



One-day Conference
on
'Investment Bazar for Energy Efficiency'

15th March 2023 || Ghaziabad, Uttar Pradesh



Uttar Pradesh New & Renewable Energy Development Agency
(Department of Additional Sources of Energy, Govt. of Uttar Pradesh)
Uttar Pradesh State Designated Agency (UPSDA)
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ACKNOWLEDGEMENT

GreenTree Building Energy Pvt. Ltd Global likes to express its gratitude towards the Uttar Pradesh New and Renewable Energy Development Agency (UPNEDA) for giving the opportunity for organizing the Investment Bazar. We would like to express our sincere thanks to **Shri. Anupam Shukla** (I.A.S.), Director UPNEDA and **Smt. Neelam** (P.C.S.), Secretary, UPNEDA for their support and encouragement for organizing the Investment Bazar in Uttar Pradesh.

We would like to thank **Dr. Ashok Kumar**, Deputy Director General (DDG), Bureau of Energy Efficiency (BEE) for motivating our team and for his constant steering support in the said assignment. We also thank **Smt. Vineeta Kanwal**, Director, Bureau of Energy Efficiency (BEE) for their active support and guidance in organizing this program.

GreenTree Building Energy Pvt. Ltd is also thankful to the UPSDA, comprising of **Shri. Ashok Kumar Srivastava**, In-charge, UPSDA for his dynamic and continuous guidance and support. We would also like to express our sincere thanks to **Shri. Ashish Ranjan Srivastava**, Senior Energy Consultant, **Shri. Girish Kumar**, Senior Energy Consultant, and **Shri. Mayakant Shukla**, Senior Energy Consultant for their valuable input, cooperation, and support in organizing the event. Their prompt response to all our queries and the support rendered to us from time to time has helped us immensely in laying a solid foundation for the program and also in the documentation process.

Adding to this, GreenTree Building Energy Pvt. Ltd would like to appreciate the support and efforts of the SMEs who participated in the event, Representative of the Establishments who showcase the Energy Efficient Projects in this program, Representative of the Industry who have shown willingness towards financing, Experts from Various segments, Energy Saving Companies (ESCOs), Original Equipment Manufacturers (OEMs), and the Financial Institutions for making this conference beneficial to every attendant.

Last, but not least, I would like to acknowledge the efforts of my colleagues at GreenTree Building Energy Pvt. Ltd, their constant hard work has contributed to identifying the Bankable Energy Efficiency Projects which is a key parameter to organizing the Investment Bazar and the development of this report.

Yours Sincerely,

Dhruv Jain

Director, GreenTree Building Energy Pvt. Ltd Global



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PROGRAM SCHEDULE

One-Day Conference
On
“Investment Bazar for Energy Efficiency”
15th March 2023 || Venue: Hotel Krishna Sagar, Ghaziabad

Time	Topic	Speaker
10:30 AM - 10:45 AM	Registration and kit distribution	
10:45 AM – 11:00 AM	Welcoming the guests	
11:00 AM - 11:05 AM	Lighting the lamp	
11:05 AM – 11:10 AM	Welcome address	Shri. Anurag Bajpai, Director, GreenTree Global
11:10 AM – 11:20 AM	Context setting of the conference	Shri. Ashish Ranjan, Sr. Energy Consultant, and Technical officer PAT UPSDA
11:20 AM – 11:25 AM	Special address	Shri. Santosh Verma, Project officer Ghaziabad
11:25 AM – 11:30 AM	Special address	Shri. Himanshu Shekhar Tiwari, Lead Bank Manager, Canara Bank
11:30 AM – 11:35 AM	Special address	Shri. Abhishek Kumar, DGM, SIDBI
11:35 AM – 11:45 AM	Keynote address	Smt. Vinita Kanwal, Director, BEE
11:45 AM – 11:55 AM	Chief Guest address	Shri. Amit Singh, Assistant Commissioner Industries
11:55 AM – 12:00 PM	Vote of Thanks	Shri. Dhruv Jain, GreenTree Global
12:00 PM – 12:10 PM	Tea Break	
12:10 PM - 12:20 PM	Introduction to Energy Efficiency and Market Opportunity	Shri. Dhruv Jain, Technical Expert, GreenTree Global
12:20 PM – 12:40 PM	BEE’s Energy Efficiency Financing Schemes, EE Financing Schemes in MSME	Shri. Anurag Bajpai, Financial Expert, GreenTree Global
12:40 PM – 12:50 PM	BEE’s Energy Efficiency Financing Schemes, EE Financing Schemes in MSME	Shri. Abhishek Kumar, DGM, SIDBI
12:50 PM – 01:00 PM	New technologies for Energy Efficiency	Shri. Pradeep Joshi, Senior Technical Expert, EESL
01:00 PM – 01:10 PM	Energy Conservation Bankable Project-1	HRIT
01:10 PM – 01:15 PM	Energy Conservation Bankable Project-2	Somaya Solar Solutions
01:15 PM – 01:20 PM	Energy Conservation Bankable Project-3	Shri Gauri Hospital
01:20 PM – 01:25 PM	Energy Conservation Bankable Project-4	Venkateshwara institute
01:25 PM – 01:30 PM	Energy Conservation Bankable Project-5	Somaya Solar Solutions



Technical Session:		
01:30 PM – 01:45 PM	Case study 1	Ginni filaments
01:45 PM – 01:55 PM	Case study 2	Yamaha India
01:55 PM – 02:05 PM	Closing Remarks	Shri. Raj Verma, GreenTree Global
02: 05 PM - 02:15 PM	<i>Visit to Stalls</i>	
02:15 PM – 03:00 PM	<i>Networking Lunch</i>	



1. INTRODUCTION

One-day Conference on "**Investment Bazar for Energy Efficiency**" has been organized by the Uttar Pradesh New and Renewable Energy Development Agency (Department of Additional Source of Energy, Govt. of Uttar Pradesh) in association with the Bureau of Energy Efficiency (Ministry of Power, Govt. of India) on 15th March 2023 at Hotel Krishna Sagar, Ghaziabad, Uttar Pradesh.

The objective of the event was to create awareness among industry stakeholders on different financing schemes, EE products/services, and ESCO modes of implementation of EE projects. Also, provide a common platform for OEMs, ESCOs, Financial Institutions, and Industries to interact and discuss the investment as well as financial potential.

2. OBJECTIVE OF INVESTMENT BAZAR

Financing in the field of Energy Efficiency projects has been found as a major tool to accelerate EE projects undertaken by industries. For this, the Bureau of Energy Efficiency has created an Energy Efficiency Financing Platform (EEFP) under the National Mission for Enhanced Energy Efficiency (NMEEE) for promoting the financing of Energy Efficiency Projects. By recognizing and acknowledging this fact, this one-day conference was organized to address the following:

- To enhance investments in the projects of energy efficiency
- To overcome barriers and myths related to the funding of EE projects
- To bridge the communication and knowledge gap between project implementers and funding agencies.
- To highlight the practical problems and to address them with collective deliberations of all stakeholders
- To stimulate the market dynamics in the field of Energy Efficiency and make it more market-oriented.

To meet the objective of the Energy Efficiency Financing Platform (EEFP), a conference on Investment Bazar for Energy Efficiency has been organized at Ghaziabad, wherein most of the existing Designated Consumers (DCs) under the PAT scheme as well as other industries and MSMEs along with trainers of the Conference

for FIs on EE Financing was invited. The duration of the conference & expo was one day. The bankers / NBFCs have been invited to put their stalls at the venue for showcasing their financing products available for EE projects.

3. INAUGURAL SESSION

The program was inaugurated by the Chief Guest Shri. Amit Singh, Assistant Commissioner Industries. The event was addressed by Smt. Vineeta Kanwal, Director, BEE. Other prominent dignitaries included Shri. Santosh Verma, Project officer Ghaziabad, Shri. Abhishek Kumar, DGM, SIDBI, Shri. Himanshu Shekhar Tiwari, Lead Bank Manager, Canara Bank and Shri. Ashish Ranjan Srivastava, Sr. Energy Consultant, and Technical Officer, PAT, UPSDA were also a part of the inaugural session. The program started with the traditional process of Lighting the Lamp by the Chief Guest and other dignitaries on the dais.

In addition to this, more than 55 participants from various DCs, Industries, MSMEs, OEMs, Financial Institutions, and various Industry associations were present during the inauguration.



Lamp lighting ceremony by Shri. Amit Singh, Assistant Commissioner Industries

4. SPEAKER HIGHLIGHTS

Shri. Ashish Ranjan Srivastava, Sr. Energy Consultant, and Technical Officer PAT UPSDA



Shri. Ashish Ranjan Srivastava emphasized the necessity to look for alternate sources of conventional energy. He said that UPNEDA (UPSDA) is working under the supervision of BEE since 2015 and is actively progressing towards achieving the goal of energy efficiency. He also said that there is a need to shift to new technologies

for optimum use of resources and to adopt new technologies, investment through banks is needed. For solving this issue, BEE has launched this program for the convenience of buyers who want to own new EE technologies. He appealed to banks and other FIs to help the consumers and provide loans for upgrading the technologies. He informed that to solve the financing problem, a committee was formed with many nationalized and private banks to develop a trust factor among the customers who are willing to take loans for Energy Efficient technology.

Shri. Abhishek Kumar, DGM, SIDBI



Finance has played a major role to implement the projects whether it is related to Energy or any other segment. Lots of Industries face financial crunch to meet the requirement of projects. Considering this, **Shri. Abhishek Kumar**, DGM, SIDBI shared about SIDBI and its role in financing EE projects. He shared that SIDBI is focusing on energy-efficient projects like solar rooftops,

installation of EE technologies, and Green Financing loans. He shared various schemes of SIDBI and discussed the same in detail. He encouraged to adopt EE

technologies. He focused his discussion on green financing and shared the benefits of SIDBI's green financing schemes.

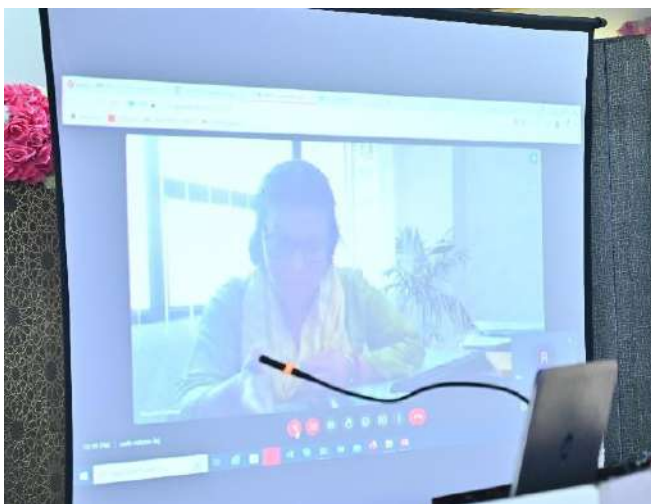
Shri. Himanshu Shekhar Tiwari, Lead Bank Manager, Canara Bank



Shri. Himanshu Shekhar Tiwari, Lead Bank Manager, Canara Bank praised the initiative of BEE & UPNEDA to bring the financial institution, Government officials, and Industries association at a single platform to resolve the financial issues faced by seekers. He also assured that all the bank and government officials are standing in support to every

industry who are willing to take loan for the implementation of energy-efficient project.

Smt. Vineeta Kanwal, Director, BEE



A keynote address was delivered by **Smt. Vineeta Kanwal**, Director, Bureau of Energy Efficiency. She talked about BEE's energy-efficient programs and other related projects. She thanked UPNEDA for this remarkable initiative. She also welcomed all the dignitaries present in the event. She shared that this event is the 20th Investment Bazar program conducted all over India and

she proudly informed that approximately 2000 crores of investment potential has been demonstrated in previous events. She shared that UP has an investment potential of INR 276 Cr, which seems very motivating. She shared that the bankable projects, showcased during the Investment Bazar event, are very informative for the participants. She also shared that BEE is working with NPTI for capacity building of financial institutions. This program assists financial institutions in comprehending the various Energy Efficient programs being conducted by BEE in collaboration with

SDAs and other institutions.

Shri. Amit Singh, Assistant Commissioner Industries



At the conference, **Shri. Amit Singh**, Assistant Commissioner Industries has emphasized the Global Investment Summit and shared that around 33 lakhs and 50 thousand investment proposals were received by them out of which around 22% of proposals were from Ghaziabad only. He mentioned the state's vision to support this program and spoke about the importance of related

government policies and their implementation in the coming years. He said that if everyone gives utmost importance to energy efficiency then cost-cutting and resource saving is inevitable.



5. SESSION SUMMARY



Session 1 started with a brief introduction to Energy Efficiency and Market Opportunities by **Shri Dhruv Jain**, Technical Expert, GreenTree Building Energy Pvt. Ltd Global. He mentioned that Energy efficiency is increasingly viewed as the cheapest, cleanest, and quickest energy resource. Energy efficiency projects deliver strong financial returns, and opportunities to save energy. He

discussed about various policy initiatives of Government of India like National Mission for Enhanced Energy Efficiency (NMEEE) under NAPCC. It has resulted in fostering innovative and sustainable business models for the energy efficiency sector, Energy Conservation Building Codes (ECBC) by the Ministry of Power etc.



Shri Anurag Bajpai, Finance Expert, GreenTree Building Energy Pvt. Ltd Global highlighted various schemes of BEE and the potential of investment in energy efficiency in industries & MSMEs. He talked about the main objectives of BEE and its role as the nodal agency for driving Energy Conservation in line with the Energy Conservation Act. The Investment Bazar conference focused on Demand side management, Star-rated appliances, PAT schemes, and ECBC Code.

He informed that Hon. Prime Minister at Glasgow during COP 26 mentioned India's commitment to having 500 GW of non-fossil electricity generation capacity by 2030, 50% of total energy use will be from renewable sources, and attain net zero by 2070. He shared that EE financing programs basically have 2 parameters; the framework of EE policies and the creation of financing platforms. The session also



dealt with information regarding numerous energy-efficient technologies available for financing by BEE and their specifications.

During Session 2, **Shri Abhishek Kumar**, DGM SIDBI, presented the various financing schemes beneficial for industries & MSMEs for the implementation of technologies pertaining to energy efficiency. He explained the ESCO and its mechanism in detail. He said that to implement ESCO projects successfully, it's very important to understand the mechanism of ESCO. He discussed about SEC (Specific Energy Consumptions) and other similar related terms. He also explained different Financing Business Models, the role of ESCOs in implementing energy efficient projects and financing such projects by banks, Project Appraisal, Energy performance contracting, etc. He explained the objectives of Investment Bazar and how access to financing is limiting the implementation of activities. He also spoke about how the lack of knowledge about energy-efficient projects among bankers is restricting financing opportunities in various sectors. He also talked about the definition of bankable projects and the need for risk assessment for projects to qualify as bankable.

During Session 3, Case Studies on the Implementation of energy efficiency in industries & MSMEs, Policies & various financing schemes for investment in energy efficiency were showcased & presented by speakers from DCs, MSMEs, and Industry Organizations & OEMs, etc.

Case Study 1 of Ginni Filaments was presented. Following various EE technologies were showcased under this:

1. Arresting Leakages of Compressed Air throughout Spinning Machines from Blow Room to Packing
2. Solar water heater
3. VFD on KTTM suction fan
4. 90KW VFD on WCS Stream Fan

Adoption of the mentioned technologies leads to a monetary saving of Rs.62,79,288/- and a power saving of 10,04,686 kWh by energy conservation.



6. SUMMARY OF PROJECTS SUBMITTED FOR FINANCING

Sr. No	Name of Industry	Loan requirements (in Lakhs Rs)	Project Details
1	Somaya Solar Solutions Ltd.	5.90	<ul style="list-style-type: none">• Installation of Static VAR Generator (SVG)
2	Venkateshwara Group of Institutions	10.00	<ul style="list-style-type: none">• Replace old fans with new BLDC fans• Replace old tube lights of 36 Watts with LED of 18 Watts• Installation of 12 KVAR APFC panel• Replace old ACs with new star-rated ACs
3	HRIT Group of Institutions	23.50	<ul style="list-style-type: none">• Replace old fans with new BLDC fans• Replace old tube lights of 36 Watts with LED of 18 Watts• Installation of 12 KVAR APFC panel• Replace old ACs with new star-rated ACs
4	Somaya Solar Solutions Ltd.	60.00	<ul style="list-style-type: none">• Installation of Static VAR Generator (SVG)
5	Shri Gauri Multi Specialty Hospital	8.33	<ul style="list-style-type: none">• Replace 35 nos. old fans with BLDC fans• Replacement of Existing 1.5 T Split AC 13 nos. with latest 5-star AC• Installing Solar PV system with a capacity of 5 KW
	TOTAL	107.73	

7. STALLS SHOWCASED BY FINANCIAL INSTITUTIONS / OEMs IN THE EXHIBITION

1. Refine Structure and Heat Control Unit
2. Small Industries Development Bank of India (SIDBI)
3. Innovative Surface Coating Technology
4. State Bank of India
5. Canara Bank





8. WORKSHOP OUTCOME

1. Total 5 projects identified and many of the MSME / DCs have submitted the willingness forms.
2. Creation of Awareness among Stakeholders on different financing schemes, EE products/services, ESCO mode of implementation of EE projects etc.
3. Demonstration of successfully implemented EE projects to create inspiration for other stakeholders for implementation.
4. Conference provided a common platform for OEMs, ESCOs, Financial Institutions, and Industries for the implementation of EE projects and sorting of finance requirements.
5. The conference & expo will also create awareness among other stakeholders to come up with different EE project implementations using the EE financing platform.



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INVESTMENT BAZAR CONFERENCE ON ENERGY EFFICIENCY

Date: 15th March 2023

Location: GHAZIABAD

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52	SURESH SINGH		UPNEDA	-	7599230777
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58	RAJ VERMA			-	9412220767 4
59	BHARAT YADAV			-	9506447978

10. ANNEXURE

10.1 Event Photographs









10.2 Press Release

ऊर्जा दक्षता के लिए निवेश पर एक दिवसीय सम्मेलन और प्रदर्शनी



हिन्दू संवाददाता

गाजियाबाद। कार्यक्रम का शुभारंभ मुख्य अतिथि और मंच पर मौजूद अन्य व्यक्तियों द्वारा दीप प्रज्वलित करने की पारंपरिक प्रक्रिया से हुआ। मुख्य अतिथि सहायक आयुक्त उद्योग अमित सिंह ने एमएसएमई उद्यमियों को तकनीकी उन्नयन एवं उद्योग से जुड़ी कई अन्य प्रकार की वित्तीय सहायता प्रदान करने के लिए आश्वस्त किया।

डीजीएम, सिडबी अभिषेक कुमार ने ऊर्जा संरक्षण के लिए वित्तीय सहायता हेतु केंद्र सरकार की योजनाओं के बारे में बताया। अन्य प्रमुख अतिथियों में बीईईई निदेशक सुश्री विनीता कंवल, लीड बैंक मैनेजर हिमांशु शेखर तिवारी, केनरा बैंक, संतोष वर्मा परियोजना अधिकारी और आशीष रंजन वरिष्ठ ऊर्जा सलाहकार एवं तकनीकी अधिकारी पैट यूपीएसडीए भी उद्घाटन सत्र का हिस्सा रहे। वरिष्ठ ऊर्जा



सलाहकार एवं तकनीकी अधिकारी पैट यूपीएसडीए आशीष रंजन ने कहा कि यह पूरे भारत में 20वां निवेश बाजार कार्यक्रम है। उन्होंने गर्व के साथ बताया कि इस कार्यक्रम के तहत अब तक 2000 करोड़ का निवेश किया जा चुका है।

इस कार्यक्रम में डीसी, एमएसएमई, बैंकों/वित्तीय संस्थानों, ईएससीओ और संघों के लगभग 55 से अधिक प्रतिभागियों ने भाग लिया। इस निवेश

बाजार सम्मेलन के दौरान बैंक योग्य परियोजनाएं और केस स्टडीज प्रस्तुत की गईं जिनमें बैंकों ने बैंक योग्य परियोजनाओं को वित्तपोषित करने में अपनी रुचि दिखाई।

केनरा बैंक, सिडबी, रिफाइन स्ट्रक्चर एंड हीट कंट्रोल यूनिट, इनोवेटिव सर्फेस कोटिंग टेक्नोलॉजी और स्टेट बैंक ऑफ इंडिया सहित कंपनियों ने इस कार्यक्रम में अपने स्टॉल भी लगाए।