



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

# 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
- 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

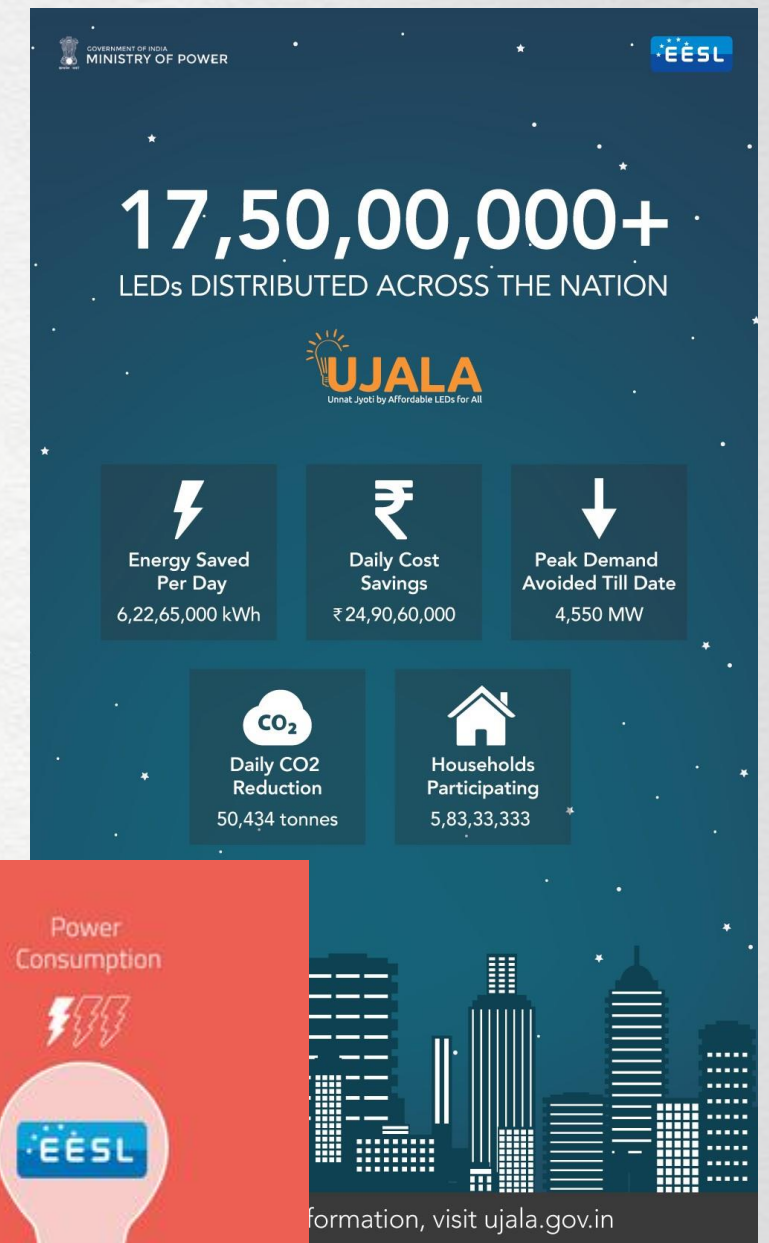
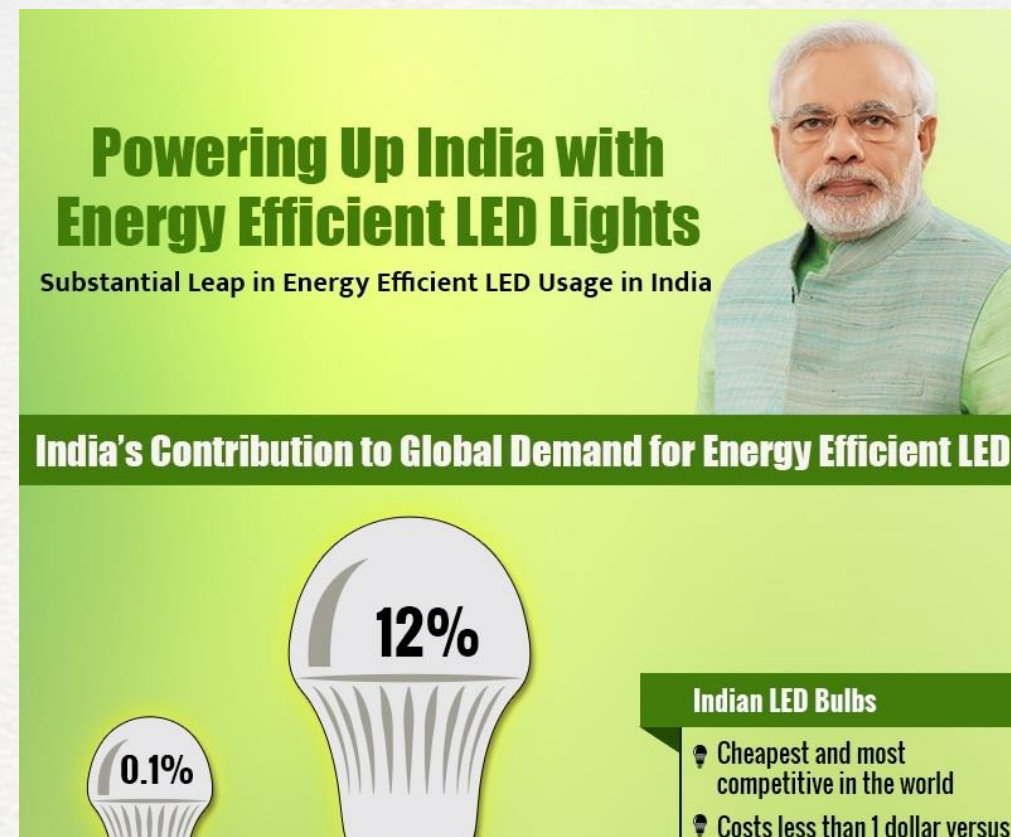


# A Fit-for-Purpose Marketing Campaign

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



# Infographics





# Creatives



GOVERNMENT OF INDIA  
MINISTRY OF POWER



जम्मू, काश्मीर एलईडी लैमप वितरण योजना  
(जम्मू में प्रकाश को आसान बनाना)



रोशन हुआ  
जम्मू-काश्मीर,  
रोशनी हुए दिल.



उजाला  
उजाल ज्योति लाय अफोर्डेबल एलईडी फॉर ऑल

उजाला की रोशनी शुरू होती है घर-गलियों और बसती है आपके दिल में.

- 3 साल की गारंटी के तहत बदलवाया जा सकता है।
- पहले 5 LED बल्ब के लिए ₹20 प्रत्येक का भुगतान और उसके बाद ₹60 प्रति बल्ब।
- उजाला LED बल्ब CSC (सीएससी) और खिदमत सेन्टर्स पर उपलब्ध हैं और आपकी जरूरतों पर पायी जा सकती है।

ईईएसएल आपसे कभी एडवांस भुगतान की मांग नहीं करेगा ऐसी कोई घटना आपकी जानकारी में आए तो तुरंत सूचित करें।



एनर्जी एफिशिएंसी सर्विसेज लिमिटेड  
एनर्जी, एनर्जी सर्विसेज लिमिटेड



Power Development Department, Jammu and Kashmir

**EESL** एनर्जी एफिशिएंसी सर्विसेज लिमिटेड  
पावर सप्लाय, विद्युत वितरण के सर्वोत्तम कोष की संयुक्त व्यवस्थापक

करें प्रगति का सपना,  
समझदारी में आपकी साझेदारी.  
जुड़िए ईईएसएल की उजाला और पवन योजना के संग



A5 size - FLYER



Ministry of Power  
Government of India



Ujjala  
Unnat Jyoti by Affordable LEDs for All

# SWITCH TO SAVE



LED BULB  
AVAILABLE  
ONLY FOR  
INR 70

SAVES  
80%  
ENERGY

FREE  
REPLACEMENT  
FOR 3 YRS



5-STAR RATED  
FANS ONLY FOR  
INR 1200

SAVES  
33%  
ENERGY


FREE  
REPLACEMENT  
FOR 2.5 YRS




LED TUBELIGHT  
AVAILABLE  
ONLY FOR  
INR 220

SAVES  
50%  
ENERGY

FREE  
REPLACEMENT  
FOR 3 YRS




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




GOVERNMENT OF INDIA  
MINISTRY OF POWER

## 3 YEAR WARRANTY ON ALL BULBS WITH EASY REPLACEMENT OPTIONS



Ujjala  
Unnat Jyoti by Affordable LEDs for All



You can **replace faulty LED bulbs** from any of the distribution kiosks in your city. To find the nearest kiosk please log on to [www.ujala.gov.in](http://www.ujala.gov.in) and then select your state and district.

The last date to replace faulty LEDs are  
**7W LED** - <<DATE>> | **9W LED** - <<DATE>>

\*After distribution ends, the location of replacement centres will be declared through public notifications and advertisements




JOIN THE MOVEMENT TODAY!  
**#ILEDTHEWAY**

Switch to LED bulbs! Make India more energy efficient by joining a nationwide movement that has already resulted in the installation of over 17.91 crore LED bulbs. Take advantage of the Ujjala scheme by Government of India for a special offer for your home. Tell others you have switched to a smarter lighting solution and say I led the way!



Buy 2-10 LED bulbs  
at lower than CFL rates




3-year free-of-cost  
replacement warranty



4,658 MW  
Avoided Peak Demand



51,616 tonnes CO<sub>2</sub>  
Reduction per day



25.48 crore  
Cost saving per day

Source: Ujjala scheme. Programme monitored by the Ministry of Power, Government of India.

TO TAKE ADVANTAGE OF THIS SPECIAL SCHEME VISIT [WWW.ILEDTHEWAY.IN](http://WWW.ILEDTHEWAY.IN)

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 Gujarat 0265-2343678 Rajasthan 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

From announcing coal washeries to emission norms and green bond regulation, India is projecting an environment-friendly image

By N. S. RAO  
New Delhi, 24 November

India, the third largest greenhouse gas emitter in the world, after the US and China, has been consciously projecting a green image, ahead of the 12th session of the Conference of Parties (COP 12) in Paris, 2007. The Climate Change Minister, Piyush Goyal, has been announcing a series of measures, from coal washeries to emission norms and green bond regulation, to project a green image, ahead of the 12th session of the Conference of Parties (COP 12) in Paris, 2007.

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## How EESL is making LED bulbs affordable

Public sector unit procures in bulk from manufacturers for distribution to people with valid power connection

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## Government LED the way

LED bulbs most potent example of govt-led change

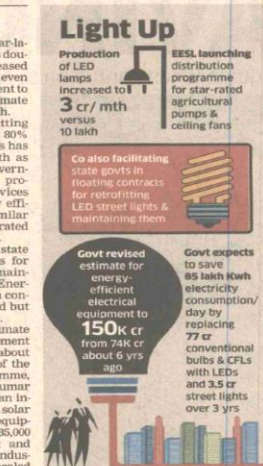
Power minister Piyush Goyal's Domestic Efficient Lighting Programme (DELP) is possibly the most effective government scheme in recent times, and in the shortest possible time-frame. DELP was launched by the Prime Minister on January 15 and, within a period of 9 months, 3.1 crore LED bulbs have been distributed 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 saving ₹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 load—that'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.

## Energy-Efficient Products Burn Bright as Prices Fall

LED lamp production has increased to three crore per month against 10 lakh earlier

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## Diwali pops out of the box

Noiseless and 3D crackers are things of the past. This year's Diwali celebrations are all about lighting solar diyas, investing in LEDs and playing traditional games like Teen Patti and Rummy on a digital platform with family from anywhere in the world. Saurabh Malik speaks to companies and manufacturers



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## EESL: Accelerating Energy Efficiency in India

In continuation of its efforts to realise energy efficiency potential in the lighting sector, Energy Efficiency Services Limited (EESL), is implementing innovative programmes across India by displaying its own and other sources of funds through bilateral, namely, KfW, multilateral agencies, commercial banks and private sector. A pilot by EESL in Puducherry led to a business model wherein LED bulbs are provided to domestic consumers at a concessional price against a higher market price. The differential cost is paid upfront by EESL, and is recovered through monetized energy savings that accrue through this replacement. Bulk procurement of LEDs for this Programme has resulted in reduction of LED bulb price by more than 65% in the last 8-12 months and the consumers benefit from low upfront costs as the domestic consumers receive a fixed number of LEDs at INR 10 against a market price of INR 400-500 and further energy savings.

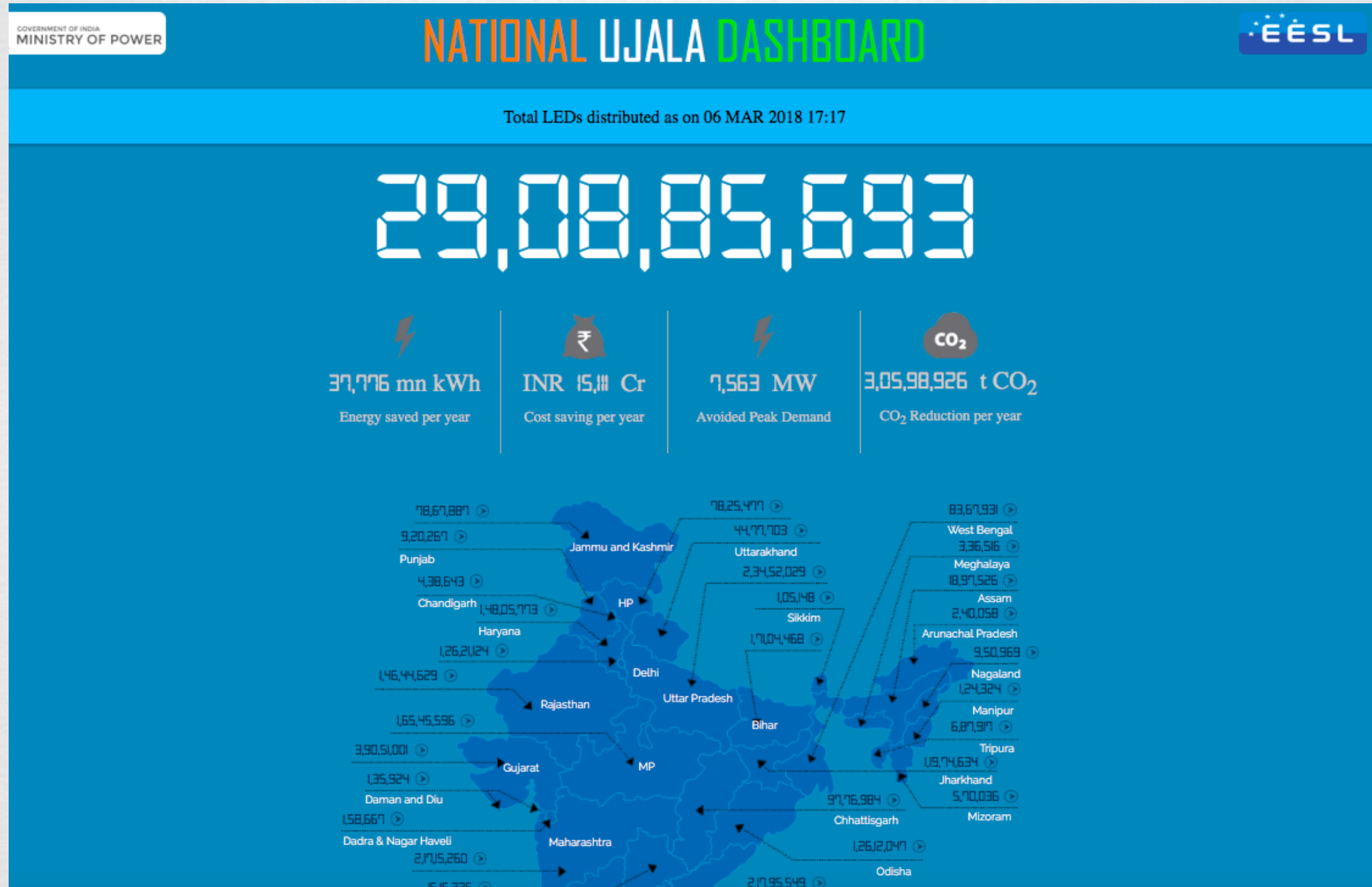
In the State of Andhra Pradesh, 5.6 million incandescent bulbs have been replaced with energy efficient LED Bulbs. This is expected to generate energy savings of 320 million KWh.



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



# Real-Time Dashboard



# Take the Pledge

JOIN THE MOVEMENT TODAY!  
**ILED THE WAY**

[HOME](#)

[ENERGY CALCULATOR](#)

[UJALA SCHEME](#)

[UJALA DASHBOARD](#)

*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 Dashboard](#) 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**

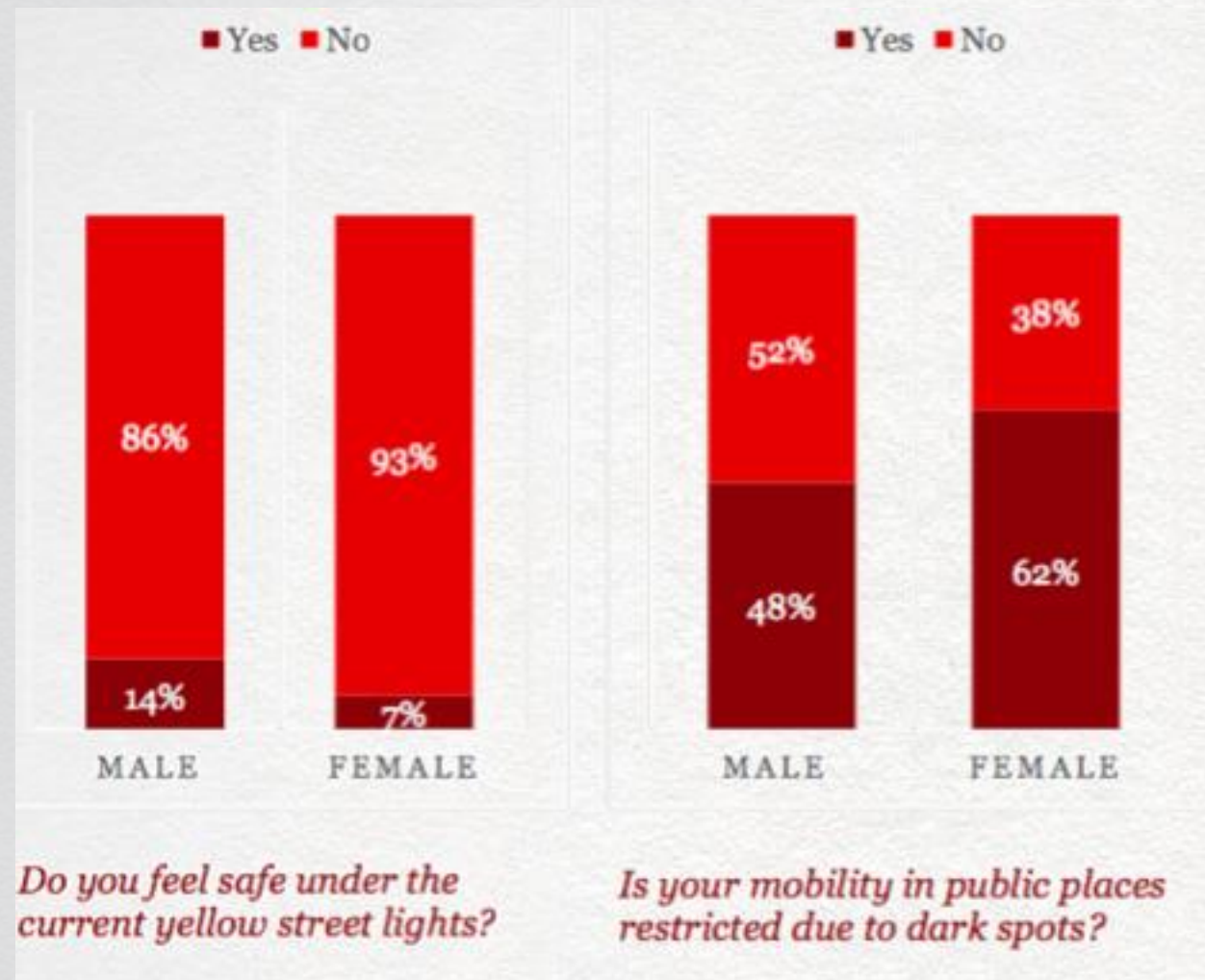
Pledges made

**TAKE THE PLEDGE**



# Social Audit

## Pre-Installation Survey

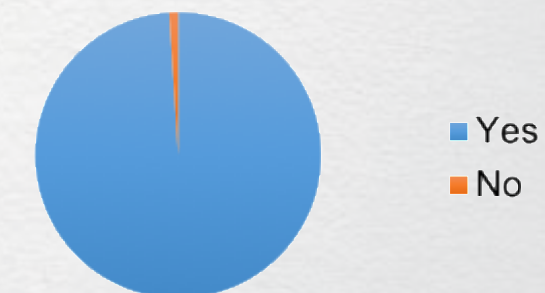


## Post-Installation Survey

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

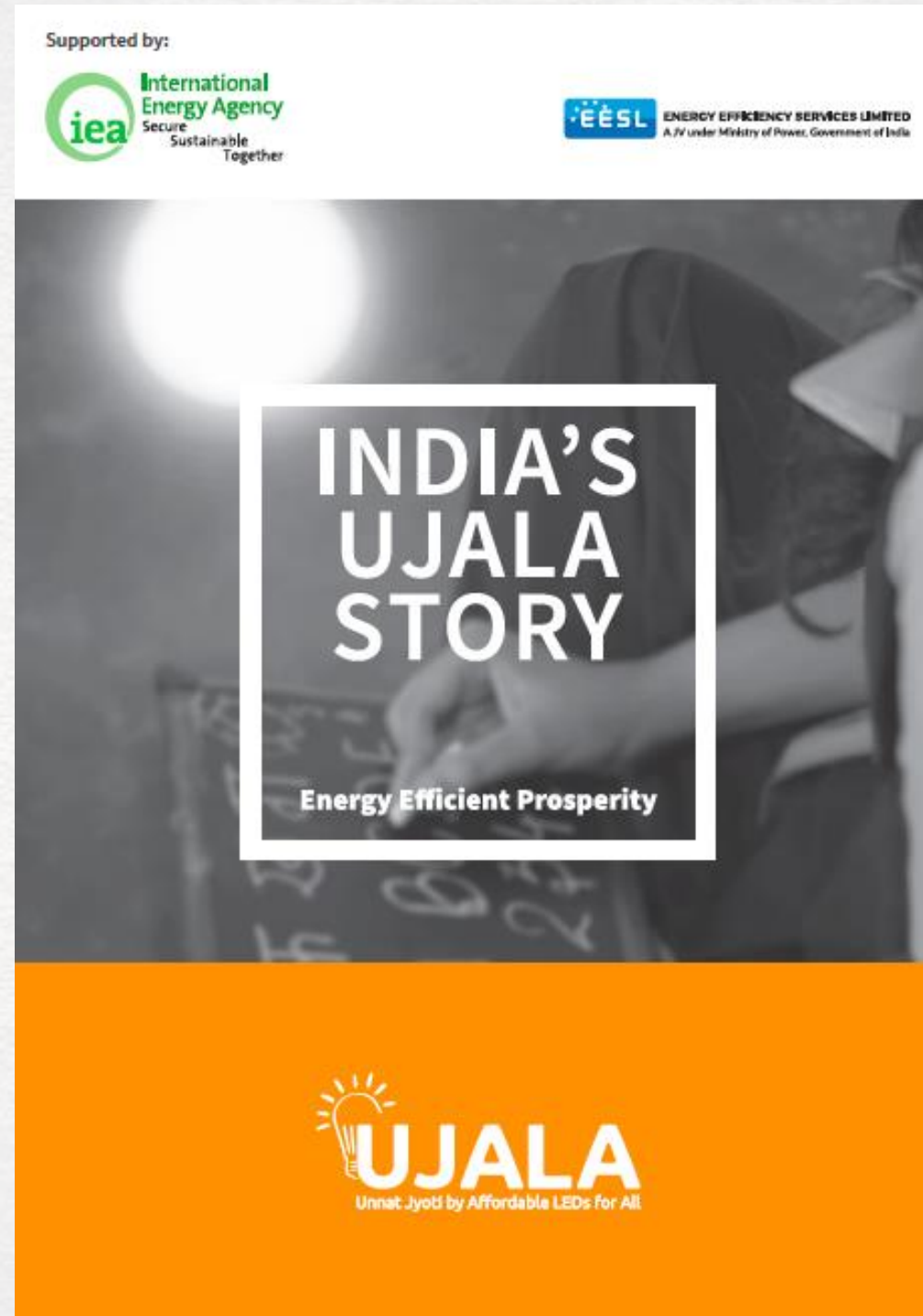


Do you think safety of vulnerable groups like pedestrians, children, women and elderly has improved due to better lighting under LED...





# IEA Case Study







# Thank You

For more information contact  
[njain@eesl.co.in](mailto:njain@eesl.co.in)  
[www.eesl.co.in](http://www.eesl.co.in)

