

# Clean Lighting in Action: India (UJALA)

The Unnat Jyoti by Affordable LEDs for All (UJALA) program, coordinated by the Ministry of Power's Energy Efficiency Services Limited (EESL) offers a success story of leveraging bulk procurement to drive positive change in the market. With significant government policy support and public trust, EESL aggregated LED demand by purchasing LED bulbs in bulk, making the technology more affordable and accessible for consumers across India.

Since its start in 2015, UJALA has become the world's largest domestic zero-subsidy consumer LED program. UJALA works on Pay – As – You – Save (PAYS) business model, in which users need to pay the initial cost of the LED along with electricity bill as Equated Monthly Installment (EMI) over a 5–10-year period. The initiative drove down annual home electricity costs by 15% and bolstered LED ownership.



India has seen tremendous growth in LED light transformation which EESL has played a major role in...the kind of growth of LED in India is second to none in the world. **Abishek Gupta, Energy Efficiency Services Limited**



## TIMELINE

**Phase 2 - 2015**  
National LED program launches

**Phase 1 - 2014**  
Pilot

**Phase 3 - 2017**  
LED price drops 60%,  
driven by local industry

The success of UJALA expands far past the program and offers a roadmap for other critical projects aiming to drive efficiency and climate friendly solutions – such as India's streetlight replacement initiative, Street Lighting National Programme.

## IMPACTS & BENEFITS

By June 2023, UJALA:



Distributed approximately 368 million LED lamps



Avoided 9,586 MW of peak electricity demand



Saved consumers INR 192 billion in electricity costs



Grew the value local LED manufacturing from 1 lakh to 40 million per month