

## Syed Sharifuddin

In the Guntur district of Andhra Pradesh is a village called Peddaparini. A local resident, Syed Sharifuddin runs a small soda manufacturing unit from his home. The man and his wife work hard each day to produce and sell bottles of sparkling water (lemon soda) to earn their living. He and his wife prepare the soda all night and sell it during the day. Like everyone else, Syed also used incandescent bulbs to manufacture the lemon soda at night. The incandescent bulbs would stop working every two to three months and were also consuming a lot of power. Due to this, Syed's monthly electricity bill was also growing because he used the bulbs all night.

Like every good father, Syed works hard so that he can send his daughters to school and provide them a good future. But frequent change of bulbs, inadequate lighting and high electricity bills were being an impediment to his efforts.

## The solution

The Government of India introduced the UJALA scheme in the state of Andhra Pradesh in a very unique model. Energy Efficiency Services Limited (EESL) tied up with the State Electricity Distribution Company and entered into an ESCO model, under which LED bulbs were distributed to consumers at under \$1. These 7W high quality LED bulbs had a guaranteed lifetime of 25,000 hours and a free replacement warranty of three years. EESL was able to project energy savings of the distribution company and helped arrive at a model which was affordable for the people of the state.

## The impact

Syed bought LED bulbs under the UJALA scheme and he could see the difference. In just a span of two months, his electricity bills reduced drastically, allowing him to work for longer hours in the night. With this small change, Syed has been able to boost his production by 1.5 times. He has been able to save about Rs. 1500 in a span of just three months. As a result he is able to meet his business demands and generate more income. This extra income helps him to fund his children's education apart from meeting household expenses. For Syed, LEDs under the UJALA scheme have come as a boon.

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