

BESCOM Efficient Lighting Program (BELP)

Factsheet

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The Bangalore Electricity Supply Company (BESCOM), with support from the USAID's Energy Conservation and Commercialization (ECO) project has launched an innovative lighting initiative -- the BESCOM Efficient Lighting Program (BELP). This demand-side management initiative is part of BESCOM's overall strategy to reduce system losses and provide opportunities to reduce the need for increased generation capacity. USAID's partner in the project was the International Institute of Energy Conservation (IIEC).

BELP gives consumers an opportunity to replace energy intensive conventional lamps with energy efficient Compact Fluorescent Lamps (CFLs) in high usage areas such as corridors, kitchens and porticos. Each light replaced with a CFL results in a savings of Rs. 15/month. BELP supports energy conservation in the residential sector with an emphasis on protecting consumer interests – through product pricing and warranty servicing. The program is a first of its kind for utilities and offers 1.3 million domestic consumers from BESCOM Urban Circles the opportunity to use BESCOM branded Compact Fluorescent Lamps and 36 Watts Fluorescent Tube Lights from reputed suppliers that have been competitively selected.

BESCOMS domestic consumers have two options for purchase:

- Direct sales at discounted prices;
- Under installments (9 equal installments recovered through BESCOM monthly bills).

In both the cases, the consumers get a 12-month warranty backed up by BESCOM.

BESCOM ran an innovative promotional campaign for BELP:

- Launch in December 2004;
- Unique hologram to identify BELP-supported products;
- Leaflets circulated to the consumers in Bangalore Urban service territory;
- Display of posters, stickers and leaflets at BESCOM billing and collection sections;
- Road-shows with suppliers at the sub-division offices;
- Communication to Residents' Welfare Associations (RWA).

BELP has benefited suppliers, distributors, retailers, consumers and BESCOM. Consumers have reduced energy bills, BESCOM has reduced the need for increased generation capacity and manufactures and suppliers of energy efficient lighting have been able to access new markets. Consequently, BESCOM has extended the life of the program.