

GOVERNMENT OF INDIA
MINISTRY OF NEW AND RENEWABLE ENERGY
LOK SABHA
UNSTARRED QUESTION NO. 874
TO BE ANSWERED ON 03.12.2015

SUPPLY OF LED BULBS

874. SHRI Y.S. AVINASH REDDY:

Will the Minister of NEW AND RENEWABLE ENERGY be pleased to state:

- (a) whether the Government has started Mission LED Bulbs and supplying LED Bulbs free of cost with a view to reduce the power consumption in the country, if so, the details thereof indicating hindrances if any, faced in the implementation of the scheme;
- (b) the details of the total energy saved/power consumption reduced as a result thereof so far; and
- (c) the details of measures/steps being taken by the Government to increase awareness among the people in the country for using LED Bulbs?

ANSWER

THE MINISTER OF STATE FOR POWER, COAL & NEW AND RENEWABLE ENERGY
(INDEPENDENT CHARGE) (SHRI PIYUSH GOYAL)

- (a): No Madam.
- (b): Does not arise.
- (c): There are several measures/steps being taken by the government to increase awareness among the people in the country for using LED bulbs as mentioned below:
 - EESL has taken several steps to enhance awareness of the benefits of using LED bulbs by the consumers through mass media including print, radio, television and internet. A website has been launched under the name of ILEDTHEWAY.IN where the general public is informed about the benefits of using LEDs and are encouraged to take pledge of using LED bulbs.
 - BEE has released advertisement on star rating on LED in the National Dailies and other periodicals.

- Some episodes of 15 minutes Radio programme “Bachat Ke Sitare Dost Hamare” on LED were broadcast on All India Radio FM GOLD and Rainbow in twenty languages.
- The message on LED was also displayed on Public Utilities, Hoardings, Panels inside Delhi Metro, Boarding Passes of Air India, electricity bills, Bus Que Shelters etc.
- BEE displayed the importance of LED through various activities by placing a stall during the India International Trade Fair Pragati Maidan, New Delhi from 14th to 27th November, 2015 such as Nukkad Natak were organised at BEE stall to make awareness regarding LED to the visitors and leaflet on LED was also distributed to the visitors during the exhibition.
