

**Considered views regarding Government Employee Appliance Scheme on Energy Efficiency (GovEasEE)**

- **Energy Efficiency Services Limited (EESL)**, a leading joint venture of NTPC, PGCIL, REC, and PFC under the Ministry of Power, Government of India, plays a pivotal role in promoting energy efficiency and sustainability across the nation.
- Earlier the UJALA scheme implemented by EESL has significantly improved energy efficiency by distributing affordable LED bulbs and tube lights to households and institutions. UJALA's large-scale implementation drove market transformation, reducing LED bulb prices by over 90% and creating a competitive ecosystem. The scheme has contributed to energy savings of billions of kWh annually, reduced peak electricity demand, and promoted sustainable living practices across urban and rural areas.
- Now Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) scheme has been launched by EESL exclusively for Central and State Government Employees including Central and State Public sector Enterprises (PSEs) and related institutions to spread awareness about energy efficiency among the employees encouraging broader societal adoption. Through this scheme, the e-retail portal <https://EESLmart.in> of EESL is offering 5 star rated BLDC fan, LED Bulb, Split Air Conditioner and induction cook stoves at affordable price.
- 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 specially offered prices for all EE appliances available on their e-retail platform. It will promote high-quality, energy-efficient appliances with affordable price ensuring comfort with lower energy consumption. Government employees adopting efficient products will act as role models, which will encourage citizens to follow. It will further create a culture of energy consciousness and energy literacy within families and communities.
- The successful implementation of the scheme will help in overcome consumer inertia and shifts purchasing habits toward sustainable and energy efficient products.
- Considering above this office has the views that GovEasEE scheme can be communicated to all Government Organizations who can use the online portal <https://EESLmart.in> of EESL for procurement of different energy efficient appliances on a specially offered price.

  
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