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**Press Release**

**BSES consumers Save 17000 KW By Participating in Demand Side Management Project**

**Initiative to be rolled-out across BSES areas in phases  
Project implemented in association with ICF and Shakti Sustainable Energy Foundation**

- **Helps reduce peak hour power demand, responsible for spike in power purchase costs**
- **Helps reduce power purchase, capacity addition (distribution and transmission) costs**
- **Consumers are given incentives / levied penalties for DR globally**
  - **Participating consumers given Rs 1 incentive per unit**
- **Globally, DR reduces peak power demand by 5-6%**

For the benefit of consumers and reducing power purchase and infrastructure costs, leading discoms globally are continuously looking at ways to manage power demand (especially during the peak hours), by undertaking Demand Side Management (DSM) initiatives. BSES discoms are no different and work closely with their consumers on this front.

In the latest Demand Side Management (DSM) initiative, BSES has undertaken an ambitious manual Demand Response Project. As part of the initiative, initially a six weeks pilot, consumers helped the discom save a whopping 17000 KW (17 MW) in its area of East and Central Delhi. Based on the success of the initiative, the Demand Response (DR) program will be gradually rolled-out across BSES area of East, Central, South and West Delhi.

As part of the initiative, 500 of the largest consumers of BYPL having a load of over 500 KW each were enrolled in this manual Demand Response Project and requested to voluntarily reduce their electricity load as and when required, (especially during the peak hours). For the same, they were given a financial incentive of Rs 1 per unit.

BYPL implemented this project in association with ICF, a reputed international consulting firm, and Shakti Sustainable Energy Foundation.

**Savings in Power Purchase and Infrastructure Costs**

Peak power demand, though a short term phenomenon, not only leads to a spike in the power purchase costs, but also increases the distribution / transmission costs. Through this initiative,

the peak power demand can be reduced by shifting a part of the power load to the non peak hours, resulting in monetary savings – a win-win situation both for the discom and the consumers.

**Commenting at the success of the initial project, BSES spokesperson said,** “In several parts of the world, power savings through Demand Response is around 5 to 6 % of the peak demand. In the case of BSES, we are initially targeting power savings of around 2 to 5% of the peak demand. Through this initiative, we can target power savings between 30 to 75 MW”.

## **About DSM**

Demand Response, an essential component of DSM, is a voluntary reduction of electricity demand by a consumer over a given time period. For this, consumers are given / levied financial benefits/penalties for reducing or increasing their demand during an event of Demand Response.

Wide spread use of DSM can go a long way in reducing the demand-supply gap and reduce the need (to an extent) to buy / generate expensive power. Globally, it is one of the hotly pursued agendas today.

In general, DSM initiatives are based on the principal of Energy Saving and Load Shifting. These two result in: (i) Lower Electricity Bill (ii) Enhances Life of consumer’s equipment (iii) Lower Breakdowns in the Network (iv) Optimum utilization of resources (iv) Lower investment and (v) Reduce Global Warming.

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