

Ministry of Power



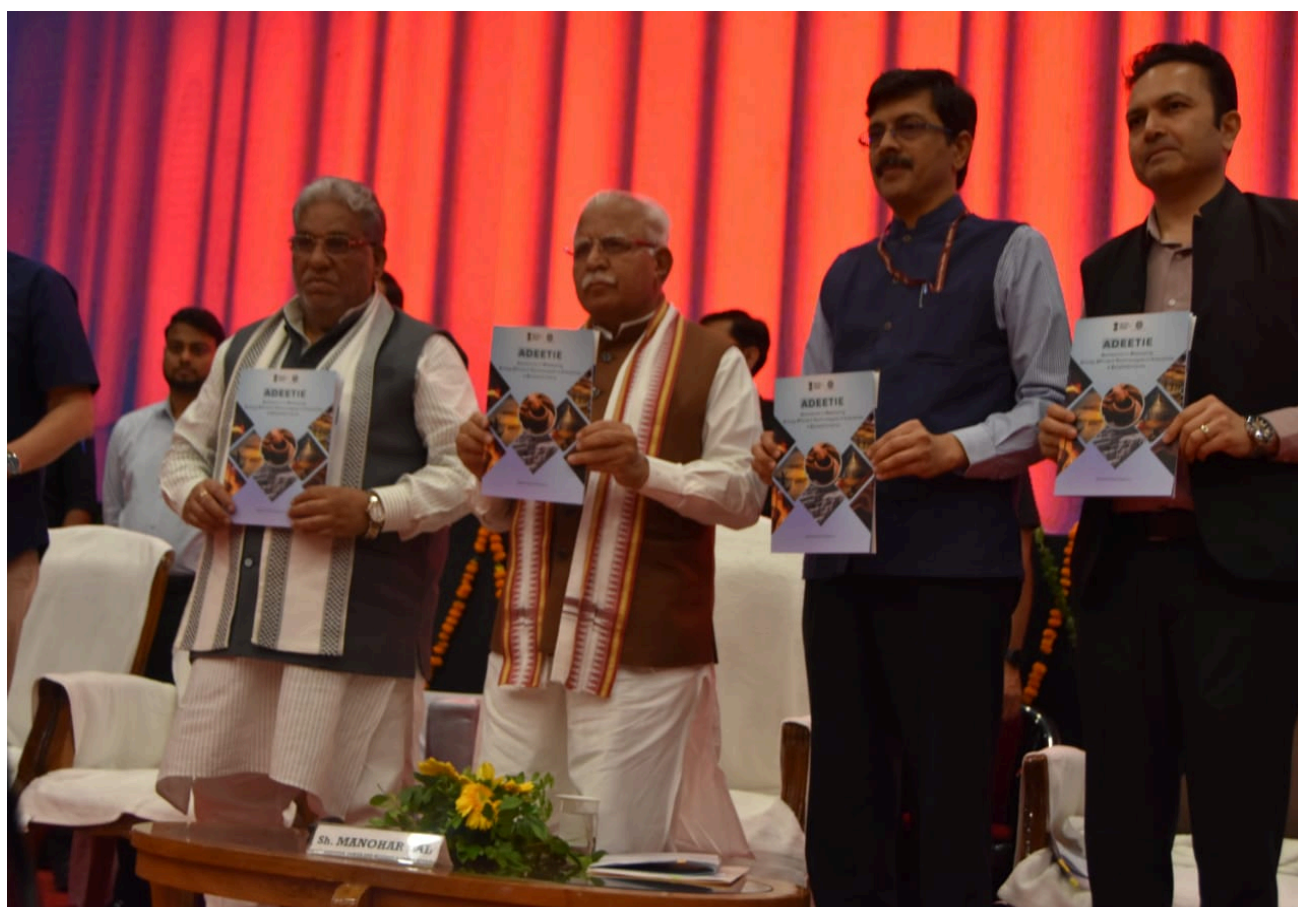
Union Minister for Power and Housing & Urban Affairs, Shri Manohar Lal launches ADEETIE Scheme to Accelerate Industrial Energy Efficiency in India

National Roll-Out of ADEETIE: A ₹1000 Crore Scheme to Support MSMEs in Adopting Energy Efficient Technologies

Posted On: 15 JUL 2025 2:03PM by PIB Chandigarh

The **Assistance in Deploying Energy Efficient Technologies in Industries & Establishments (ADEETIE)** scheme is officially launched today by **Hon'ble Union Minister of Power and Housing & Urban Affairs, Shri Manohar Lal** at a national roll-out event held at Arya (P.G.) College, **Panipat, Haryana**. The launch of this landmark initiative marks a decisive step toward India's transition to a low-carbon economy by enabling Micro, Small, and Medium Enterprises (MSMEs) to upgrade to energy-efficient technologies through comprehensive financial and technical support.

The ADEETIE scheme, with a **budgetary outlay of ₹1000 crore**, is an initiative by the **Ministry of Power, Government of India**, is being implemented by the **Bureau of Energy Efficiency (BEE)**. The Scheme is structured to provide end-to-end hand holding through subvention on loans, Investment Grade Energy Audits (IGEA), Detailed Project Reports (DPRs), and post-implementation Monitoring and Verification (M&V). The scheme envisages to provide interest subvention of 5% for Micro and Small Enterprises, and 3% for Medium Enterprises on loans, ensuring accessibility and affordability for MSMEs seeking financial aid for energy efficiency (EE) projects.



Hon'ble Minister of Power and Housing & Urban Affairs, Shri Manohar Lal graced the event and inaugurated the scheme. On this occasion, he officially launched the **ADEETIE portal** (adeetie.beeindia.gov.in) and unveiled the Scheme Brochure. The portal will facilitate the financing process for the beneficiaries. In his keynote address, he emphasized

the importance of power in driving economic growth, aligned with the vision of Viksit Bharat. He highlighted the role of renewables, energy efficiency, and environmental conservation, especially in the MSME sector. The Minister noted various technologies featured in the ADEETIE scheme can help MSMEs reduce energy consumption by 30–50%, improve the power-to-product ratio, and support the creation of green energy corridors.

“ADEETIE is a transformative movement to empower Indian industries, especially MSMEs, to become globally competitive through sustainability. With the right mix of incentives and support mechanisms, we are catalyzing investments in cleaner, more efficient technologies.”

The Hon'ble Minister also underscored the significance of industrial energy efficiency in reducing India's carbon footprint and achieving its international climate commitments.

Shri Pankaj Agarwal, Secretary, Ministry of Power, highlighted the pivotal role of BEE in scaling up energy efficiency projects and mainstreaming them across India's industrial ecosystem. He highlighted the scheme's focus on widespread adoption across **14 energy-intensive sectors** and **60 identified clusters** in the initial phase. He also stressed the need for a supportive policy and financing framework to empower MSMEs as key drivers of climate action.

In his special address, **Shri A.K. Singh, Additional Chief Secretary (Energy), Government of Haryana**, emphasized the need to reduce dependence on fossil fuels, particularly coal-based power generation. He urged MSMEs to actively participate in the ADEETIE scheme to address their energy efficiency needs and transition toward cleaner, more sustainable energy solutions.

Shri Akash Tripathi, Additional Secretary & Director General, BEE, highlighted that the scheme will offer both technical and financial handholding to MSMEs, backed by a budgetary outlay of **₹1000 crore**, including ₹875 crore for interest subvention, ₹50 crore for energy audits, and ₹75 crore for implementation support. He stated that the scheme is expected to mobilize ₹9000 crore in investments, including ₹6750 crore of prospective lending from MSMEs. Emphasizing the importance of competitiveness, he noted that as India focuses on export-oriented industries, energy efficiency must be central to that growth - both to enhance productivity and reduce emissions.

The event was also attended by **Shri Krishna Lal Panwar, Cabinet Minister of Panchayats & Development, and Mines & Geology, Government of Haryana**, and **Smt. Priyanka Soni, Director, Department of New & Renewable Energy, Government of Haryana**. The event also witnessed the distribution of appreciation certificates to MSME units for their early participation and DPR approval, and signing of MoUs with major industrial associations. In addition, two MSME representatives shared testimonials about their experience with energy audits and technology adoption, showcasing early success stories under the pilot phase. The launch concluded with a Vote of Thanks by BEE.

The ADEETIE roll-out stands as a milestone initiative under India's energy efficiency mission, empowering MSMEs to adopt cleaner technologies, enhance productivity, and contribute to a greener industrial ecosystem.

About BEE

The Government of India set up the Bureau of Energy Efficiency (BEE) on March 1, 2002 under the provisions of the Energy Conservation Act, 2001. The mission of the Bureau of Energy Efficiency is to assist in developing policies and strategies with a thrust on self-regulation and market principles, within the overall framework of the Energy Conservation Act, 2001 with the primary objective of reducing the energy intensity of the Indian economy. BEE coordinates with designated consumers, designated agencies and other organizations and recognises, identifies and utilises the existing resources and infrastructure, in performing the functions assigned to it under the Energy Conservation Act. The Energy Conservation Act provides for regulatory and promotional functions.

Annexure: About the ADEETIE Scheme

- **Interest Subvention Support:**

MSMEs can avail 5% interest subvention for Micro & Small Enterprises and 3% for Medium Enterprises on loans for adopting energy-efficient technologies.

- **End-to-End Technical Support:**

ADEETIE provides full handholding support—including investment-grade energy audits, DPR preparation, technology identification, and monitoring & verification of implementation.

- **Target Sectors:**

The scheme covers 14 energy-intensive sectors: Brass, Bricks, Ceramics, Chemicals, Fishery, Food Processing, Forging, Foundry, Glass, Leather, Paper, Pharma, Steel Re-rolling, and Textiles.

- **Implementation Approach:**

ADEETIE will follow a phased roll-out, beginning with 60 industrial clusters in the first phase, followed by an additional 100 clusters in the second phase.

- **Implementation Period:**

The scheme will be implemented over three years, spanning FY 2025-26 to FY 2027-28, allowing for progressive deployment, course correction, and scaling based on early outcomes.

- **Budget & Impact:**

Total outlay of ₹1000 crore, comprising:

- ₹875 crore for interest subvention
- ₹50 crore for Investment Grade Energy Audit support
- ₹75 crore for handholding support through BEE
Expected to catalyze ₹9000 crore in investments, including ₹6750 crore of MSME lending.
-

Hindi version please click here.

PIB Chandigarh/ Manjeet

(Release ID: 2144822)

Read this release in: Urdu , Hindi