



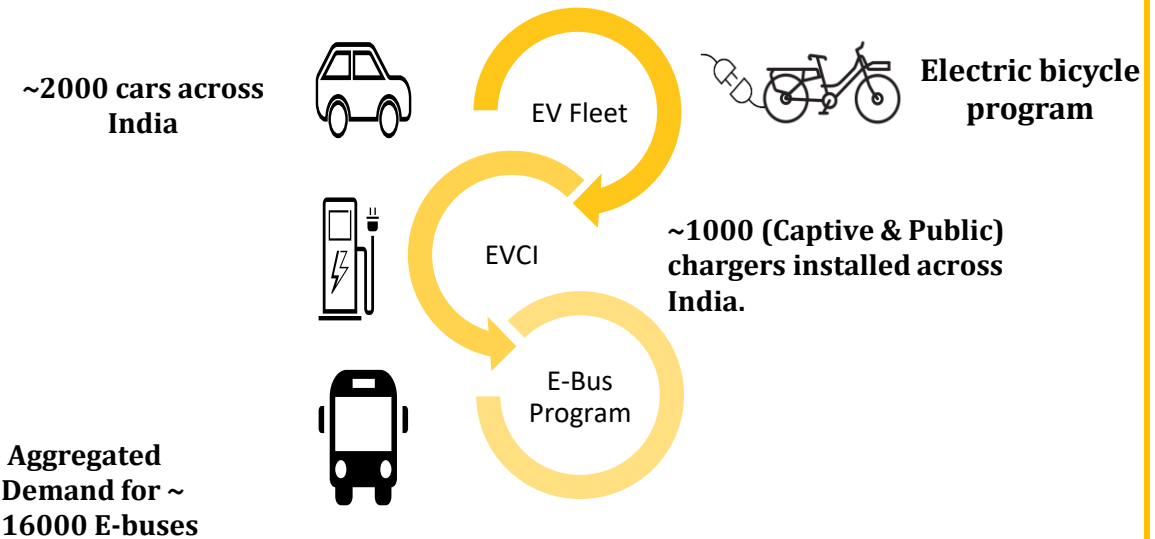
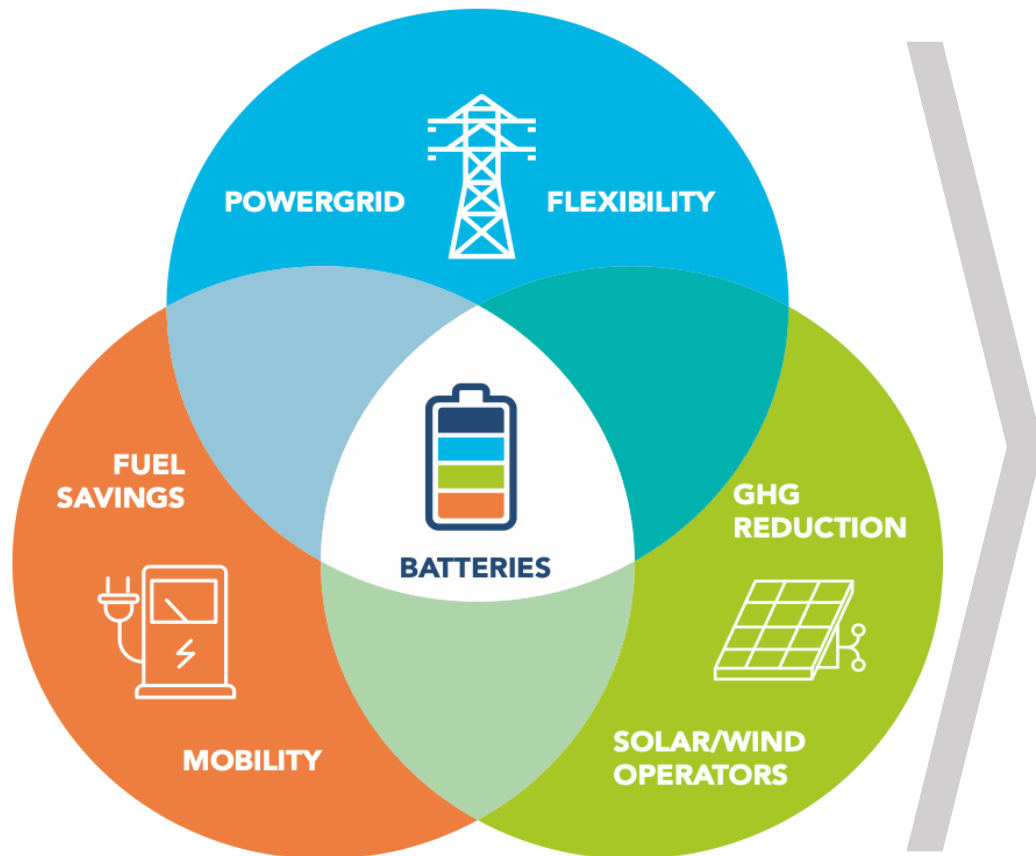
ENERGY EFFICIENCY SERVICES LIMITED
A JV of PSUs under the Ministry of Power

Empowering Women-Driving Change in the Power Sector- ISUW 2025



March 2025

CESL is a 100% subsidiary of EESL reporting to the Ministry of Power, formed in Oct 2020



Electric Mobility:

- Electric 4W
- Electric 3W
- Electric 2W
- Electric Buses

Carbon Initiatives:

EV Fleets of EV Charging, National Electric Bus Program

Finance

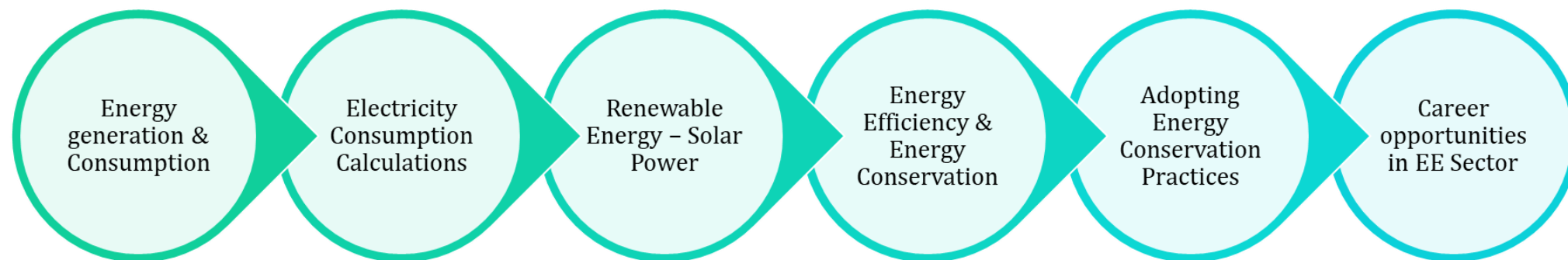
Strategic Initiatives-

Solar + Battery + Charging – operational – Leh – highest point anywhere

End-user awareness sessions on renewable energy and energy efficient technologies for school students, youth, NGO members and community

More than 2,500 participants covered across 12 states with more than 80% female participation

Comprehensive & interactive sessions include information on:



Stride towards enhancing gender equality in human capital development and decision making



Sessions with School Students



Interaction with Youth & Community



Synergising Students Pursuing Higher Education



Enhancing livelihood opportunities for rural women (SHG Didi's)



Promoting entrepreneurship opportunities through training on marketing and sale of energy efficient appliances

- More than 800 EE BLDC fans sold through solar marts owned and operated by *Solar Mart didi's* under EESL-IIT, Bombay Project in Bihar
- Potential for leveraging Didi's potential for enhancing sale of BLDC fan identified
- Training Solar Mart Didi's in collaboration with State Rural Livelihood Mission & BLDC fan manufacturer
- Broadening of product range – BLDC fans, invertor bulbs, induction cook stoves envisaged

Expected Impact

Enhanced skills & income for Didi's

Greater adoption of EE products in rural markets



Solar Mart Shops



Session on Energy Efficiency



Session on Marketing



Session on Technical Aspects



Practical Session on Assembly of BLDC fans

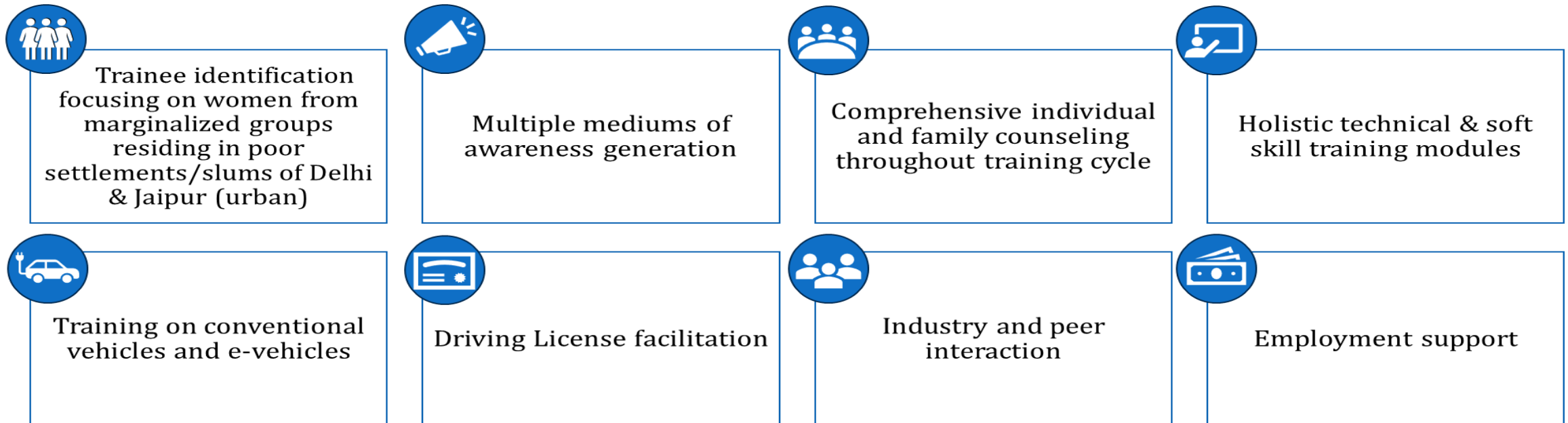


Fostering women's participation in E-mobility



Training of 200 women in age group 18-35 years in commercial driving using 4-wheel (LMV) and 2-wheel conventional engine & electric vehicles.

Encouraging holistic capacity development of women for entry and retention in the male dominated arena of passenger mobility & logistics sector



Economic empowerment

Human capital development

Enhanced leadership & decision making

Outcome

S.T.R.E.E: Sustainable Transport for Rural Entrepreneurs through E-bicycles

Key Survey Findings & Outcomes



Demographics

Average age of SHG women is 36 years



Travel Expense

- Avg travel expense
- Daily -Rs 85
 - Monthly - Rs. 2000



Economics

Monthly earnings over Rs 10,000 & savings of over Rs 1,000



Travel Pattern

Avg daily travel of 10-15 km

- Transitioning to e-cycles has great potential to ease commuting difficulties, cut costs, boost work efficiency, and ultimately lead to increased opportunities, higher household incomes, and significant emission reductions.
- However, **lack of awareness & high cost** remains a **barrier** in its adoption

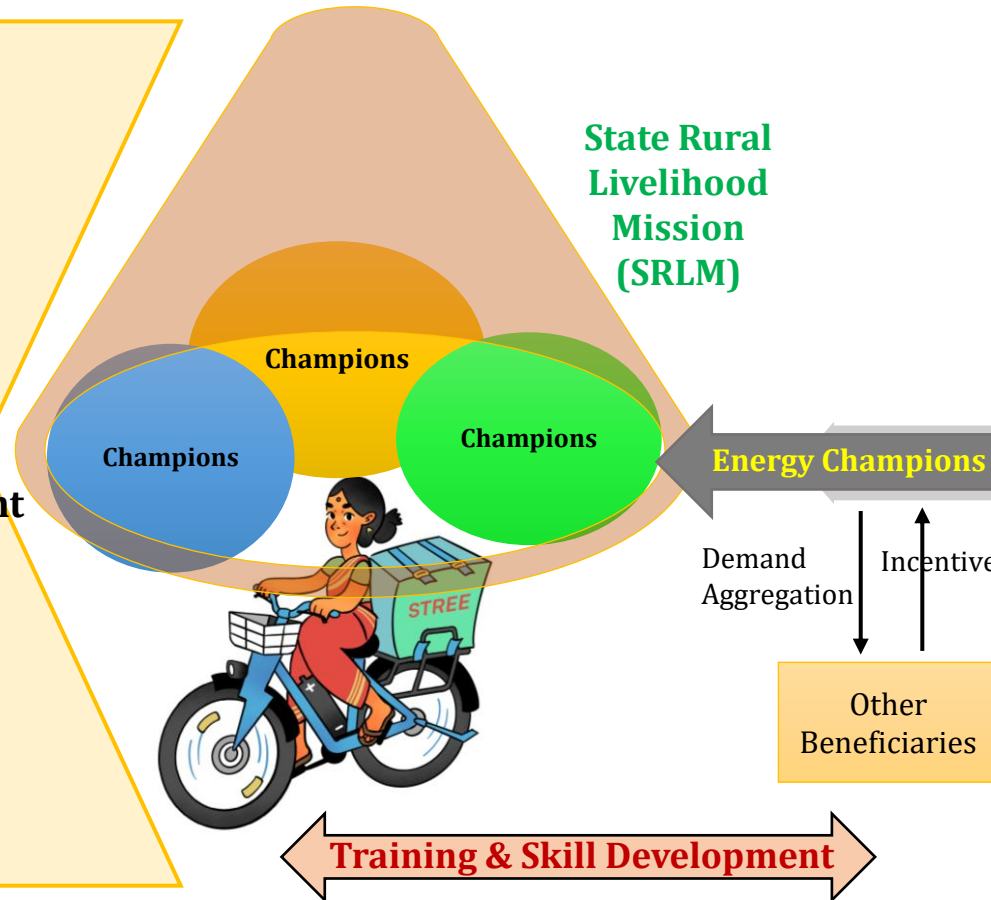
Target Group: SHG,ASHAs, Aanganwadis, Students, etc.

GEF fund

CESL

Procurement

Ministry of Rural Development



State Rural Livelihood Mission (SRLM)

Champions

Champions

Champions

Energy Champions

Demand Aggregation

Incentive

Other Beneficiaries

Training & Skill Development

- Product(*e -bicycles*) with Warranty Services
- Training & Skill Development for ECs(Repair & Maintenance, EE Awareness, digital payments handling, Marketing Skills, Financial Management, Traffic Rules, etc.)
- Impact Assessment (Baseline , Mid term, End term): **Empowerment, Productivity, Income & savings, welfare & health**

Rural Population

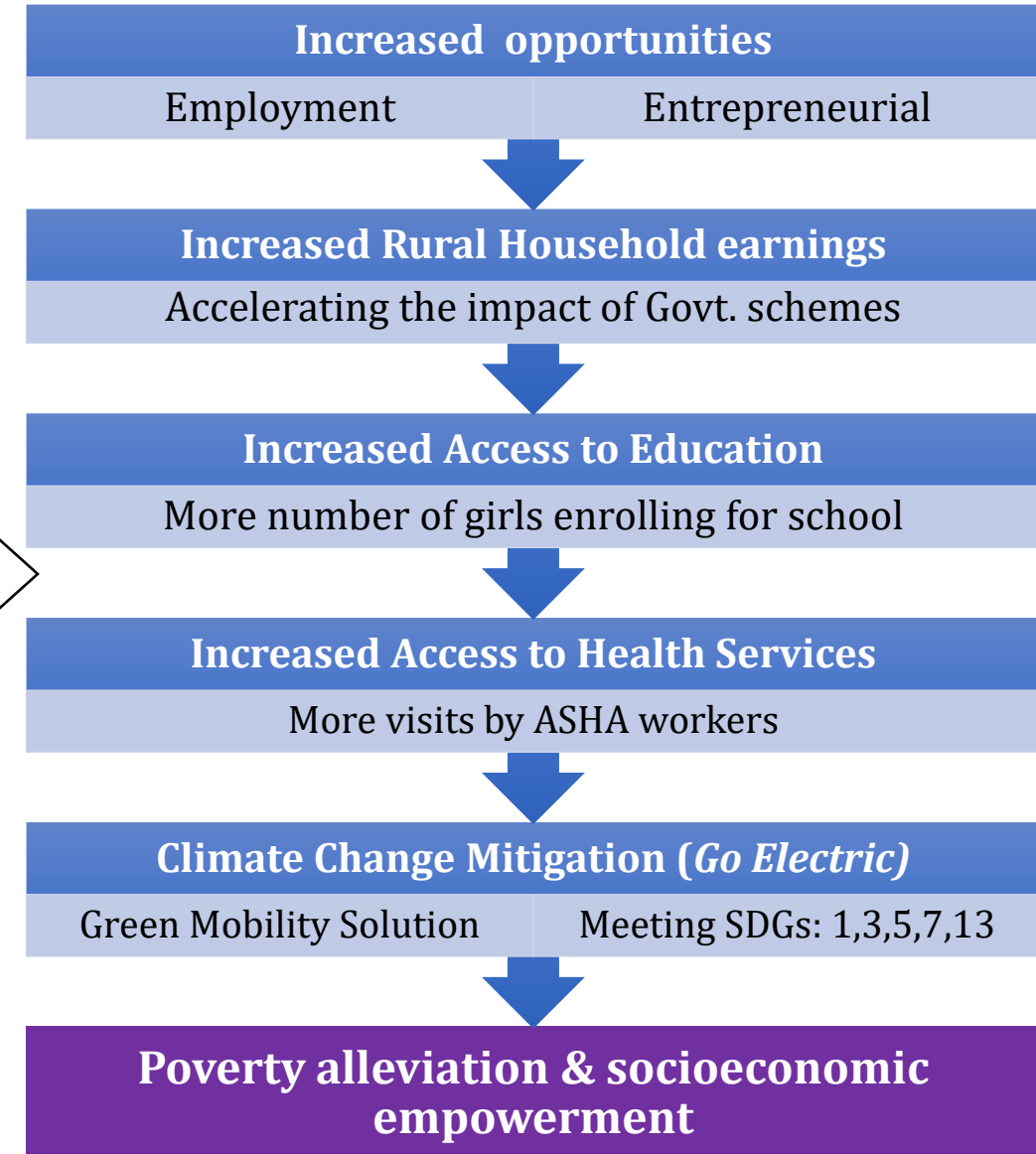
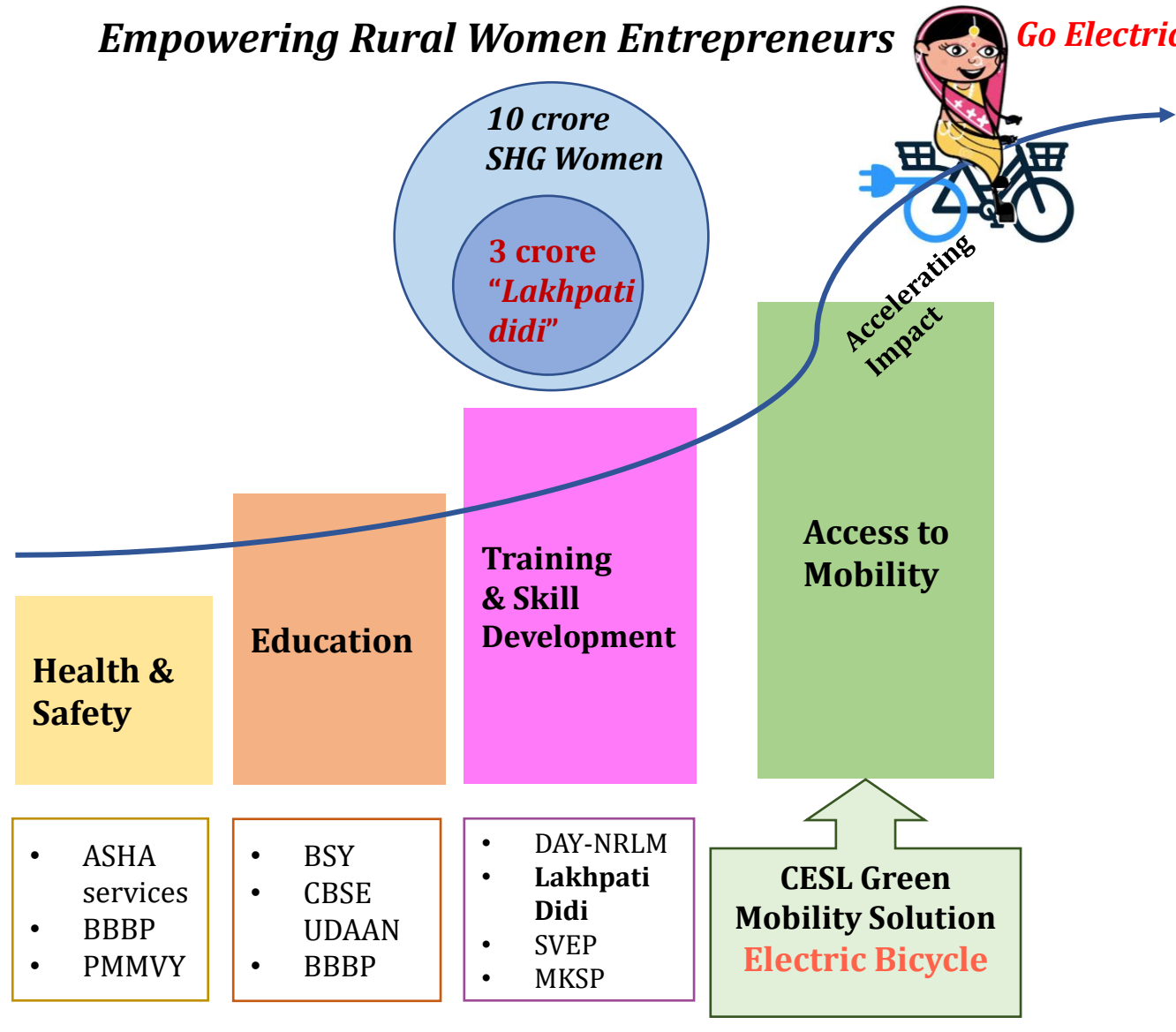
Co-designed with Community Involvement

Creation of Local Ecosystem

Entrepreneurial opportunities through Skill enhancement

Background

Empowering Rural Women Entrepreneurs *Go Electric*



Inclusion Initiatives by Technology Driven Organizations Creates Ripple Effects

Introduction to gender & inclusion initiatives enable technical organizations in

- ✓ gauging grassroots issues
- ✓ capacity development of staff
- ✓ design & implementation of unique interventions to address critical challenges



Commercial driver training —————→ **Micro mobility-based entrepreneurship model**

**Awareness sessions with schools/
higher education institutions**

**Collaboration with National & State
Nodal Agencies for scale up**

An Empowerment Continues.....