

**Department of Public Relations  
Chandigarh Administration**

Press Release

**Gram Swaraj Abhiyan in Chandigarh: EESL launches UJALA mobile vans**

**Chandigarh, 23<sup>rd</sup> April 2018:** A massive campaign for promotion and uptake of LED bulbs under EESL's (Energy Efficiency Services Limited) UJALA programme was launched today by flagging off mobile vans in Chandigarh by Finance Secretary, Sh. A.K. Sinha, I.A.S. This flagging off ceremony marks the boost of the "Gram Swaraj Abhiyan" in Chandigarh aiming to promote social harmony and spreading awareness about Government's pivotal schemes in rural/urban areas.

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 Union Territory and spread the message of adoption of advanced energy efficient appliances. Promotion will be carried out through this UJALA-station-on-wheels and each van will circle one village at least twice, within the proposed time. Mobile vans are one of best mediums to reach people at remote locations. It is estimated that vans will be deputed on publicity and LED bulb distribution duty in Chandigarh for at least 8 hours a day till 5<sup>th</sup> May 2018.

On the occasion, Finance Secretary of Chandigarh Administration Sh. AK Sinha, IAS said, "UJALA initiative plays an important role in energy sector in India. The recent adoption of LED bulbs all over the country is leading to reduction of about 38,467mn kWh energy annually. "Gram Swaraj Abhiyan" aims to reach out to the people of Chandigarh to further penetrate the region and sensitize laggards for joining hands in adoption of LED bulbs. This will not only save energy but will lead to reduction in monthly electricity bills of consumers." He further said that these mobile vans under Gram Swaraj Abhiyan are specially designed to reach each and every village and also urban areas of the Union Territory to promote and sell UJALA LED bulbs at subsidized rates.

Sh. A.K. Sinha, IAS, Finance Secretary requested EESL to promote sale, at a uniform price of Rs.50/- per LED Bulb. Sh. Nitin Bhatt from EESL agreed that during the "Gram Swaraj Ahiyan" till 5<sup>th</sup> May 2018, the LED Bulb will be sold at Rs.50/- per bulb, in rural as well as urban areas of Chandigarh provided each consumer should submit photocopy of Adhaar Card or Electricity Bill.

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 areas of the Union Territory. Under UJALA, till date, over 53,000 LED tube lights and over 12,000 BEE 5 star rated energy efficient fans have been distributed leading to annual energy savings of 23,51,885 kWh and 4,826 kWh respectively. Additionally, over 4.5 lakh LED bulbs have been distributed in Chandigarh, leading to energy savings of about 58,592MWh per year.