

Ministry of Road, Transport & Highways

'Go Electric' is the way forward as Shri Gadkari launches the campaign

February 19, 2021

Relevant to Mahindra Electric, M&M Auto

Background


- The Go Electric Campaign was launched with the objective of helping India in reducing its fossil fuel import dependence in upcoming years.
- This campaign was also launched as a step forward towards a greener and cleaner future. This campaign also aims to create awareness at the PAN-India level.
- It is expected that the campaign will boost the confidence of Electric Vehicle manufacturers.

Fight against Fossil Fuels

- The Electric fuel is an important alternative for fossil fuels. Because it will help in reducing the import bill of India raised with the import of fossil fuels.
- The import bill stands at Rs. 8 lakh crores.
- Further, the electric fuel reduces the emissions and has a low cost as compared to the fossil fuels.

Why the campaign?

- This campaign was launched in order to spread awareness with respect to the benefits of Electric Vehicles Charging Infrastructure.
- The campaign would also raise awareness regarding e-mobility and electric cooking across India.
- Go Electric campaign is the future of India. It will help in promoting the environmental-friendly, cost-effective and indigenous electric products in the country.
- While launching the campaign, the power minister, R.K. Singh, also stated that this energy transition is the need of the hour so as to reduce the dependency on the



imported fossil fuels. The minister also urged the people to adopt the electric appliances.

For Further Reading

1. <https://www.gktoday.in/current-affairs/road-transport-ministries-go-electric-campaign/>
2. <https://pib.gov.in/PressReleasePage.aspx?PRID=1699386>