

## Press Release

### **Gram Swaraj Abhiyan begins in Haryana: EESL launches UJALA mobile vans**

**Chandigarh, April 14, 2018:** A massive campaign for promotion and uptake of LED bulbs under EESL's UJALA programme was launched today by flagging off mobile van in Panchkula by Chief Engineer Sh.V.K. Jain of Planning, Design and Construction Department, UHBVN, Panchkula. This flagging off ceremony marks the commencement of Gram Swaraj Abhiyan in the region aiming to promote social harmony and spreading awareness about Government's pivotal schemes in rural areas.

This special campaign or *abhiyan* is designed for saturation of seven programs that together become the building blocks of the Gram Swaraj Abhiyan, which is scheduled from April 14, 2018 to May 5, 2018. The event took off by flagging off EESL's comprehensive promotional mobile vans. These vans are an innovative publicity mechanism designed to travel across the State and spread the message of adoption of advanced energy efficient appliances. The sale of LED bulbs will also happen on these moving wagons at Rs. 50 per LED bulb. The vehicle is enhanced with vibrant designs to attract attention of consumers. Promotion will be carried out through this UJALA-station-on-wheels and each van will circle one village at least twice. Mobile vans are one of best mediums to reach people at remote locations. It is estimated that in total about 14 vans will be deputed on publicity and distribution duty in Haryana for at least 8 hours a day.

On the occasion, Chief Engineer Sh. V.K. Jain, UHBVN said, "UJALA programme is important aspect of the Gram Swaraj Abhiyan in Haryana and is immensely benefitting the people. To upscale the adoption of energy efficient technologies, Energy Efficiency Services Limited along with Government of Haryana has devised a mechanism to further the message of energy efficiency." He further added that these mobile vans under Gram Swaraj Abhiyan are specially designed to reach each and every village to promote and sell UJALA LED bulbs at subsidized rates. During the big campaign that begun today, various officials gathered on the occasion urged all citizens to spread the word and make the UJALA scheme more popular in Haryana.

Under EESL's UJALA programme, domestic grid connected users are getting LED bulbs, LED tube lights and energy efficient BEE 5 star rated fans through designated kiosks, which are expanding across all districts in Haryana. These mobile vans will have publicity material including details of distribution counters of EESL. Till date, over 1.5 crore LED bulbs have been distributed in Haryana, leading to energy savings of about 19,70,238 MWh per year.