



DO No. EESL/01/Retail Sales/2024-25

22nd August, 2024

Subject: Regarding Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) for promoting energy efficiency among employees of Central Government, State Government and Public Sector Enterprises.

Dear Sir,

As you may be aware, Energy Efficiency Services Limited (EESL) is a leading Joint Venture Company of 4 CPSUs i.e. NTPC, PGCIL, REC and PFC under the aegis of Ministry of Power, Government of India, dedicated to promoting energy efficiency and sustainability across the country. EESL is committed to implement energy-efficient solutions that contribute to environmental preservation while uplifting the lives of citizens.

2. Under India's presidency in G20 and thereafter in the COP28 conference, it has been resolved to double the rate of energy efficiency. Estimates suggest that across the cross section of various sectors, Industry and Domestic Sectors provide the maximum GHG emission reduction per unit of investment. While the Industrial sector often takes up energy efficiency interventions on their own as energy efficiency, in most of the cases, translates into cost efficiency, there is a lot left to be done in the domestic sector.

3. EESL has created its own e-commerce portal <https://eeslmart.in> where good quality and marketing-noise-free Energy Efficient appliances are available. Needless to mention, a lot of appliances available in public domain utilize tolerances available in the BIS standards to market lower range appliances (ACs being an example) or words such as "super saver" to market appliances that are not as energy efficient as they claim to be (Example being LED bulbs, which are often marked "super saver" while they provide only 90 lumens per watt, as opposed to 150 Lumens per watt available at <https://eeslmart.in> at competitive prices).

4. In this respect, to spread awareness among Government and Public sector employees about energy efficiency encouraging broader societal adoption, EESL has launched an exclusive Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) specifically for Central and State Government employees, including Central and State Public Sector Enterprises (PSEs) and related institutions.

5. In this scheme, EESL through, its eRetail portal <https://EESLmart.in> will offer a variety of high quality, technically superior, BEE 5 star energy efficient domestic appliances i.e. LED lights, BLDC Fans, AC, Induction Cook Stoves etc to the employees for their personal consumption at specially offered prices 24X365 which are available for general retail consumption only on special occasions. More products and services are being added.

6. The scheme shall mark a significant step towards Environmental, Social and Governance (ESG) initiatives, promoting a low-carbon future. A brief note of the scheme is also enclosed for your kind reference. I would request that the scheme be widely circulated and promoted among the employees of your esteemed organization including the CPSUs/PSUs/attached offices for adoption of energy efficient appliances.

7. EESL shall whitelist all the government and PSU domain IDs known to it (for example nic.in; gov.in; ntpc.co.in; nbpdcl.co.in etc) so that any employee having email IDs on these domains can avail the specially offered prices for all EE appliances available on EESLmart.in . In case any organization remains left out inadvertently, a simple email request from any such organization may be sent to EESL at goveasee@eesl.co.in to whitelist their respective domain ID so that the employees can utilize the benefits of the scheme.

8. Shri Satendra Singh (+91 70142 36176) will be the Nodal Officer from EESL side for any further enquiry. We are confident that together with your valuable support, we can jointly contribute to achieve Country's INDC (Intended Nationally Determined Contributions) targets through large scale adoption of EE appliances from EESL.

With regards,

Yours Sincerely,



(Vishal Kapoor)

Shri Ghanshyam Prasad
Chairperson
Central Electricity Authority (CEA)
Room No. 201 (North), 2nd Floor, Sewa Bhawan,
R.K.Puram, Sector-1, New Delhi - 110066

Encl: As above

Government Employee Appliance Scheme on Energy Efficiency (GovEasEE)

Efficiency Meets Affordability: *Enabling More for Environmentally Conscious Government Employees*

A. Background:

- Energy Efficiency Services Limited (EESL) is a joint venture of four Central Public Sector Undertakings (CPSUs) under the Ministry of Power, Government of India. EESL playing a crucial role in advancing India's energy efficiency goals. EESL's efforts align with India's global commitments, made at the UNFCCC and G20 summits, to enhance energy efficiency.
- EESL has implemented large-scale, energy-efficient solutions across residential, commercial, and industrial sectors.
- EESL has launched an exclusive Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) specifically for Central and State Government employees, including Central and State Public Sector Enterprises (PSEs) and related institutions.
- In this scheme, EESL through, it's eRetail portal <https://EESLmart.in> will offer a variety of high quality, technically superior, BEE 5 star energy efficient domestic appliances i.e. LED lights, BLDC Fans, AC, Induction Cook Stoves etc to these employees at specially offered prices.

B. GovEasEE Scheme Objective:

- To spread awareness about energy efficiency among Government and Public sector employees encouraging broader societal adoption.
- The scheme offers to provide specially priced, high quality, technically superior, BEE 5-star energy efficient appliances.
- GovEASEE is strategically designed to enhance the accessibility of energy efficiency within the government/public sector, an impactful segment that can significantly influence and lead national energy conservation efforts.
- Adoption of EE appliances by the employees will set an example to the rest of the citizens creating a ripple effect that encourages broader societal adoption of energy saving practices.
- To provide seamless warranties, including on-site warranties (for certain specific equipment) enabled through the portal itself.

C. Steps for Availing Benefits of the Scheme:

- EESL formally informs about GovEasEE scheme to various Govt. Department/PSU offices across the country irrespective of Central Government or State Government ownership.
- EESL shall whitelist all the Government and PSU domain IDs known to it (for example nic.in; gov.in; ntpc.co.in; nbpdc.co.in etc) so that any employee having email IDs on these domains can avail the specially offered prices for all EE appliances available on EESLmart.in.
- The HR/ Admin department of that organization can circulate the scheme benefits among employees encouraging them to adopt energy efficient appliances to avail special offers by visiting EESLmart.in. To ensure that the same reaches all sections of the employees, it would be good to circulate this two to three times to all employees within a period of one month.
- To make a purchase at specially offered rates, Employees has to login to EESLmart.in through their whitelisted* **GOV/NIC or organization specific email IDs** through OTP verification; select appliances, review specifications & warranty terms and, furnish name, mobile number and shipping address.
- Employees proceed with payment for the selected appliance, taking advantage of the specially offered pricing at the time of checkout. The appliance shall be delivered as per the timeline mentioned on EESLmart.in.
- Upon a successful transaction, a confirmation is sent to employees over email and mobile and the appliance is delivered through our logistics partners.

Email to Register Your Organization - goveasee@eesl.co.in

Note

- *It may happen that some organisations may inadvertently get left out while whitelisting all Government owned organisations/ PSUs. In such case, all such Organisations are requested to inform EESL on the email ID goveasee@eesl.co.in*
- *EESL notifies back to the respective organization about the successful activation of scheme for their employees by whitelisting their domain and employees can utilize the benefits of the scheme.*
- **Private email IDs will not have specially offered rates, as this facility shall be available only on logging in through the gov.in, nic.in, or organization specific whitelisted domain IDs.*