Go Electric Campaign

State outreach program to increase consumer awareness on electric mobility ecosystem

To facilitate the deployment of charging infrastructure across the country, Bureau of Energy Efficiency (BEE) has been designated as the **Central Nodal Agency (CNA)** for the implementation of guidelines notified under the **'Charging Infrastructure for Electric Vehicles-Guidelines and Standards'** on 14th December, 2018[1], with a revision on 1st October 2019[2].

Roles and Responsibilities of the Agencies involves:

1. **Bureau of Energy Efficiency** as the Central Nodal Agency (CNA)
    a. Provide financial support to the SDAs for undertaking consumer awareness campaigns.
    b. Provide expert manpower for designing documentation for central level initiatives.
    c. Develop central level initiatives documents/content for developing consumer awareness on the transition to electric fleets.

2. **State Nodal Agencies (SNAs)**
    a. Provide manpower for designing documentation for state-level EV initiatives.
    b. Develop state-level campaigns for developing consumer awareness on the transition to electric fleets.
    c. Coordination with EV stakeholders in the state and respective State Designated Agency.

3. **State Designated Agencies (SDAs)**
    a. Manage funds received from BEE/CNA for undertaking consumer awareness campaigns at the state-level.
    b. Manage workshop/Roadshows/events on "Go Electric Campaign" to promote electric mobility in consultation with SNA and CNA.

[1] Charging infrastructure guidelines and standards - https://powermin.nic.in/sites/default/files/webform/notices/scan0016%20%281%29.pdf
[2] Revised Charging infrastructure guidelines and standards - https://powermin.nic.in/sites/default/files/webform/notices/Charging_Infrastructure_for_Electric_Vehicles%20_Revised_Guidelines_Standards.pdf

c. Manage stakeholders for undertaking electric mobility-related workshops in association with the SNAs
d. Reaching out to stakeholders for workshops/events/roadshows.
e. Publication and broadcasting of the publications, articles, and events for outreach to the consumers.

As consumer awareness is imminent to educate general public regarding the installation of charging infrastructure for EVs and their adoption, BEE being the Central Nodal Agency, plans to undertake the following consumer awareness initiatives to expedite the deployment of EV Charging Infrastructure in states, as shown in the table below.

S.No.	Parameter/ Activity	Target audience	Benefits
Event and Workshop			
1.	**Undertake state/ regional workshops** to enable a collaborative environment between the: **A. State Nodal Agencies (SNAs)** and the **various public facilitating agencies** **B. State Nodal Agencies (SNAs)** and the various **public and private implementing agencies**	• State Nodal Agencies (SNAs) • DISCOMs • City Municipalities/ Urban Local Bodies (ULBs) • State/ City Transport Utilities • PSUs (for EVs, Charging Infrastructure, Cloud ecosystem providers, battery manufacturers, etc) • Private OEMs (for EVs, Charging Infrastructure, Cloud ecosystem providers,	• To facilitate collaboration among the public stakeholders associated in the electric mobility ecosystem • Understand challenges in the collaboration and work for resolution • To facilitate collaboration among the public and private stakeholders undertaking deployment and development of charging infrastructure ecosystem

S.No.	Parameter/ Activity	Target audience	Benefits
		battery manufacturers, etc) • EV events at educational institutions and office complexes	• Understand challenges in the ecosystem building and work for resolution • Target general public network through mass media (such as local newspaper, FM radio, TV advertisements, etc.)
Roadshow			
2.	Support SNAs to undertake **Roadshows**. This would include initiatives such as: • Weekend electric drives – where all EV drivers of a city are facilitated to go for long drives from defined origin to destination • Nukkad nataks • Myth busters	• Consumers • Private OEMs (for EVs, Charging Infrastructure, Cloud ecosystem providers, battery manufacturers, etc) planning to display their products through these campaign initiatives	• To facilitate demand for EVs along with product and market place knowledge • To spread knowledge about the various initiatives of MoP and BEE • To make consumers aware about EVs, their benefits and the various chargings infrastructures being deployed in their cities
Media campaigns			
3.	Support SNAs to undertake **print media campaigns.** This would include initiatives such as: • Posters • Billboards	• Consumers • Private OEMs (for EVs, Charging Infrastructure, Cloud ecosystem providers, battery manufacturers,	• To facilitate demand for EVs along with product and market place knowledge • To spread knowledge about the various

S.No.	Parameter/ Activity	Target audience	Benefits
	• Vans and Trucks undertaking road campaigns • Painting competitions • Distribution of leaflets to consumers • Awareness through advertisement electricity bills • Benefits of EVs through local newspaper advertisements The **Central Nodal Agency** would undertake the same in **national newspapers**.	etc) planning to display their products through these campaign initiatives	initiatives of MoP and BEE • To make consumers aware about EVs, their benefits and the various chargings infrastructures being deployed in their cities
4.	Support SNAs to undertake **digital media campaigns.** This would include initiatives such as: • Local radio shows • Local TV channels • Local news channels • Myth busters • Video tutorials The **Central Nodal Agency** would undertake the same in **national**	• Consumers	• To facilitate demand for EVs along with product and market place knowledge • To spread knowledge about the various initiatives of MoP and BEE • To make consumers aware about EVs, their benefits and the various chargings infrastructures being deployed in their cities

S.No.	Parameter/ Activity	Target audience	Benefits
	Radio, TV and news shows.		
5.	Support SNAs to undertake **social media campaigns.** This would include initiatives such as: • Facebook • Twitter • Blogs • YouTube The **Central Nodal Agency** would undertake the same through **portal, blogs and social media handles of BEE**.	• Consumers	• To facilitate demand for EVs along with product and market place knowledge • To spread knowledge about the various initiatives of MoP and BEE • To make consumers aware about EVs, their benefits and the various chargings infrastructures being deployed in their cities