

# **Public Lighting and UJALA** *Communication and Outreach*

Communicating energy efficiency using its multiple benefits 6<sup>th</sup> March 2018, Paris

# National LED Programs - Impact

## **Traditional Benefits** UJALA

- 290m LEDs distributed •
- 37b kWh energy saved •
- 7,558 MW of avoided peak demand ٠
- 30m t CO2 reductions per day

## **Streetlight Program**

- 6m conventional streetlights replaced •
- 1.3b kWh energy saved •
- 335 MW of avoided peak demand •
- 2.3m t CO2 reductions per day •

## **Multiple Benefits**

- India's share in the global LED market has increased from 0.1% to 12%
- Penetration of LEDs increased from 0.2% to 80% in domestic market – in 3 years
- Cost savings owing to public procurement 80%
- Investment of about \$1.2b in three year in LED industry
- Creation of 70,000 additional jobs
- \$30m of additional tax revenue to the govt.
- 4 fold increase in the domestic manufacturing • capacity
- Failure rate of less than 0.3% achieved



# A Fit-for-Purpose Marketing Campaign

- Branding Collaterals
- State Specific Launches
- Familiarization Trips
- Online Videos
- Animation
- Case Studies
- Radio Jingles
- Print Advertisements
- Out of Home Branding
- Microsite
- Social Audits

**ESL** A JV of PSUs under the Ministry of Power

- Communication Workshops
- Media Interactions Print, electronic and Online
- Press Releases
- Real time Dashboards
- Live tweets
- Social Media Engagement
- Media Round Tables
- Crisis Management
- Events and Exhibitions
- School connect initiatives

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# Infographics





## SWITCH TO SAVE

















51,616 tonnes



Maharashtra Thane, Bhandup, Mulund 7045883921 Navi Mumbai 7083295836 Sindhudurg 9130744471 Ratnagiri 7719995595 Nagpur 18008332100 Uttar Pradesh 0522-400-6096, 9120258356, 9411161103 Himachal Pradesh 980-59-77700, 8351861136 Guiarat 0265-2343678 Raiasthan Jaipur 0141-4044186 Delhi 7042595718 Andhra Pradesh Krishna 7207303377 Bihar and Jharkhand 18001211124 Uttarakhand 09720994988 Karnataka 1912

# **Mobilizing Print Media**

## Government gives itself a green tint How EESL is making LED bulbs affordable

From announcing coal washeries to emission norms and green bond regulation, India is projecting an environment-fri. Public sector unit procures in bulk from

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## **Government LED the way**

LED bulbs most potent example of govt-led change

ower minister Piyush Goyal's Domestic Efficient Lighting Programme (DELP) is possibly the most effective government scheme in recent times, and in the shortest possible time-frame. DELP was launched by the Prime Minister on January 15 and, within a period of 9 months, 3.1 crore LED bulbs have been distributed by a public sector firm in six states, as a result of which 1,042 MW of peak power demand has been avoided, 9,064 tonnes of carbon dioxide emissions reduced every day (3.3 million tonnes a year) and consumers are saying ₹4.4 crore every day (₹1,600 crore a year). Once the scheme is fully rolled out across 100 cities, it hopes to replace 77 crore regular light bulbs, by which time this would have resulted in a saving of 20,000 MW loadthat's around a tenth of India's connected load-along with a reduction of around 80 million tonnes of carbon emissions each year; consumer savings, at that point, will be a whopping ₹40,000 crore per year. Most important, as a result of the government launching such an ambitious scheme and the state governments buying into it, there has been a dramatic reduction in costs of LED bulbs from an unaffordable ₹350 apiece last year to around ₹75 today.

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For example, the minimum own unknowing plasm lives by soling of as 10D holb by manufacturer. The ballst at cost to 822, we are The spokespenoe added that Compact Lamps is now first for a lable is make up the margins by the procuring is from mana- W bulls in the open market. On the difference in the open mar-woulddar at anywhere between the

Too and then for WW. W and U.W. The official added that if the where-centran and community ArWI Hibelb envide auroch of HDbulb increases own mar-Lagrenz Programme (DELP), HEL Coot and FDA (Laconsumer with The of FESL in Delta, Maharashara, Jugta et al-6000 incandocentrature hat priori can inter-come down

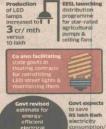
#### without through Energy-Efficient Products Diwali pops out of the box Burn Bright as Prices Fall Noiseless and 3D crackers LED lamp production has increased to three crore per month against 10 lakh earlier

Sarita.Singh@timesgroup.com

New Delhi: India's appetite for star-la-belled energy-efficient products has doubelied energy-efficient products has dou-oled with falling prices and increased articipation of private companies even as the country affirms its commitment to on footprint ahead of the climate alks in Paris later this month. ction of LED (light-emitting lamps that consume about 80% ergy than incandescent bulbs has ss energy than incandescent bulbs has nereased to three crore per month as gainst 10 lakh, thanks to the govern-tent's LED lamps distribution pro-ramme. Energy Efficiency Services SESL), the coordinator for energy effi-tient programmes is launching a similar istribution programme for 'star-rated gricultural pumps and ceiling fans. ural pumps and ceiling fans. mpany is also facilitating state nents in floating contracts for ting LED street lights and main-them, creating market for Ener-lee Companies (ESCOs) — a conelent in the western world but ned a non-starter in India. nent has revised its estimate efficient electrical equipment ore from ₹74.000 crore abou s ago following the success of the nps distribution programme, naging director Saurabh Kumar d ET. The fresh estimate reveals an in otential of ₹50,000 crore in sola nps, ₹40,000 crore in electrical equ ke fans and air conditioners,₹35,0 In energy-efficient lighting ar lighting, and ₹30,000 crore in

age, he said. EESL itself has nent target 140 times to₹70,0 ore fixed about two years ago. Th ny has so far invested about ₹5,00 ompany has so far invested about \$5,000 rore. Its equity has increased to \$500 crore and \$600 crore and it proposes to raise pans from German development bank and AD France Development Agency. EESL, ajoint venture of state-run NTPC, EESL, ajoint venture of state-run NTPC, Without Component Agency. Without Component Agency and Else-venture to the distribution companies that come to the distribution companies that ue to the distribution companies that hase less electricity from generation

EESL procures LED lamps in bulk brough competitive bidding and distrib-



lay by equipment to 150κ cr replacing bulbs & CELS and 3.5 cr street lights over 3 yrs

#### Smart on All Fronts to Improve **Energy Efficiency**

Improving energy efficiency is important to to reduce GHG (Greenhouse Gas) emissions. VIEW use of resources. The IEA calculates that ind ergy demand could be reduced by as much as 200 Mtoe (million equivalent) on account of gains in energy efficiency. The energy trical market also presents an opportunity for the government's efforts, especially as the global push to maximise energy efficie netus. For India, a concerted push on efficiency is climate-smart as well as economically smart.

are things of the past. This year's Diwali celebrations are all about lighting solar divas, investing in LEDs and playing traditional games like Teen Patti and Rummy on a digital platform with family from anywhere in the world. SHRABASTI MALLIK Speaks to companies and manufacturers



### **EESL:** Accelerating Energy Efficiency in India

THE UNIQUENESS OF FESLS PROGRAMMES sumers benefit from low upfront costs as the do HAS SET THE OPPORTUNITY IN FULL, and turther energy savings. In the State of Andhra Pradesh, 5.8 million in

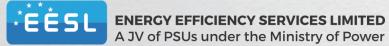
candescent builts have been replaced with e

to energy savings of 320million KWh

FOR MAKING ENERGY ergy efficient LED Bulbe. This is espected to ge



PM launches the National LED Based Home lighting and Street lighting Scheme for 100 cities



**Light Up** 

majors like Philips, Havells, Surva Roshn majors like Prillips, Havells, Sulry'a Roshni and Compact have ramped up production of LEDs, Eveready Industries and Syska LED have ventured into the business. LED lamps production is likely to grow as the distribution programme reaches a pan-In-dia level, resulting into prices as low as 773 an revel, resoning into prices as low as to per unit against #30.6 new months back. As EESL reserves 20% of the LED tenders for small firms, many companies like MIC Electronics and EcoLight LED Systems have increased their capacities. Govern-ment expects to save 85 lakh Kwh electricimption every day or 15,000 tonn f CO2 by replacing 77 crore conventiona ulbs and CFLs with LEDs and 3.5 cror

street lights over three years. The energy conservation programme gels well with the country's stand on lower greenhouse emissions ahead of the Paris convention. "The government emphasis on energy efficiency, even as energy prices are at his-toriz lows, is commend by "self based wara Rao, energy lead

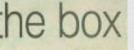
houseCoopers. "Also, cover a wide range su power plants, small in & labelling, building reducing India's energy Kumar said the pro

Saurabh Kumar anaging Director, EESL

PAVING THE ROADMAP

"The DELP officene to providing a ingeometrie of scale at our man-





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# **Real-Time Dashboard**

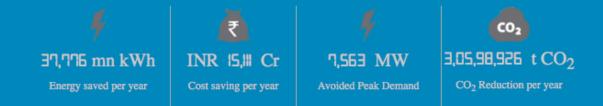
MINISTRY OF POWER

# NATIONAL UJALA DASHBUARD



Total LEDs distributed as on 06 MAR 2018 17:17

# 29,08,85,693







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# Take the Pledge JOIN THE MOVEMENT TODAY! ILEDTHEWAY

HOME

UJALA

East of Secularity

ENERGY CALCULATOR

UJALA

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OT FOR SALE

UJALA SCHEME

# HAVE YOU LED THE WAY TO A BRIGHTER AND SMARTER INDIA?

#### Join the nation's movement to switch to LED bulbs! #ILEDTHEWAY

From teachers, journalists, doctors, engineers, students, businessmen, housewives to practically anyone and everyone, India is now on a move to lower its monthly electricity bills!

With one simple act to pledge to switch to more energy efficient LED bulbs, you too can do your bit to save money and make the entire nation more energy efficient, by helping to reduce India's greenhouse gas emissions.

Take the pledge and then visit the UJALA Dashborad to discover which states & cities can avail of a special offer on 2 - 10 LED bulbs at lower than CFL rates today!

91,970,257 Pledges made

UJALA

and increased in

Name of Street, Station

TAKE THE PLEDGE



#### UJALA DASHBOARD







# Social Audit

## **Pre-Installation Survey**

### ■Yes ■No ■Yes ■No 38% 52% 86% 93% 62% 48% 14% FEMALE MALE MALE FEMALE

Do you feel safe under the current yellow street lights? Is your mobility in public places restricted due to dark spots?

### **Post-Installation Survey**

Are you satisfied with the lighting levels from the new LED street lights?

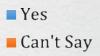


safety think Do you of vulnerable groups like pedestrians, children, women and elderly has improved due to better lighting under LED...



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Yes No

# **IEA Case Study**











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# **Thank You** For more information contact njain@eesl.co.in www.eesl.co.in

