

1. Objective

Awareness creation on e-Mobility ecosystem & benefits of electric cooking through Information, Communication and Education (ICE) activities across States.

2. Background/ Introduction

To spread awareness on the benefits of e-Mobility, EV Charging Infrastructure and clean & safe electric cooking in India, **Shri. Nitin Gadkari**, the Union Minister for Road Transport & Highways, Micro, Small & Medium Enterprises in the august presence of **Shri. R. K. Singh**, the Union Minister of State (IC) for Power and New & Renewable Energy, Minister of State for Skill Development and Entrepreneurship launched the “**GO ELECTRIC**” Campaign on 19th Feb 2021 at Vigyan Bhawan, New Delhi.

The campaign witnessed unveiling of “**GO ELECTRIC**” logo and **Frequently Asked Questions (FAQs) booklet** (enclosed as **Annexure A**) aiming to clarify the myths surrounding the EV ecosystem. The event also screened Audio Visual Creatives specifically designed for enhancing consumer awareness on benefits of EV adoption and EV Charging infrastructure. An exhibition was organised by the industry players on the sidelines of the event displaying different EVs including e-buses, e-cars, e-3W, and e-2W apart from available charging options such as fast and slow chargers by service providers and by OEMs manufacturing clean cooking solutions. The event was attended by delegates from Central & State Governments, PSUs, Original Equipment Manufacturers (OEMs) and other industry players from EV & electric cooking.

Bureau of Energy Efficiency (BEE) being designated as the **Central Nodal Agency (CNA)** to facilitate the deployment of charging infrastructure across the country. It plans to undertake a series of activities under “**GO ELECTRIC**” campaign to create mass awareness on the benefits of EVs and electric by working closely with State Designated Agencies (SDA) and State Nodal Agencies (SNA) at state level in collaboration with the Industry stakeholders, think –tanks and relevant line ministries & departments.

3. Roles and Responsibilities

The proposed roles and responsibilities of various agencies in this campaign are as following:

a) Bureau of Energy Efficiency as the Central Nodal Agency (CNA)

1. Provide financial support to the SDAs for undertaking consumer awareness campaigns in states.
2. Identify expert resources (from Industry, Government and Academia) for developing and maturing program at central level for further dissemination to states.
3. Develop documents & content for consumer awareness on e-mobility and electric cooking.
4. Coordinate with all stakeholders at Central and state level.

b) State Designated Agencies (SDAs)

1. Manage funds received from CNA/State Governments for undertaking consumer awareness under “Go Electric” campaigns at the state level.
2. Organize and manage workshops/Roadshows/events on “GO ELECTRIC” campaign to promote electric mobility and electric cooking in collaboration with SNA and CNA.
3. Interface with stakeholders for undertaking electric mobility and cooking related awareness campaigns in association with the SNAs and in consultation with CNA.
4. Reaching out to stakeholders for workshops/events/roadshows.
5. Developing/ translation of Publication, articles, and creative for outreach to the local masses in the state.

c) State Nodal Agencies (SNAs)

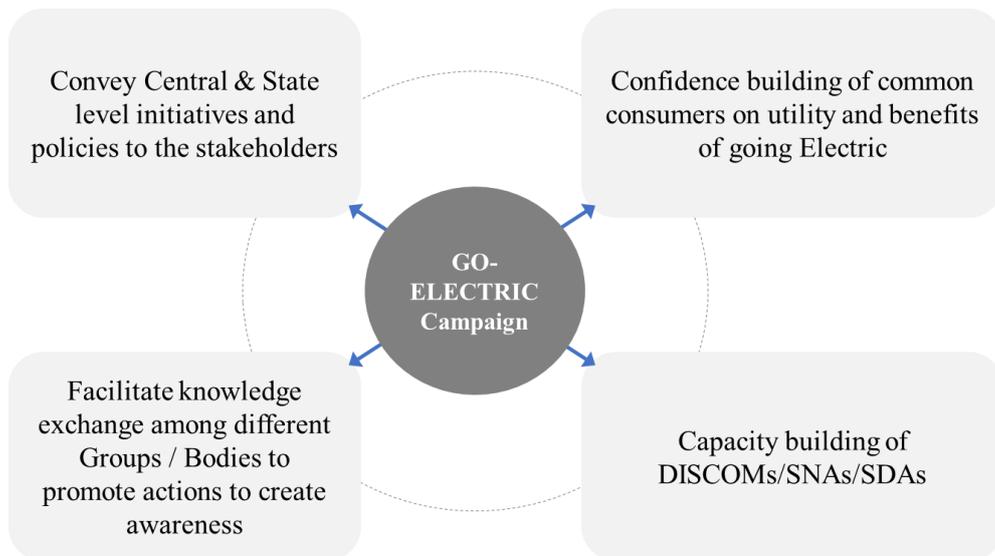
1. Support the state-level campaigns for creating consumer awareness on the transition to electric vehicle fleets and electric cooking in consultation with SDA.
2. Manage and interact with all state agencies including DISCOMs & SERCs for effective administration & implementation of the “Go Electric” campaign in state in coordination with the SDAs.
3. Identify locations to ensure large scale proliferation of the GO Electric campaign by facilitating display of “Go Electric” logo on all public charging stations set up with subsidy under FAME-II scheme and at other public places with higher footfalls like shopping malls, markets etc. in association with SDAs .

4. Approach for “GO ELECTRIC” Campaign

1. For short listing states for focused awareness campaign following criteria is proposed to be adopted:
2. States having notified/draft EV Policy.
3. States with designated State Nodal Agency (SNA) under the “Charging Infrastructure for Electric Vehicles-Guidelines and Standards” issued by Ministry of Power.
4. States allocated funds by BEE for implementing awareness creation on “Go Electric” campaign.
5. States and cities allocated EV public charging stations by Department of Heavy Industries (DHI) under Faster Adoption and Manufacturing of Hybrid and Electric Vehicles in India (FAME-India) Scheme, Phase-II.

The list of 24 States and their respective cities shortlisted based on the above conditions for the “Go Electric” campaign is enclosed as **Annexure B**.

The overall approach to enable wider dissemination & outreach through the campaign shall be as follows:



BEE proposes to undertake awareness initiatives through SDAs& SNAs at state & central level to disseminate knowledge on benefits of adopting EVs and electric cooking as follows:

Activity 1: State/ Regional Workshop (Physical/Virtual)

Objective:

The purpose of workshops is to create awareness among stakeholders through panel discussion on Electric Mobility and clean cooking in order educate the consumers about various central & state level initiatives in the area , technologies to encourage adoption of EVs and electric cooking appliances. These workshops shall entail discussions between State Government agencies & stakeholders including, consumer organisations, OEMs, think tanks etc. These workshops are expected to generate ideas to promote electric cooking & e-mobility adoption in states. These workshops shall be important platform for OEMs to interact with state agencies and other stakeholders.

Target Stakeholder:

- State Nodal Agencies (SNAs)
- State Designated Agency (SDAs)
- Central Ministries/Departments
- DISCOMs
- City Municipalities/ Urban Local Bodies (ULBs)
- State/ City Transport Utilities
- Fuel retail outlet owners
- Think tanks/NGOs
- PSUs, Corporates/Fleet Aggregators
- Multilaterals and Bilateral partners
- EV/ Non EV Dealers
- OEMs

Activity 2: Roadshows

Objective:

The aim of the roadshow is to promote awareness and encourage mass adoption of electric vehicles (in comparison to ICE vehicles) and electric cooking appliances by conveying economic benefits to the consumers. The basic objective of roadshows is to spread the message of “Go Electric” by influencing & nudging the youth to switch to electric mobility and to convince the residents in RWAs to adopt EVs and Electric cooking appliances. Here the idea shall be to visually/physically showcase EV and cooking technologies to the consumers. This mode is expected to creating awareness through word of mouth and influence consumer.

Target Stakeholder:

- Universities/ Institutions
- EV Users
- Resident Welfare Associations (RWAs)
- OEMs
- EV/Electric Induction Dealers in states

Activity 3: Technical Talks

Objective:

The purpose of organising technical talks is to conduct knowledge sharing on EV& EVSEs, storage technologies, standards, new developments in the EV industry, electric cooking appliances. Technical talks shall be conducted by state through SDA&SNA for this purpose a pool of experts shall be created by CNA in consultation SDA&SNA, if required. States shall have flexibility to draw experts available in the states. Experts from OEMs, academia, testing agencies and State/Central Government shall be invited for technical sessions on e-Mobility and clean electric cooking. Technical talks are expected to generate technical awareness among stakeholders including consumers on technical advancements in the EV and Electric cooking sectors.

Target Stakeholder:

- Manufacturers/ OEMs
- Research Bodies/ Think Tanks
- Testing and Certification Agencies
- Network Service Providers (NSP)
- SDA and SNA
- Multilateral agencies/NGOs
- Field level Stakeholders

Activity 4: Capacity Building Seminars

Objective:

The capacity building seminars shall be targeting DISCOMs and ULB personnel and the sessions shall focus on topics like impact on grid due to EV charging & use of electric cooking, network augmentation requirements to cater to additional EVs and cooking loads. The capacity building for DISCOMs & ULBs are crucial from the point of view of planning upstream infrastructure and deployment of PCS and induction cooking and the importance of assessment for large-scale adoption of EVs and clean cooking.

Target Stakeholder:

- DISCOMs
- Urban Local Bodies (ULBs)
- Fuel Stations Owners
- Builders
- SERCs

Note: The detailed action plan is enclosed as **Annexure-A**. The action plan has been proposed such that all the activities can be organised parallelly across States. The states shortlisted for the awareness programs would be prioritized based on following criteria:

- 1) States with cities, Highways/Expressways sanction Public Charging Stations (PCS) under FAME-II Scheme of DHI.
- 2) Notified EV Policy. Currently 10 States have notified EV policy
- 3) Draft EV Policy. Currently 07 States have EV policy in draft stage
- 4) States designate State Nodal Agency (SNA) under the “Charging Infrastructure for Electric Vehicles-Guidelines and Standards” issued by Ministry of Power.
- 5) Fund disbursed to states under by BEE for awareness creation on “Go Electric” campaign.
- 6) States where EV policy has not been introduced yet
- 7) States effected by COVID-19 pandemic.

5. Expected benefits from GO ELECTRIC Campaign

Through the above initiatives following benefits are envisaged:

1. Insight into challenges/barriers faced by stakeholders in adopting electric mobility and cooking and finding solutions for expeditious resolution to enable its faster adoption.
2. Facilitate collaboration among the public and private stakeholders for deployment and development of EV charging infrastructure ecosystem and reliable electricity distribution network.
3. Demand creation for EVs and electric cooking products and marketplace.
4. Dissemination of various initiatives of different Ministries and departments (MoP, MoRTH, MOHUA, DHI, CEA, BIS, BEE and DST etc.) to promote clean cooking and e-mobility.
5. Enhanced consumers aware on benefits of adopting EVs & electric cooking appliances.

6. Capacity building of state agency personal & enhanced coordination between Central & State agencies, which is crucial for success of the awareness campaign and enhancing outreach through the campaign.
7. Enhanced interaction between State agencies & OEMs operating in e-Mobility and electric cooking segment.