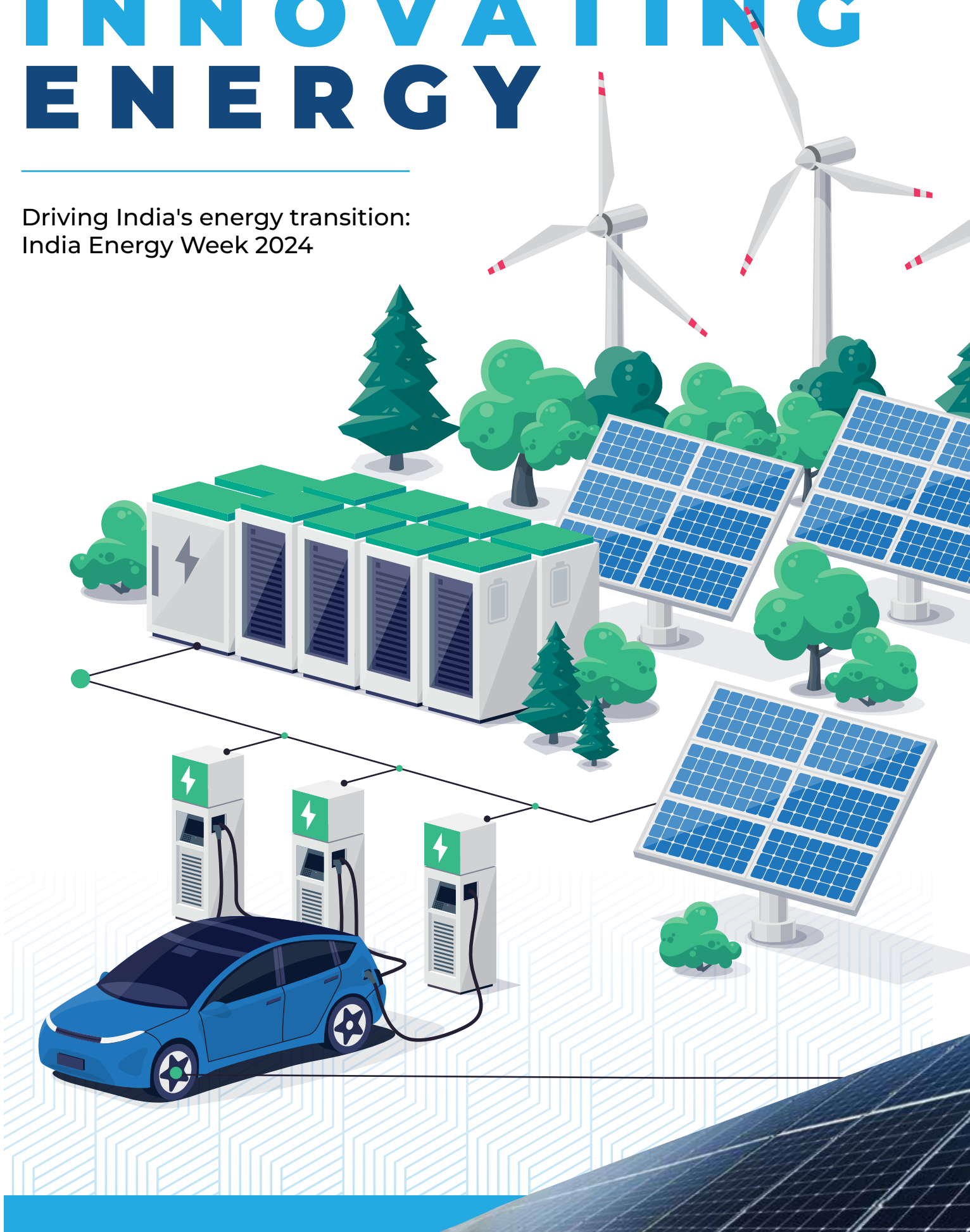




ENERGY EFFICIENCY SERVICES LIMITED
A JV of PSUs under Ministry of Power, Government of India

INNOVATING ENERGY

Driving India's energy transition:
India Energy Week 2024



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Editor's note

by **Nitin Bhatt**
Deputy General Manager,
Sales & PR, EESL



Dear Readers,
I am twice as pleased as I usually am to share this edition of our newsletter with you. It is firstly because EESL is completing 14 years, and I am immensely proud of the company's journey and its contributions to Indian society and industries. The other reason is that we are coming fresh off the India Energy Week 2024, and it caps what have been an eventful and fruitful past 12 months for us – a year during which we have shared our energy efficiency vision and demonstrated our capabilities at some of the biggest international events and trade fairs in India. In this newsletter, we shall look back on some of the most important programs that we have undertaken, the partnerships that we have formed, and the areas that we shall give special attention to in the year ahead.

India is moving strongly towards clean energy and clean technologies, and energy efficiency is at once a catalyst, and enabler, and a vital component of the ongoing energy transition.

EESL remains committed to providing solutions and sharing its expertise in all spheres of energy efficiency, and we shall continue to explore partnerships with government agencies and public and private sector organizations to increase the reach and the impact of our solutions. I believe energy efficiency should permeate every day-to-day activity that entails power consumption. This includes traveling, cooking, lighting, cooling, and more. It is also important that we reach out to consumers in more direct ways, share our energy efficiency vision with them, and make our products known and accessible to them.

Our key focus areas for the years ahead are aligned with these thoughts. Despite the every-growing numbers of privately owned cars, a large percentage of India's population continues to depend on public road transportation for daily work. The programmes we have undertaken to deploy tens of thousands of e-buses on Indian

roads will help in reducing the carbon footprint of the transportation sector. The e-bicycles that we are promoting will not only make short-to-medium distance travel greener but also healthier for both urban and rural citizens. Induction cookstoves will reduce indoor air pollution and yield significant cost savings for consumers. Energy-efficient BLDC fans will not only meet the cooling requirements of Indian households but also significantly bring down energy consumption. Rooftop solar, which is seeing a strong push from the central government, will enable consumers of electricity to now become producers. With more and more consumers in 'Digital India' discovering and purchasing products online, we shall bring our energy-efficient appliances and products to their fingertips through our own e-commerce portal.

We shall continue, in short, to bring the benefits of the clean energy transition, and indeed energy efficiency, to every region, every industry, and every community in the country. Our work over the past year has strengthened our position as the leader in energy efficiency, and the year ahead will see us expand our reach and impact even further.

Yours Truly,



As EESL turns 14, a look back on our achievements and a look ahead to how we can raise the bar for energy efficiency



EESL celebrates its 14th Raising Day this year. We have come a long way since the company's inception, establishing ourselves as the nodal agency for mainstreaming energy efficiency in India through multiple programs, some on our own and some in partnership with others. On the occasion of Raising Day, let us look back with pride at the highlights of the year gone by and the new initiatives that we shall be a part of in the coming years.

We have embarked on several important programmes under India's G20 Presidency. In July 2023, EESL signed 15 MoUs valued at Rs 700 crore during the 14th Clean Energy Ministerial meeting in Goa. These included alliances with:

- Andhra Pradesh State Housing Company Limited for distributing 6 lakh LED bulbs, 3 lakh LED tubelights, and 3 lakh BLDC ceiling fans to beneficiaries;
- IIT Madras for enhancing productivity and enabling cost savings for MSMEs through energy assessments and the implementation of energy conservation measures;
- Loughborough University, UK for drive large-scale promotion and deployment of electric cooking in India;

- CSC e-Governance Services India Ltd for bolstering rural eCommerce and supporting the "Vocal for Local" initiative;

- BAPS Swami Narayan Sanstha (Akshardham) for implementing energy efficiency measures across BAPS centers and temples in India;

- Ladakh Autonomous Hill Development Council (LAHDC) for distributing rechargeable inverter bulbs and induction cookstoves in remote areas of Leh;

- Shakti Foundation, Clean Cooling Collaborative (CCC), Alliance for Energy Efficient Economy (AEEE), Collaborative Labeling and Appliance Standards Programme (CLASP), EMC Kerala, and Shri Saibaba Sansthan Trust, Shirdi for driving the adoption of energy-efficient technologies, revolutionizing the cooling sector, promoting cleaner solutions, and conducting energy audits to enhance energy efficiency across various facilities.

We also unveiled our new Energy Efficiency Strategy, which has been crafted in collaboration with USAID India to advance India's net-zero aspirations. We solidified our commitment to decarbonization by signing a MoU with USAID India to shape forward-looking strategies and programs

in key areas such as super-efficient cooling and heating, integrated energy efficiency services, utility energy management, demand flexibility, electric mobility, and regional expansion in South Asia.

In November 2023, the central government launched two energy-saving initiatives – National Efficient Cooking Programme (NECP) and Energy Efficient Fans Programme (EEFP) – that are being implemented by EESL. NECP aims to promote energy-efficient cooking methods through EESL's induction-based cookstoves, which offer a cost advantage of 25-30 percent compared to traditional cooking methods. Through a partnership with Modern Energy Cooking Services (MECS), EESL aims to distribute 20 lakh induction cook stoves across India. EEFP meanwhile promotes energy-efficient cooling solutions, especially the energy-efficient BLDC fans, which reduce energy consumption and environmental impact.

Last month, at the 'India Energy Week 2024' event, EESL signed an MoU worth Rs 300 crore with Ladakh Autonomous Hill Development Council, Leh, and another MoU worth Rs 200 crore with Vidhya Pratishthan. The MoUs aim to create a framework for long-term collaboration in key areas of energy efficiency, including lighting, clean cooking, space heating, renewables, e-mobility, cooling, and consultancy. The MoU with LAHDC includes space heating solutions across various locations in Ladakh, using innovative heat pump technology. EESL is also providing 2,000 induction cook stoves to anganwadi centers across Ladakh to enhance the cooking facilities there. A program is also being planned for distributing inverter bulbs in villages across every block in Ladakh. Our work in Ladakh underlines our desire to bring the benefits of energy efficiency to people from all parts of India, including in remote or mountainous regions.

In Bengaluru, on the sidelines of the Working Group Meeting of G20 on energy transition, we signed a MoU with Indonesia-Malaysia-Thailand Growth Triangle Joint Business Council (IMT-GT JBC), under which EESL will implement rooftop solar projects,



LED street light projects, electric mobility, UJALA, and the Building Energy Efficiency Programme in Indonesia, Malaysia, and Thailand. The partnership with IMT-GT JBC will promote sustainable growth across businesses and make energy efficiency central to the growth trajectory of all the cities under the council.

Besides delivering on the abovementioned programs and partnerships, our focus in the coming year will be mainly on supporting rooftop solar and strengthening our e-commerce presence in India. Rooftop solar has a strong government-led push, and REC has been designated as the nodal agency for the Pradhan Mantri Suryodaya Yojana, which aims to install rooftop solar systems in 10 million households. EESL is one of the eight public sector enterprises that will implement the scheme in the states and union territories assigned to it.

Last month, we launched the beta version of our e-commerce platform, which will offer affordable energy-efficient appliances and solutions to customers. At present, the platform offers energy-efficient LED bulbs, inverter LED lamps and fans, and in due time EESL will expand the offerings to include 5-star bulbs and other luminaires, super-efficient ACs, energy-efficient motors, e-bicycles, and induction cookstoves.

By pooling our expertise and resources with other organizations and programs, we will accelerate the pace of India's transition towards clean energy solutions. We remain committed as ever to leveraging energy efficiency to accelerate India's progress in its net zero journey. With every Raising Day, let's raise the bar for our efforts even higher.

The launch of EESL's e-commerce website paves the way for increased energy efficiency adoption



Adesh Saxena

General Manager Technical/Head Retail and Sales, EESL

With the growing importance of sustainable living and a rise in climate consciousness, the need for accessible energy-efficient solutions has never been more pressing. Recognising this imperative, Energy Efficiency Services Limited (EESL) has unveiled a groundbreaking initiative with the beta launch of its e-commerce platform, eeslmart.in. This move heralds a new era in the accessibility and adoption of energy-efficient appliances and solutions across India.

Empowering consumers through choice

The energy efficiency marketplace will serve as a centralised hub connecting consumers with a diverse array of energy-efficient products and services. From appliances to lighting, heating, cooling systems, and smart home devices, consumers will now have access to a wide range of options tailored to their specific needs and preferences. By offering a competitive environment, this platform will encourage product innovation and drive down prices, making energy-efficient choices more affordable and accessible to a larger consumer base.

EESL's vision for a sustainable future

Aligned with the vision of promoting energy efficiency and sustainability, EESL's e-commerce platform is poised to become the go-to destination for environmentally conscious consumers and businesses alike. The platform's launch comes at a crucial juncture, underscored by the recognition of the significant impact of LED lamps and the Streetlighting National Programme in the Budget speech by the Hon'ble Finance Minister.

Inspired by our Hon'ble Prime Minister's Mission LiFE (Lifestyle for Environment), EESL's digital initiative encourages inclusivity and collaboration, contributing to the achievement of sustainable goals set by the Government of India. The platform's curated selection of energy-efficient appliances, including LED bulbs and fans, marks just the beginning of its comprehensive offerings.

Transformative potential

The beta version of eeslmart.in offers a glimpse into the platform's potential, with plans to expand its inventory to include a wider range of energy-efficient solutions such as super-efficient ACs, electric bicycles, and induction cookstoves. By providing a seamless procure-to-pay and order-to-cash experience, EESL aims to position eeslmart.in as the premier destination for energy-efficient solutions in India.

Moreover, the platform's expansion into the B2B sector underscores its commitment to innovation and positive transformation. By fostering greater awareness and understanding of energy-efficient practices, EESL seeks to bridge the information gap and empower individuals and businesses to make informed, sustainable choices.

A paradigm shift towards a greener tomorrow

As India sets its sights on ambitious net-zero targets, initiatives like eeslmart.in play a pivotal role in realising this vision. By offering energy efficiency projects for small businesses and providing a platform for manufacturers to showcase their products, EESL is catalysing a paradigm shift toward a more energy-efficient future.

The launch of EESL's e-commerce platform represents a significant milestone in India's journey toward sustainability. By empowering consumers with choice, fostering innovation, and promoting collaboration, eeslmart.in is paving the way for increased energy efficiency adoption and laying the foundation for a greener, more sustainable tomorrow. For more information and updates, visit eeslmart.in and be a part of the energy-efficient revolution.



From Goa to Global: EESL's Resounding Impact at India Energy Week 2024



Recalling the past year, EESL has consistently demonstrated its progress in the Energy Efficiency sector on prominent platforms and at major events. Notable highlights include active participation in the G-20, the 14th Clean Energy Ministerial, the India International Trade Fair, and the inaugural Energy Efficiency Measures event in UT Ladakh. Upholding this momentum, EESL enthusiastically engaged in the second edition of India Energy Week 2024 held in Goa from February 6-9.

The inauguration of India Energy Week (2024) by Hon'ble Prime Minister Shri Narendra Modi Ji marked a significant moment attended by various dignitaries. With a remarkable turnout of over 35,000 attendees, 350 exhibitors (including EESL), 400 speakers, and 4,000+ delegates from 100 countries, the event served as a global platform for meaningful dialogues and partnerships. It brought together policymakers, business leaders, and innovators to exchange ideas, demonstrate capabilities, and explore collaborations.

EESL's participation was

characterized by dynamic demonstrations of various new initiatives. Unlike conventional exhibitions, EESL's approach involves actively engaging visitors, allowing them to experience the showcased products firsthand. From e-bicycles to innovative lighting & cooking solutions and other energy-efficient appliances, the EESL pavilion at IEW was a testament to the transformative



Saurav Purohit
Deputy Manager
(Tech.)

impact of our projects.

I have witnessed people exploring e-bicycles with a keen interest, students wondering at inverter bulbs lit with a simple touch, and cooking enthusiasts preparing tea, snacks on induction cookstoves. The introduction of remote-controlled BLDC fans at an affordable price and 6 Watt LED bulb offering same lumens as 100 Watt ICL or a 9 Watt LED bulb got enthusiasm from

energy-conscious individuals. The sense of belief and pride reflected on the faces of attendees, signifying a positive shift in India's energy landscape.

EESL's outreach extended beyond mere exhibition; it fostered connections and enabled partnerships. Passionate entrepreneurs expressed their desire to collaborate, viewing EESL as a key player in India's sustainability drive. Organizations sought EESL as a resource to achieve their energy efficiency goals, emphasizing the broader impact of our initiatives.

In a noteworthy development during IEW 24, EESL initiated partnerships with Vidya Pratishthan Pune and Ladakh Autonomous Hill Development Council Leh through signed MoUs. These collaborations focus on creating a framework for long-term cooperation in key areas of energy efficiency, including lighting, clean cooking, space heating, renewables, e-mobility, cooling, and consultancy.

Vidya Pratishthan, aiming to make



EESL's active participation in India Energy Week 24 raised awareness about our new initiatives and also identified potential stakeholders interested in benefiting from these endeavours. The event has definitely been a platform for knowledge exchange, collaboration, and furthering the cause of sustainable energy practices in the country. **EESL's resounding impact at India Energy Week has not only enlightened the attendees in Goa but has set a transformative wave from Goa to Global across the energy landscape.** Compliments to all EESLites for their dedicated contributions to these remarkable achievements.

all its institutions green, expressed confidence in EESL based on our transparent and innovative implementation strategy.

As the designated implementation agency for all Energy Efficiency Measures in UT Ladakh, EESL is actively engaged in projects with the Power Development Department and Health Department. Aligning with the vision of a 'Carbon Neutral Ladakh', the MoU with LAHDC focuses on two key areas: Space Heating and E-mobility. EESL's electric vehicles are already in operation on the land of Lamas, and with LAHDC's support, the project can be scaled up significantly.

Efficient space heating solutions are imperative for Ladakh, and LAHDC aims to make them accessible to all residents and commercial establishments. EESL has already installed heat pumps in coordination with PDD in Leh. Additionally, a pilot implementation of a Geo-thermal

based space heating solution is underway in a Public Health Center under the Department of Health Services (UT Ladakh). Recognizing the importance of demand aggregation and economy of scale, LAHDC, through this partnership with EESL, is eager to replicate these technologies across areas under its jurisdiction, contributing to the region's sustainable development.

The MoUs signed at India Energy Week represent a substantial stride towards collective energy efficiency and sustainability goals. They lay the groundwork for transformative projects, contributing to India's journey towards an energy-efficient future.

In conclusion,



"India Energy Week 2024 Highlights: EESL's Brilliance in Showcasing Energy-Efficient Appliances and Securing MOUs with Vidya Prathisthan and Ladakh Autonomous Hill Development Council."

By PR Officer: **Priyal Prakash**



India Energy Week 2024, which took place from February 6 to 9 in Goa, stands as a testament to India's unwavering commitment to sustainable development and environmental responsibility. Under the auspices of the Ministry of Petroleum & Natural Gas, Government of India, and with the backing of the Federation of Indian Petroleum Industry (FIPI), this international exhibition and conference facilitated collaborative discussions among industry leaders, policymakers, and experts.

Building on the success of the 2023 edition, inaugurated by Prime Minister Shri Narendra Modi, India Energy Week 2024 emerged as a global platform showcasing state-of-the-art technologies and services. The Prime Minister underscored an unprecedented investment in the energy sector, emphasizing its global significance and expressing a steadfast commitment to international collaboration on energy solutions.

Centered on innovation and sustainability, the event served as

a forum for industries, academia, businesses, and innovators to share perspectives and work together on groundbreaking solutions. Minister Hardeep Singh Puri proclaimed, "India is swiftly evolving into the global energy growth hub," detailing India's comprehensive strategy to shift towards a gas-based economy. This strategy includes diversifying the energy mix through renewables, biofuels, and green hydrogen.

As a public energy service company operating under the Ministry of Power in India, Energy Efficiency Services Limited (EESL) has gained recognition for its implementation of projects aimed at enhancing energy efficiency and promoting renewable energy. EESL's involvement in events such as India Energy Week is noteworthy and groundbreaking. During these occasions, EESL seizes the opportunity to spotlight its energy-efficient programs and appliances, including **BLDC fans featured in the Energy Efficient Fan Program, Induction Cook Stoves as part of the National Efficient Cooking Program, LED Inverter Bulbs under UJALA**

Programme, and Electric Bicycles under

Furthermore, securing a monumental stride, EESL inked game-changing MOUs worth 500 crores with Vidya Prathisthan and Ladakh Autonomous Hill Development Council during India Energy Week 2024. These strategic agreements aim to forge a lasting collaboration framework, focusing on pivotal domains of energy efficiency. A historic leap towards sustainable progress, the MOUs underscore EESL's commitment to transformative partnerships, propelling India's energy landscape into a greener and more efficient future.

EESL extends heartfelt gratitude to the Ministry of Power for unwavering support throughout our journey. Special appreciation for the invaluable recognition and platform provided during India Energy Week. The Ministry's patronage has been instrumental in our endeavors, shaping a resilient path toward a sustainable and energy-efficient future for India. Thank you for your steadfast commitment.

Top Energy Trends from India & Across the Globe

Report says USD 2 trillion per year needed to triple global renewables by 2030

The report by global think-tank Climate Analytics said Asia is the only region broadly on course to meet the goal of tripling global renewable energy capacity, driven mostly by policies in China and India. The region makes the biggest overall contribution, providing around half (47 per cent) of the 8.1 Terawatt of renewable capacity additions needed globally by 2030. The growth of renewable energy in China and India compensates for laggards such as South Korea, where it is set to grow at half the rate of the region as a whole.

PM Modi renames rooftop solar scheme as 'PM Surya Ghar: Muft Bijli Yojana' with Rs 75,000-cr investment

Prime Minister Narendra Modi on February 13 renamed the government's revamped rooftop solar scheme as 'PM Surya Ghar: Muft Bijli Yojana', which aims to solarise one crore households in India. The programme aimed to boost solar power intends to provide up to 300 units of free electricity every month to households which get solar panels installed. "In order to further sustainable development and wellbeing of people, we are launching the 'PM Surya Ghar: Muft Bijli Yojana'. This project, with an investment of over Rs 75,000 crore, aims to light up one crore households by providing up to 300 units of free electricity every month," the prime minister said on X.

UP govt plans to set up 8 renewable energy projects worth over Rs 67,000 cr

In a boost to the state's power sector, leading renewable and hydroelectric energy firms in Uttar Pradesh have proposed to set up eight projects worth more than Rs 67,000 crore. The projects, with a combined capacity of 13,250 megawatt (Mw), will

be developed by private sector entities, including Torrent Power, Greenko Group, JSW Neo Energy, ACME Cleantech Solutions, Amunra Infratech and Agritech, and Avaada Water Battery. According to a senior UP government official, the biggest project, based on pumped storage power (PSP) model, will be developed by Torrent Power in Sonbhadra to generate 4,150 Mw of hydropower with an investment of Rs 24,200 crore.

IEA chalks out plan of action on COP28 climate goals ahead of COP29

The International Energy Agency (IEA) held a high-level meeting on Tuesday to lay out a plan to achieve the COP28 agreement of transitioning away from fossil fuels, tripling of renewable energy capacity and doubling energy efficiency improvements by 2030, among others. At the event held in IEA's headquarters in Paris, energy and climate leaders from around the world addressed the next steps that governments need to take to deliver on the crucial energy commitments made at the recent COP28 climate summit in Dubai and ensure that the door remains open to limiting global warming to 1.5 °C.

Karnataka tops in number of public charging stations for EVs in India: Govt data

With 5,059 public charging stations, Karnataka has emerged as the frontrunner in the country, surpassing Maharashtra and Delhi, according to the latest data. Statistics from the Bureau of Energy Efficiency (BEE), under the Union Ministry of Power, show that Karnataka, the first state in India to launch an electric vehicle (EV) policy in 2017, now boasts the most public charging stations. It is followed by Maharashtra (3,079), Delhi (1,886), Kerala (958), Tamil Nadu (643), Uttar Pradesh (583) and Rajasthan (500). These public charging stations include those set up by both private firms and public sector undertakings.

Key EESL event highlights

EESL at The India Energy Week 2024



Raising Day Celebrations at EESL



Rajbhasha Event Celebrations





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