



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

INNOVATING ENERGY

June 2024



WORLD ENVIRONMENT DAY

Harnessing energy efficiency
for ecosystem restoration

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Editor's note

Dear readers,

The summer is well and truly upon us, hotter and more World Environment Day is the biggest international day for the environment, led by the United Nations Environment Programme (UNEP) and celebrated annually since 1973. It has grown to become the largest global platform for environmental outreach, engaging millions of people across the world.

This year, the theme is "Our Land, Our Future. We are #GenerationRestoration," emphasizing the critical importance of restoring land, combating desertification, and enhancing resilience to drought. In line with this theme, our newsletter focuses on **"World Environment Day 2024: Harnessing energy efficiency for ecosystem restoration."**

In our feature article, "Electric stoves bring climate change action to your home and into your kitchen," we discuss the numerous benefits of electric stoves. We highlight how e-cooking can contribute to various Sustainable Development Goals, including those related to good health and well-being, gender equality, sanitation, affordable and clean energy, and climate action.

"Green illumination can be a pathway to heal our planet" explores how green illumination offers a promising pathway to healing our planet, presenting benefits such as energy conservation, enhanced well-being, and reduced ecological impact.

The article "Energy efficient appliances can usher in significant emission reduction and a surge in energy savings" underscores the importance of adopting energy-efficient appliances as a pivotal step towards achieving substantial emission reductions and energy savings. It highlights how embracing energy-efficient technologies is critical in our collective effort to combat climate change and promote a sustainable future.



In "EESL Mart: A blend of efficiency, sustainability, and modernity to fetch consumers to its platform," we explore how EESL Mart offers a one-stop solution featuring cutting-edge products that are both highly sustainable and energy-efficient. This platform advocates that sustainability and energy efficiency should be integral to our daily lives.

Finally, in our special section "From the CEO's Desk," our CEO, Vishal Kapoor, discusses corporate responsibility and the balance between shareholder value and public good through energy efficiency.

It is our sincere hope this edition of our newsletter inspires you to join us in our mission to restore our land and secure our future. We must all find ways to nurture our planet and use its resources more sustainably for the benefit of ourselves and our future generations.

Yours Truly,

Mr. Animesh Mishra

Chief General Manager and Head (Sales & PR), EESL

Corporate Responsibility: Balancing Shareholder Value with Public Good Through Energy Efficiency

By Mr. Vishal Kapoor, CEO, EESL

In today's interconnected world, the role of corporations has expanded far beyond the traditional goal of generating shareholder value. There is a growing recognition that businesses must also contribute to the public good, addressing social and environmental challenges. As the CEO of Energy Efficiency Services Limited (EESL), I believe that energy efficiency stands at the heart of this mission, offering a powerful lever to balance economic growth with sustainable development.

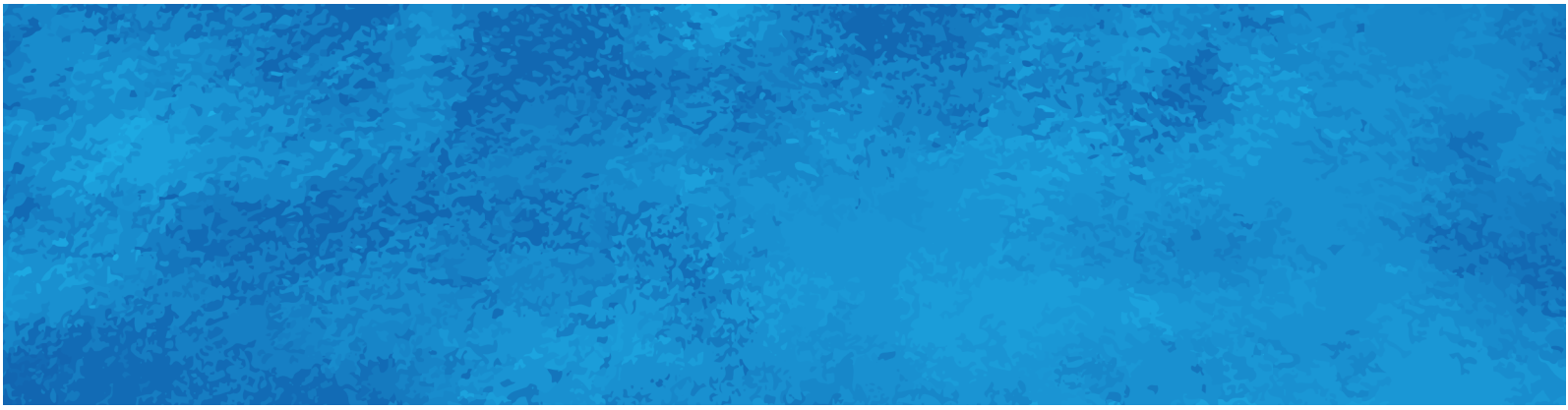
Climate change is one of the most pressing issues of our time, and its impacts are being felt across the globe. This summer, Delhi experienced unprecedented heatwaves, with temperatures soaring to record levels. While some may attribute these high temperatures to statistical variations, they are also indicative of the increasing prevalence of extreme weather events driven by climate change. This reality underscores the urgent need for businesses to adopt sustainable practices and contribute to mitigating these impacts. For businesses, this means that sustainability is no longer an option but a necessity. Energy efficiency is a key component of this transition, offering a pathway to reduce emissions, conserve resources, and drive economic value. It is a testament to how responsible energy consumption can simultaneously serve the interests of shareholders and society.

The journey towards energy efficiency begins with a fundamental shift in how we view and use energy. It is about more than just reducing consumption; it is about optimizing the entire process to achieve maximum efficiency. This approach not only helps in cutting costs but also enhances operational performance and resilience. For instance, by adopting energy-efficient technologies and practices, businesses can significantly lower their operating expenses while reducing their environmental footprint.



India's energy demand has reached record highs, underscoring the urgent need for efficient energy management. As our nation continues to grow, the demand for energy will only increase. It is crucial that we meet this demand in a sustainable manner. Evaluating the total cost of ownership of energy-efficient equipment and processes allows businesses to make informed decisions that benefit both their bottom line and the environment. This holistic perspective ensures that we are not only considering immediate costs but also long-term savings and environmental impacts.

Achieving widespread energy efficiency requires more than just technological advancements; it necessitates a cultural transformation. Businesses must cultivate an energy-efficient mindset among employees, stakeholders, and the broader community. Public participation, or Jan-Bhagidari, is essential in this endeavor. By involving the community in energy efficiency initiatives, we



can amplify their impact and foster a collective commitment to sustainability.

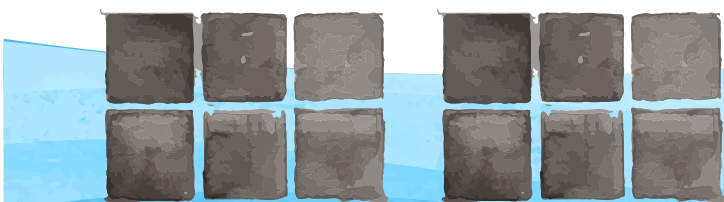
The path to sustainability is inherently collaborative. Policymakers must create supportive frameworks, investors need to prioritize sustainable ventures, and businesses must lead by example. At EESL, we are committed to fostering such collaborations, recognizing that collective action is vital to driving meaningful change.

The younger generation, particularly Gen Z, brings a unique and powerful perspective to sustainability. Their environmental consciousness and digital savvy make them formidable advocates for change. By leveraging their enthusiasm and innovative thinking, we can drive significant progress in energy efficiency and broader sustainability efforts.

For businesses, embracing energy efficiency is about more than compliance or risk management. It is about building a brand that resonates with the values of today's consumers and stakeholders. Companies that integrate sustainability into their core operations are better positioned to attract investment, talent, and customer loyalty. More importantly, they contribute to a legacy of responsible business practices that benefit society as a whole.

Our journey towards a sustainable future is continuous, requiring ongoing learning, adaptation, and collaboration. It is about redefining our relationship with energy, resources, and the environment. At EESL, we are dedicated to this journey, striving to balance shareholder value with public good through energy efficiency. We believe that by working together, we can create a future where economic prosperity and environmental stewardship go hand in hand.

The choices we make today will shape the world of tomorrow. By embracing energy efficiency and sustainability as core principles, we can create lasting value for our shareholders, our communities, and our planet.



Energy efficient appliances can usher in significant emission reduction and a surge in energy savings

By Mr. Tarun Varshney, Professor, Department of Electrical, Electronics and Communication Engineering SSET, Sharda University

On World Environment Day 2024, the global community turned its focus to critical themes of land restoration, desertification, and drought resilience, underscoring the urgency for sustainability and environmental action. These themes highlight the vital role renewable energy sources play in reducing greenhouse gas emissions, thus mitigating the adverse impacts of climate change on land degradation and drought. Parallely, energy efficiency can further bolster ecological conservation measures by lowering energy demand, reducing costs, and minimising carbon footprints.

Global evidence from countries implementing Energy Efficiency Standards and Labelling (EES&L) programmes shows that such initiatives can result in average energy reductions of 10-30% over 15 to 20 years. It underpins the profound impact of energy efficiency on reducing overall energy consumption and greenhouse gas emissions.

India exemplifies a proactive approach to balancing energy demand with minimal CO₂ emission growth. The government has adopted a two-pronged strategy: promoting renewable energy sources like solar and wind, while simultaneously enhancing efficiency in energy consumption. This is achieved through innovative policy measures under the Energy Conservation Act of 2001.

Enacted in 2001, the Energy Conservation Act aims to reduce the energy intensity of the Indian economy. The Bureau of Energy Efficiency (BEE), established in 2002, facilitates the Act's implementation. One of BEE's significant initiatives is the Standards and Labelling (S&L) programme, launched in 2006, which provides consumers with informed choices about the energy-saving and cost-saving potential of appliances.

Another key initiative is the National Mission for Enhanced Energy Efficiency (NMEEE), part of the National Action Plan on Climate Change (NAPCC). NMEEE is strengthening the market for energy efficiency through conducive regulatory and policy regimes, fostering innovative and sustainable business models within the energy efficiency sector.

Aligned with the government's focus on energy efficiency, the adoption of energy-efficient



appliances is crucial. These appliances not only reduce peak power demand but also contribute significantly to climate action by lowering emissions. Energy Efficiency Services Limited (EESL) plays a pivotal role in supporting government objectives by enabling substantial efficiency improvements through its wide range of appliances.

For example, ceiling fans, present in almost 90% of Indian households, are a critical focus area for EESL. Fans consume approximately 40% of residential electricity in 2021—a figure projected to remain significant by 2030. EESL's ambitious programme to deploy 10 million energy-efficient fans exemplifies its commitment to ecological transformation and significant energy savings. Other energy-efficient products by EESL include a 5-star 6-watt LED bulb that consumes 30% less electricity and 1.5 TR super-efficient inverter split ACs that reduce energy consumption by 20-50% compared to standard models, all at competitive prices.

Adopting energy-efficient appliances represents a pivotal step towards achieving significant emission reductions and substantial energy savings. As World Environment Day 2024 highlights the need for resilience and sustainability, embracing energy-efficient technologies becomes ever more critical in our collective effort to combat climate change and promote a sustainable future.

Green illumination can be a pathway to heal our planet

By Mr. Akash Jain, Director, Alien Energy Private Limited Inspection; Sustainable Development Unit

This World Environment Day's theme, "Land Restoration, Desertification, and Drought Resilience" sharply highlights the urgent need for comprehensive ecological restoration. A pivotal component of this endeavour is the transformation of our lighting infrastructure. Green illumination stands as a promising pathway to healing our planet, presenting a multitude of benefits ranging from energy conservation to enhanced well-being and reduced ecological impact.

A paradigm shift in lighting

The past decade has witnessed a remarkable paradigm shift in global lighting practices. Homes, offices, and streets have transitioned from wasteful incandescent and fluorescent lights—known for their energy inefficiency and toxic contamination—to advanced light-emitting diode (LED) bulbs. This shift is a strategic move driven by climate scientists and governments worldwide to address the ballooning electricity consumption attributed to lighting, which constitutes about 20% of global electricity use and 6% of global carbon emissions. Without the adoption of LEDs, global energy consumption for lighting could escalate by 60% by 2030, underscoring the critical need for sustainable lighting solutions.

The role of sustainable lighting in environmental restoration

Sustainable lighting solutions are instrumental in environmental restoration efforts. By conserving energy, these solutions reduce the strain on power grids and decrease greenhouse gas emissions, thereby mitigating climate change. Furthermore, sustainable lighting promotes well-being by providing superior illumination quality, which enhances productivity and comfort in various settings. The minimised ecological impact of LEDs, which do not contain hazardous substances



like mercury found in fluorescent lights, further solidifies their role in fostering a healthier planet.

India: A pioneer in sustainable lighting

India has emerged as a pioneer in advocating for sustainable and energy-efficient lighting infrastructure. The nation's commitment to this cause is evident at both personal and national levels. Energy-efficient lighting solutions, such as LEDs, significantly reduce electricity bills for families while offering better illumination. The cost savings contribute to increased disposable income and lifetime savings, thereby enhancing the quality of life, fostering prosperity in local communities, and expanding energy access to all.

EESL's groundbreaking initiatives

At the forefront of India's sustainable lighting movement is Energy Efficiency Services Limited (EESL). Through initiatives like UJALA (Unnat Jyoti by Affordable LEDs for All) and the Street

Lighting National Programme (SLNP), EESL has revolutionised the lighting landscape. The extraordinary success of UJALA has propelled the transition from incandescent bulbs to LEDs within a mere half-decade, demonstrating the power of concerted national efforts in achieving technological advancements.

EESL's LED bulbs, boasting up to 90% energy savings, have empowered Indian consumers to actively participate in the ongoing energy transition. Further advancing their commitment, EESL now offers a 5-star 6-Watt LED bulb that delivers the same intensity of light while consuming 30% less electricity, providing double the benefit to consumers. Additionally, EESL's LED tube lights contribute to cleaner, greener, and brighter illumination, reinforcing the organisation's dedication to sustainable lighting solutions.

Towards a greener future

The shift towards energy-efficient LEDs, tubes, and inverter bulbs extends benefits beyond individual households, significantly contributing to environmental sustainability and national energy conservation efforts. Initiatives like those spearheaded by EESL are pivotal in the journey towards a greener and brighter future through sustainable illumination.

As we commemorate World Environment Day 2024, let us recognise the transformative potential of green illumination in our collective mission to restore the planet. By embracing sustainable lighting solutions, we not only conserve energy and reduce carbon emissions but also pave the way for a resilient and thriving ecosystem.



Electric stoves bring climate change action to your home and into your kitchen

By Ms. Sheetal Rastogi, Co-Founder, Finovista

Even as we make rapid advancements on many socioeconomic fronts, indoor air pollution remains a worry in many parts of the world, especially in poor and developing countries, where large sections of the population depend on wood, biomass, and fossil fuels for everyday cooking and heating purposes. According to the Centre for Science and Environment, about 500 million people in India still use wood, biomass, animal dung cakes, agri-residue and kerosene for cooking. The resultant pollution contributes to varied illnesses and about 0.6 million premature deaths every year. The amount of carbon dioxide emitted is comparable to that of the transportation sector and some industries.

Even conventional gas stoves, which are widely used across the country, produce small amounts of carbon monoxide. Moreover, they also pose a fire hazard if not carefully used and maintained. Although the central government has launched several clean cooking initiatives in the past, they haven't quite had the desired impact. However, since the turn of this decade, the government has adopted a different strategy and started promoting electric cooking (e-cooking). This is a good approach and should be persisted with because e-cooking holds the promise of multiple socioeconomic benefits.

From a consumer standpoint, electric stoves are a great option for both home kitchens and commercial food establishments. They are safe to use, easy to clean, and allow for greater control over the cooking temperature making them more convenient. Equally importantly, they are more energy-efficient than gas stoves. Among the available types of electric stoves, the induction range is by far the cleanest and the most energy-efficient. Indeed, the energy efficiency of induction cooktops is around 5-10% more than that of conventional electric stoves and thrice more than that of gas stoves. By dispensing with the



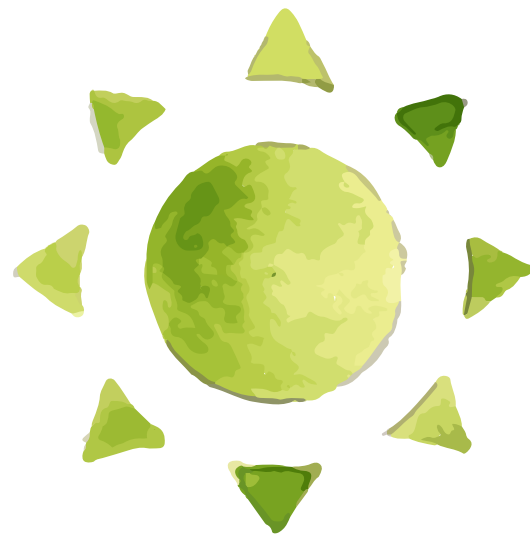
intermediate heating element that comes with electric or gas stoves, induction stoves heat the food faster. This translates to cost savings of roughly 25-30% as compared to conventional cooking methods.

Electric stoves can benefit not just individual households but the entire nation. India is on a strong growth path and committed to simultaneously meeting its developmental and environmental goals. The government has set clear and admirably ambitious targets for reducing the country's greenhouse emissions. It is also actively promoting healthy and sustainable lifestyles. The health, environmental and economic goals are all interrelated and interdependent. E-cooking can move the needle on many Sustainable Development Goals, including those that aim for good health and well-being, gender equality, sanitation, affordable and clean energy, and climate action. The Hon'ble Prime Minister had

launched Mission Life in the year 2021 to encourage mindful and responsible utilization of resources and make sustainable lifestyle choices. Energy-efficient electric cooking methods will give a big boost to efforts in this direction, across regions and socioeconomic strata.

As per a recent study, 33.8% of households still rely on firewood, chips, and crop residue for cooking with 46.7% in rural and 6.5% in urban India. There is huge, untapped potential to increase this share manifold by making energy-efficient devices widely available at a low cost, and by ensuring that middle-and-low-income households get access to affordable financing solutions and reliable power supply. Tax rebates or other incentives could also be explored to encourage consumers to switch from conventional stoves to electric. The initiative by EESL to distribute 20 lakh induction cookstoves across the country, under the National Efficient Cooking Programme, is yet another admirable initiative in this context. Under this initiative, EESL has partnered with Modern Energy Cooking Services (MECS) Programme, a UK Aid funded global research programme which aims to accelerate the transition to Modern energy based clean cooking with a focus on eCooking. This partnership has dual aims of enabling electric cooking and will also create a large opportunity for domestic manufacturers. EESL's demand aggregation model would help address the high-up front costs, availability of quality Induction cookstoves, thereby creating a large market for domestic players and service providers. This would also be in line with India's Make in India initiative.

As India continues to enhance its renewable energy generating capacity, the time is ripe for promoting and adopting electric cooking. The adverse effects of climate change are becoming increasingly evident with every passing year. A simple lifestyle change can help each one of us contribute to climate change action and make life better for millions of our countrymen.



EESL Mart: A blend of Efficiency, Sustainability, and Modernity to fetch consumers to its platform.

By Ms. Anjali Yadav, PR Officer, EESL and Ms. Priyal Prakash, PR Officer, EESL

In today's fast-paced world, customers are increasingly seeking platforms where they can purchase products that embody efficiency and sustainability while meeting their modern needs for appliances. EESL Mart rises to this demand with a range of energy-efficient appliances such as 9-Watt 3-star LED bulbs, induction cook stoves, super-efficient air conditioners, 5-star rated BLDC ceiling fans, and rechargeable inverter bulbs.

To align with the expectations of contemporary shoppers, EESL Mart has been designed as an experience-rich website, featuring onsite personalization, responsive web design, and an immersive branding experience. As consumers now shop across various digital channels—including mobile devices, social media networks, and in-store kiosks—it has become essential to provide a platform where they can conveniently purchase all their energy-efficient appliances.

In India, customers have become accustomed to buying electric appliances online through platforms like Amazon and Flipkart. These e-commerce giants have set the standard for online shopping with their vast selections, competitive prices, and reliable delivery services. However, there has been a noticeable gap in the market for dedicated platforms focusing specifically on energy-efficient appliances. This is where EESL Mart steps in, offering customers affordable energy-efficient appliances with extended warranties.

EESL Mart stands out as the sole platform dedicated to energy efficiency and sustainability, in alignment with the LIFEstyle for Environment vision championed by the Prime Minister for a sustainable and energy-efficient future. Recognizing the urgent need to address environmental challenges, EESL Mart is committed to playing a crucial role in paving the way for net-zero emissions in India. Thus, it offers a one-stop solution featuring cutting-edge products that are both highly sustainable and energy-efficient, advocating that sustainability and energy efficiency should be integral to our daily lives.

Shopping at EESL Mart is more than a transaction; it is a transformative journey. Harnessing the power of innovation, EESL Mart is building a brighter, cleaner, and more efficient tomorrow.

Unlike traditional e-commerce sites that merely sell products, EESL Mart sees itself as an architect of change, forging a path towards a greener and more energy-efficient India. By adopting EESL Mart's energy-efficient measures, customers are taking a significant step forward towards a sustainable future, embodying the principles of efficiency and sustainability in every purchase.



Key EESL event highlights

EESL signed MoU with EMC Kerala and Central University of Jharkhand on World Environment Day to accelerate the adoption of energy efficiency measures



Picture 1: (L-R) Mr. Suraj Kant, State Head- EESL, Kerala | Mr. Kishor Chavan- RCH, SWRC, EESL | Mr. Adesh Saxena, General Manager, EESL | Dr. Hari Kumar Ramadas, Director, EMC | Sri Subhash Babu B V, Registrar, EMC | Sri. Johnson Daniel, Head-EED, EMC

APEPDCL signed Agreement with EESL To Become First Discom in India to Take Up eRetail Facility for Consumers



Picture 2: (R-L) Mr. N. Pawan Kumar, State Head (Andhra Pradesh) | Mr. Nikhlesh Kataria, Cluster Head, SERC | Mr. Adesh Saxena, General Manager, EESL | Mr. Mukund Kumar, Deputy Manager, EESL | Shri. Vishal Kapoor, CEO, EESL | Shri I. Prudhvitej, CMD, APEPDCL | Shri. O. Simadhri, CGM EC, APEPDCL

Noteworthy Energy Developments

[BIS introduced new safety standards for EVs in India](#)

The Bureau of Indian Standards (BIS) introduced two new guidelines aimed at enhancing the safety of electric vehicles in the L, M, and N categories. L refers to two-wheelers, while the M and N categories correspond to four-wheelers and goods trucks, respectively. These new sets of rules, called IS 18590: 2024 and IS 18606: 2024, focus on the main parts of electric cars, buses, and trucks, especially the powertrain.

[Heat waves bring down solar panel efficiency by up to 1.5 per cent per 5°C temp rise: Experts](#)

As temperatures soar across regions experiencing heat waves, the efficiency of solar panels faces a consequential decline. Ideally suited to operate at around 25°C, these panels experience a drop in efficiency as temperatures fluctuate above this mark. For a rise in temperature between 1°C to 5°C above the optimal temperature threshold, solar panel efficiency drops from 0.3 per cent to 1.5 per cent.

[India ranks 63rd on Global Energy Transition Index, Sweden on top](#)

India has been ranked 63rd on a global Energy Transition Index released on Wednesday by the World Economic Forum, which said the country has shown significant improvement across energy equity, security and sustainability. European nations dominated the top ranks with Sweden topping the index, followed by Denmark, Finland, Switzerland and France in the top five.

[Centre earmarks Rs 3,000-crore for e-bus scheme](#)

The minimum outlay for the proposed payment security mechanism (PSM) scheme has been pegged at Rs 3,500 crore, and a Cabinet note on the same is being prepared. The scheme is part of the new government's first 100-day agenda and is meant to promote the adoption of e-buses by state transport undertakings (STUs).

[India will need \\$190-\\$215 bn investment for renewable energy capacity target](#)

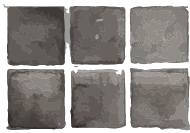
Domestic power sector is poised to experience substantial investment, primarily propelled by renewable energy and electricity transmission projects, stated Moody's Ratings on Tuesday. The report said the sector will need \$190 billion to \$215 billion investment for achieving renewable energy capacity target by 2030. India aims to achieve 500 GW of renewable energy capacity by 2030, with an annual capacity addition of nearly 44 GW. "Renewable energy and transmission projects will be the driving force behind power sector investments," remarked Moody's.

Energy Facts



A single lightning bolt unleashes five times more heat than the sun

Liquified natural gas is reduced by 600-fold before transport



60 minutes of solar energy could power the Earth for a year

10 Google searches can power a 60-watt lightbulb



The world has more than 2 million miles of pipeline

The word 'energy' is derived from ancient Greece



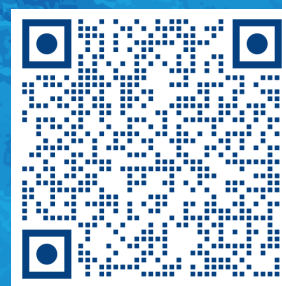
Food is a form of chemical energy



A single wind turbine can power 1400 homes



EESLMart: A one-stop solution for all energy efficiency needs



Emergency LED Bulb 10 Watt, 1050 Lumens

Stay prepared with our 10-watt, 1050 lumen Emergency LED Bulb. This rechargeable bulb provides up to 4 hours of light during power outages. Combining energy efficiency, durability, and reliable backup, it's a must-have for any home or institution.

Price: ₹ 459.00 incl tax / Unit



5 Star BLDC Ceiling Fan (with remote)

Experience the perfect blend of air circulation and energy efficiency with our 5 Star BLDC Ceiling Fan. Featuring a 1200 mm diameter and three aerodynamically designed blades, it delivers over 220 cubic metres of air per minute. With a 5-star BEE rating and low power consumption of 28 to 30 watts, this fan offers exceptional performance and convenience with its remote control.

Price: ₹ 459.00 incl tax / Unit



BLDC Ceiling Fan- 5 Star (without remote)

Superior cooling meets energy efficiency with our 5 Star BLDC Ceiling Fan, designed with a wall-mounted regulator. With a service value of 7.33 and a 3-year warranty, it operates smoothly across a wide voltage range (140 to 285 volts), ensuring consistent performance and reduced energy consumption.

Price: ₹ 2,699.00 incl tax / Unit



1.0 TR Super-Efficient 5 Star Split AC

Achieve perfect cooling with EESL's Super-Efficient 1.0-ton Split AC. Boasting an ISEER of 6.2, this unit surpasses conventional 5-star models in energy efficiency. Save up to 640 units of electricity annually while enjoying cutting-edge technology and significant cost savings.

Price: ₹ 36,501.00 incl tax / Unit



1.5 TR Super-Efficient 5 Star Split AC

Transform your comfort with EESL's Super-Efficient 1.5-ton Split AC. Featuring triple inverter technology and an ISEER of 5.8, this AC delivers outstanding energy efficiency. Advanced self-cleaning technology and hydrophilic nanocoating on copper components ensure effortless maintenance, saving up to 640 units of electricity annually.

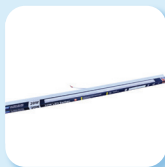
Price: ₹ 48,150.00 incl tax / Unit



6W LED Bulb

EESL's 5 Star rated 6W LED Bulb provides an impressive luminous efficacy of 150 lumens per watt, making it a superior replacement for ordinary bulbs. It features a lower price with better specifications compared to other market brands due to demand aggregation and bulk procurement.

Price: ₹ 85.00 incl tax / Unit



20-Watt Int Batten Tubelight

20-Watt Int Batten Tubelight is designed to enhance your lighting experience with superior performance and efficiency. With an impressive light output of 2200 lumens and a power consumption of just 20 watts, this tubelight offers a remarkable 10% increase in brightness compared to conventional LED tubelights or battens, without any additional energy use.

Price: ₹ 199.00 incl tax / Unit



9W LED Bulb

The 9W LED Bulb offers 945 lumen, while consuming just 9 watts of power, ensuring significant energy savings compared to traditional incandescent bulbs. With a 3-star energy efficiency rating, it emphasises eco-friendly and cost-effective lighting solutions.

₹ 75.00 incl tax / Unit



ENERGY EFFICIENCY SERVICES LIMITED

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