

MARKET TRANSFORMATION FOR SUPER-EFFICIENT APPLIANCES

Co-organized with Energy Efficiency Services Limited

Background

South Asia is one of the fastest-growing regions in the world. With rising disposable income and appliance ownership, energy consumption is increasing, posing a challenge to meeting climate goals. It is crucial to consume energy wisely, and energy efficiency is key to keeping this growth sustainable.

Countries in the region, including Bhutan, Maldives, Nepal, and Sri Lanka, are working on improving appliance energy use through Standards and Labeling (S&L) programs. India already has a robust appliance S&L program. However, establishing an S&L framework alone is not enough to drive widespread adoption of energy-efficient appliances. Increasing the market share of energy-efficient appliances and driving consumer purchases toward them are key next steps.

India has advanced towards super-efficiency through Energy Efficiency Services Limited's (EESL) innovative business models, such as demand aggregation, bulk procurement and energy efficiency as a service. This has reduced the cost of energy-efficient appliances and significantly increased their market share. EESL programs like UJALA (Unnat Jyoti by Affordable LEDs and Appliances for All), the Street Lighting National Program (SLNP), the Energy Efficient Fans Program (EEFP), and the Super-Efficient Air Conditioner (SEAC) demonstrate the success of market-driven approaches.

While energy efficiency is gaining momentum in South Asia, there is yet a need to accelerate the adoption of super-efficient appliances. This requires robust business models, reliable supply chains, competitive pricing, and strong consumer demand. Innovative strategies that balance energy efficiency with affordability and quality are crucial for transforming the market.

DATE: OCTOBER 21, 2024
TIME: 14:00 - 15:30

Session Objective

Identify market-driven and consumer-oriented strategies which reduce cost, ensure quality, and expand the market for super-efficient appliances in the region.

Agenda

14:00 – 14:15	<p>Welcome Remarks and Context Setting: Market Transformation for Energy-Efficient Appliances in South Asia by Apurva Chaturvedi, Senior Regional Clean Energy Specialist, Indo Pacific Office, USAID/India</p>
14:15 – 14:25	<p>Mainstreaming Energy Efficient Appliances : The EESL Journey by Vishal Kapoor, CEO, Energy Efficiency Services Limited (EESL)</p>
14:25 – 14:30	<p>Special Address by Alok, Additional Chief Secretary, Government of Rajasthan, India*</p>
14:30 – 15:25	<p>Panel Discussion: Accelerating Transition towards Super-Efficient appliances: Strategies for South Asia</p> <p>Moderator: Tanmay Tathagat, USAID's SAREP</p> <ul style="list-style-type: none"> • Enabling policies and implementation - like harmonization of standards. • Energy efficient products and supply chain. • Consumer (public and private) demand for energy efficient products, like green public procurement, consumer campaigns & incentives. • Financing for consumers and the industry. <p>Panelists:</p> <ul style="list-style-type: none"> • Karma P. Dorji, Director General, Department of Energy (DOE), Bhutan • Aminath Sheeza, Assistant Director, Ministry of Climate Change, Environment and Energy (MCCEE), Maldives • Dr. Narendra De Silva, GM (CEB & LECO), Lanka Electricity Company (Pvt) Ltd (LECO) • Dr. Kundan Pokhrel Majagaiya, Senior Officer, Alternative Energy Promotion Center, Nepal • Chandra Sekhara Reddy, BEE Media Advisor (Southern States), Bureau of Energy Efficiency (BEE) • Jitender Agrawal, CEO, Surya Roshni, India • Sriram Rangarajan, Executive Vice President, CG Power and Industrial Solutions Limited, India <p>Q&A Session</p>
15:25 – 15:30	<p>Vote of Thanks by Animesh Mishra, Head - Sales, PR, Corporate Communications, EESL</p>

