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Energy Efficiency Project

The Energy Efficiency Project seeks to reduce peak demand for electricity from highly subsidized agricultural customers through the replacement of inefficient tubewell pump sets used for farm irrigation. The project cooperates with participating farmers to pay for 50 percent of the cost of replacing old pumps with new energy-efficient models. To help them meet their share of the cost, the project links farmers to banks and other financial institutions. By increasing the efficiency of electricity usage in the world's largest irrigation-based agricultural system, the projects reduces electricity bills and thereby boosts the incomes of participating farmers.

OBJECTIVES

The main objective of the Energy Efficiency Project is to reduce peak electricity demand from agricultural customers through the co-financing of new tubewell pump sets.

MAIN ACTIVITIES

- Replace inefficient tubewell pumps on farms
- Help pump suppliers meet ISO international quality standards
- Facilitate farmers' access to funding from public and private banks

RESULTS TO DATE

- 1,000 new tubewell pump-sets installed
- Eight pump suppliers certified to ISO Standard 9906
- In cooperation with power distribution companies, project publicized to 230,000 farmers through meter readers and linemen and on the reverse side of electricity bills
- Internet-based database of farmers interested in participating in the program developed
- Television advertisement publicizing the project broadcast



More efficient tubewells installed under the Energy Efficiency Project help farmers save energy and cut costs