

Sonam Wangchuk heads climate change movement launched by HIAL institute with UN Environment Programme

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Renowned education reformist and engineer Sonam Wangchuk whose life we glimpsed in 3 Idiots' is spearheading the I Live Simply Movement launched by Himalayan Institute of Alternatives Ladakh (HIAL) in special partnership with United Nations Environment Programme, India (UNEP). Now, Tata Power Club Enerji has entered into a partnership with the movement.

The sustainability movement to address climate change was officially launched in the presence of eminent dignitaries from the United Nations along with those from the fields of education, corporates and NGO's, at Siri Fort Auditorium in New Delhi on March 5.

Sonam Wangchuk, quoted, "Every drop in the ocean counts. I request each and every individual to be part of this wonderful movement and show how the power of individual action can achieve a green planet."

How you can take the I Live Simply pledge

The I Live Simply pledge can be taken either on the official website or on an app.

This sustainability campaign will also run live across all assets of Tata Power, where employees can register themselves to take this pledge.

For every pledge taken, a dollar value will be assigned on the website, which corresponds to the climatic impact in terms of carbon dioxide emissions.

How the partnership with Tata Power can boost the campaign

The objective behind this partnership between Tata Power and the I Live Simply Movement was to promote sustainable living through this noble cause that strives to effect change at an individual level.

By making people pledge to reform their eating, traveling and energy consumption habits, the company aims to change people's outlook.

"We, at Tata Power are steadfast in our belief that growth and development are imperative for a developing economy, but one that is sustainable and has the least impact on the environment," said Praveer Sinha, MD and CEO, Tata Power.

"By effecting a change at an individual level, we hope that more and more individuals act responsibly and make a small contribution towards reducing climate change. We would like to thank HIAL for collaborating with us in this initiative," he added.

The campaign is already receiving an overwhelming response and envisions to capitalise on the ground 'city chapters' by enabling a visible reduction in emissions by 2020.