

**Govt. of NCT of Delhi**  
**Department of Social Welfare**  
**7<sup>th</sup> Floor, MSO Building, ITO**  
**I.P. Estate, New Delhi-110002**  
**(Administrative Branch)**

F.44.(45)/2023/DSW/Admn/Estt/Misc | 1222-1281

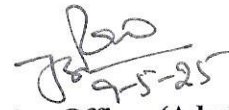
Dated: 9/5/25

**CIRCULAR**

Please find enclosed herewith a copy of letter Ref No: EESL/2025-26/NRC/BD/DL dated 07.04.2025 of Energy Efficiency Services Limited regarding proposal for adoption of Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) for promoting energy efficiency.

All DDs/Supdts./DDO/HOO of Homes/Institutions, DSW, New Delhi are requested herewith to comply with the timings for Government Offices under GNCTD and MCD.

IT Branch, DSW is requested to upload the circular on the departmental website.

  
9-5-25  
**Section Officer (Admin)**


**Encl: As above.**

F.44.(45)/2023/DSW/Admn/Estt/Misc | 1222 - 1281

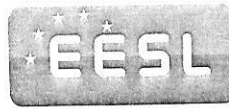
Dated: 9/5/25

To

1. PS to Secretary (SW), DSW, 7<sup>th</sup> Floor, MSO Building, ITO, New Delhi-110002.
2. PS to Director (SW), DSW, 7<sup>th</sup> Floor, MSO Building, ITO, New Delhi-110002
3. All DDs/DSWOs, DSW, GNCTD, Delhi.
4. All Supdts./DDO/HOO of Homes/Institutions, DSW, New Delhi.
5. ☒ Sr. System Analyst, DSW for uploading the circular on the departmental website.
6. Guard file.

  
9-5-25  
**Section Officer (Admin)**

430/CC  
09/05/2025

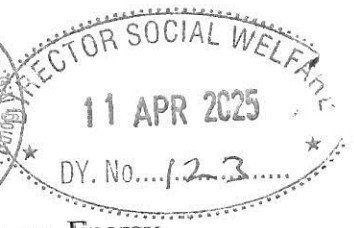


एनर्जी एफिशिएंसी सर्विसेज लिमिटेड  
विद्युत मंत्रालय के सार्वजनिक क्षेत्र के उपक्रमों की संयुक्त उद्यम कंपनी  
ENERGY EFFICIENCY SERVICES LIMITED  
A JV of PSUs under the Ministry of Power

Ref. No.: EESL/2025-26/NRC/BD/DL/1815

Date: 07/04/2025

To,  
Ms Anjali Shehrawat, IAS  
Director, Department of Social Welfare, Govt. of NCT of Delhi,  
7<sup>th</sup> Floor MSO Building, I.T.O, New Delhi - 110002



Subject: Proposal for adoption of Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) for promoting energy efficiency

Dear Ma'am,

As you may be aware, Energy Efficiency Services Limited (EESL) is a leading Joint Venture Company of 4 CPSUs i.e. NTPC, PGCIL, REC and PFC under the aegis of Ministry of Power, Government of India, dedicated to promoting energy efficiency and sustainability across the country. EESL is committed to implement energy-efficient solutions that contribute to environmental preservation while uplifting the lives of citizens.

2. Under India's presidency in G20 and thereafter in the COP28 conference, it has been resolved to double the rate of energy efficiency. Estimates suggest that across the cross section of various sectors, Industry and Domestic Sectors provide the maximum GHG emission reduction per unit of investment. While the Industrial sector often takes up energy efficiency interventions on their own as energy efficiency, in most of the cases, translates into cost efficiency, there is a lot left to be done in the domestic sector.

3. EESL has created its own e-commerce portal <https://eeslmart.in> where good quality and marketing-noise-free Energy Efficient appliances are available. Needless to mention, a lot of appliances available in public domain utilize tolerances available in the BIS standards to market lower range appliances (ACs being an example) or words such as "super saver" to market appliances that are not as energy efficient as they claim to be (Example being LED bulbs, which are often marked "super saver" while they provide only 90 lumens per watt, as opposed to 150 Lumens per watt available at <https://eeslmart.in> at competitive prices).

4. In this respect, to spread awareness among Government and Public sector employees about energy efficiency encouraging broader societal adoption, EESL has launched an exclusive Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) specifically for Central and State Government employees, including Central and State Public Sector Enterprises (PSEs) and related institutions.

5. In this scheme, EESL through its eRetail portal <https://EESLmart.in> will offer a variety of high quality, technically superior, BEE 5 star energy efficient domestic appliances i.e. LED lights, BLDC Fans, AC, Induction Cook Stoves etc to the employees for their personal consumption at specially offered prices 24X365 which are available for general retail consumption only on special occasions. More products and services are being added

Registered Office: EESL, Ground Floor, Core-3, Scope Complex, 7 Lodhi Road, New Delhi-110003

कॉर्पोरेट कार्यालय: ईईएसएल, पहली मंजिल, द आईकॉन टावर, एफसी-24 सी, फिल्म सिटी, सेक्टर 16ए, नोएडा - 201301, उत्तर प्रदेश

संपर्क: 0120-6541600

वेबसाइट: www.eeslindia.org

Corporate Office: EESL, 1st Floor, The IKON Tower, FC-24C, Film City, Sector 16A, Noida - 201301, Uttar Pradesh

Contact: 0120-6541600

Website: www.eeslindia.org

Enabling More for Environmentally Conscious Indians

Scan to Buy



CIN: U40200DL2009PLC196789 | GSTIN: 09AACCE4248H1ZM

249/c

6. The scheme shall mark a significant step towards Environmental, Social and Governance (ESG) initiatives, promoting a low-carbon future. A brief note of the scheme is also enclosed for your kind reference. I would request that the scheme be widely circulated and promoted among the employees of your esteemed organization including the CPSUs/PSUs/attached offices for adoption of energy efficient appliances.
7. Your organisation domain name i.e. "nic.in" has already been whitelisted on EESL Emart Portal . Now any employee having email IDs on these domains can avail the specially offered prices for all EE appliances available on EESLmart.in. To make a purchase at specially offered rates, Employees has to login to EESLmart.in through their whitelisted\* GOV/NIC or organization specific email IDs through OTP verification; select appliances, review specifications & warranty terms and, furnish name, mobile number and shipping address.
8. For any further clarifications, Concerned Departments may approach Sh. Kavish Agarwal (State Head, Delhi, +91- 8882975238, [sh.dl-lg@eesl.co.in](mailto:sh.dl-lg@eesl.co.in)) and Sh. Shashi Kant (Cluster Head – NR, [ch.nrc@eesl.co.in](mailto:ch.nrc@eesl.co.in)).
9. We request wide circulation of the details of GovEasEE Scheme amongst employees of your organisation to avail the benefit of the discounted prices on energy efficient appliances. Thank you for your support and understanding. Your cooperation is greatly appreciated and essential in ensuring the success of this initiative.

With Regards,

Yours Sincerely,



Cluster Head, Northern Region

Enclosure : GovEasEE Concept Note





## Government Employee Appliance Scheme on Energy Efficiency (GovEasEE)

Efficiency Meets Affordability: Enabling More for Environmentally Conscious Government Employees

### A. Background:

- Energy Efficiency Services Limited (EESL) is a joint venture of four Central Public Sector Undertakings (CPSUs) under the Ministry of Power, Government of India. EESL playing a crucial role in advancing India's energy efficiency goals. EESL's efforts align with India's global commitments, made at the UNFCCC and G20 summits, to enhance energy efficiency.
- EESL has implemented large-scale, energy-efficient solutions across residential, commercial, and industrial sectors.
- EESL has launched an exclusive Government Employee Appliance Scheme on Energy Efficiency (GovEasEE) specifically for Central and State Government employees, including Central and State Public Sector Enterprises (PSEs) and related institutions.
- In this scheme, EESL through, it's eRetail portal <https://EESLmart.in> will offer a variety of high quality, technically superior, BEE 5 star energy efficient domestic appliances i.e. LED lights, BLDC Fans, AC, Induction Cook Stoves etc to these employees at specially offered prices.

### B. GovEasEE Scheme Objective:

- To spread awareness about energy efficiency among Government and Public sector employees encouraging broader societal adoption.
- The scheme offers to provide specially priced, high quality, technically superior, BEE 5-star energy efficient appliances.
- GovEASEE is strategically designed to enhance the accessibility of energy efficiency within the government/public sector, an impactful segment that can significantly influence and lead national energy conservation efforts.
- Adoption of EE appliances by the employees will set an example to the rest of the citizens creating a ripple effect that encourages broader societal adoption of energy saving practices.
- To provide seamless warranties, including on-site warranties (for certain specific equipment) enabled through the portal itself.

### C. Steps for Availing Benefits of the Scheme:

- EESL formally informs about GovEasEE scheme to various Govt. Department/PSU offices across the country irrespective of Central Government or State Government ownership.
- EESL shall whitelist all the Government and PSU domain IDs known to it (for example nic.in; gov.in; ntpc.co.in; nbpdcl.co.in etc) so that any employee having email IDs on these domains can avail the specially offered prices for all EE appliances available on EESLmart.in.
- The HR/Admin department of that organization can circulate the scheme benefits among employees encouraging them to adopt energy efficient appliances to avail special offers by visiting EESLmart.in. To ensure that the same reaches all sections of the employees, it would be good to circulate this two to three times to all employees within a period of one month.
- To make a purchase at specially offered rates, Employees has to login to EESLmart.in through their whitelisted\* GOV/NIC or organization specific email IDs through OTP verification; select appliances, review specifications & warranty terms and, furnish name, mobile number and shipping address.
- Employees proceed with payment for the selected appliance, taking advantage of the specially offered pricing at the time of checkout. The appliance shall be delivered as per the timeline mentioned on EESLmart.in.
- Upon a successful transaction, a confirmation is sent to employees over email and mobile and the appliance is delivered through our logistics partners.

Email to Register Your Organization - [goveasee@eesl.co.in](mailto:goveasee@eesl.co.in)

### Note

- It may happen that some organisations may inadvertently get left out while whitelisting all Government owned organisations/ PSUs. In such case, all such Organisations are requested to inform EESL on the email ID [goveasee@eesl.co.in](mailto:goveasee@eesl.co.in)
- EESL notifies back to the respective organization about the successful activation of scheme for their employees by whitelisting their domain and employees can utilize the benefits of the scheme.
- \*Private email IDs will not have specially offered rates, as this facility shall be available only on logging in through the gov.in, nic.in, or organization specific whitelisted domain IDs.