panels, says PM Narendra Modi](#)

Prime Minister Narendra Modi on Monday announced the launch of Pradhanmantri Suryodaya Yojana (PSY) that aims to install rooftop solar power systems at 10 million households across the country. "Today, on the auspicious occasion of consecration in Ayodhya, my resolution got further strengthened that the people of India should have their solar rooftop system on the roof of their houses. The first decision I have taken after returning from Ayodhya is that our government will launch 'Pradhanmantri Suryodaya Yojana' with the target of installing rooftop solar on 10 million houses," the PM posted on social media platforms.

[Telangana Govt to bring 'New Power Policy' for enhanced energy sector efficiency](#)

Telangana Chief Minister A Revanth Reddy advocated the necessity of implementing a comprehensive power policy in the state. The Chief Minister arrived at this decision after an in-depth analysis of existing power policies across various states and consultations with energy experts in the State. During a thorough review of the power sector at Dr BR Ambedkar State Secretariat, on Wednesday, Chief Minister Revanth Reddy engaged in discussions with officials, accompanied by Deputy Chief Minister Mallu Bhatti Vikramamarka, Ministers N Uttam Kumar Reddy, and D. Sridhar Babu, a statement from the Chief Minister's Office said. The discussion covered topics such as power consumption, ensuring 24-hour uninterrupted power supply, power generation by companies, measures for new power generation units, and the 200 units of free power supply under the Griha Jyoti scheme. Officials briefed Chief Minister Revanth Reddy on the installed capacity of electricity generation in Telangana, power purchases from various utilities, regular power consumption, DISCOMS' performance, and the financial situation.

[Tripura to unveil energy efficiency plan by February end](#)

The Tripura government is likely to unveil an energy efficiency plan by the end of February, a senior official said. The Tripura State Electricity Corporation Ltd (TSECL) is working with Green Tea, Deloitte and the Bureau of Energy Efficiency to prepare the State Energy Efficiency Action Plan (SEEAP), he said. "According to our estimates, Tripura's demand for power will increase by 100 MW by 2030. Since the state has only gas-based power plants, we need to explore alternative sources of energy to reduce dependence on conventional sources," TSECL Managing Director Debashis Sarkar told the media.

[India advancing towards meeting its 500 GW non-fossil capacity goal: IEA](#)

There is a real chance that countries that signed off on tripling global renewable energy capacity by 2030 at the COP28 climate conference last month will do so, the International Energy Agency said on Thursday, specifically pointing out that India, for its part, is expected to meet its goal of installing 500 GW of non-fossil based capacity by 2030 through a set of actions that will bolster renewable energy generation further, India is forecast to add 205 GW over 2023-2028, doubling 2022's cumulative installed capacity, making it the world's third-largest market for renewables, IEA said in its report "Renewables 2023." Along the way, in early 2025, renewable energy will overtake coal to become the largest energy source for electricity generation globally. In 2024, variable renewable generation is likely to surpass hydropower.

[India surpasses Japan to become third-largest auto market, eyes top spot in EV sector by 2047](#)

India has overtaken Japan to become the world's third-largest automobile market, informed Union Minister for road transport & highways Nitin Gadkari, at the Vibrant Gujarat Global Summit 2024. Addressing the 'Electric Vehicle Manufacturing: Charging Ahead to 2047' session organized by FICCI, Gadkari announced a remarkable 500% increase in electric vehicle (EV) sales in 2023 compared to 2021, projecting an annual growth rate of 50% by 2030. Emphasizing India's potential under PM Modi's leadership, the minister urged the auto industry to capitalize on this momentum to make India the leading global hub for automobile manufacturing. "Invest, otherwise you will miss the bus," he cautioned, anticipating annual EV sales of 1 crore and the creation of 5 crore jobs by 2030, spurred by decreasing lithium-ion battery costs.

[India, UAE ink pact for possible energy grid connectivity between two countries](#)

Gandhinagar: India and the United Arab Emirates have signed a deal to explore the establishment of grid connectivity between the two countries, Foreign Secretary Vinay Kwatra said on Wednesday. Kwatra said the deal is part of a total of four memorandums of understanding signed between New Delhi and Abu Dhabi in the ongoing Vibrant Gujarat Global Summit, Kwatra said. "There is an inherent thought of possible grid connectivity between India and the UAE in that space," the foreign secretary told reporters as he was speaking about the agreements signed between the two countries.



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