



'Rooftop solar service hold tremendous potential to save costs'

Mr. Praveer Sinha
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Praveer Sinha has over three decades of experience in the power sector and has been credited with transforming the power distribution sector and development and setting up of greenfield and brownfield power plants in India and abroad. He holds a Master's Degree in Business Law from National Law School, Bengaluru and is also professionally trained as an Electrical Engineer. He is also a member of the Faculty Board at Faculty of Management Studies and a member of Board of Governors at the Indraprastha Institute of Information Technology, Delhi. He is a Research Scholar at the Indian Institute of Technology Delhi and is also a visiting Scholar at Massachusetts Institute of Technology, Boston, USA.

S.S : Recently, your company was conferred with the honourable Global 'Edison Award' for its 'Club Enerji #SwitchOff2SwitchOn'. Congratulations on receiving the most coveted award of the industry. What has been the game changing effort your company took over?

P.S : Thank you. We are extremely glad and thankful to Edison Awards for this recognition.

We have always believed that the role of any business is not just about giving back to society but also ensuring that its practices are socially and environmentally responsible. This award is a testament of our efforts to constantly introduce business innovations and inspire future generations.

As we continue to be guided by Jamsetji Tata's philosophy to have a meaningful impact on the community we operate in, we have devised and organised various campaigns such as 'SwitchOff2SwitchOn', 'I Have the Power', 'I Can', and 'I Live Simply' under our primary initiative 'Club Enerji'.

The SwitchOff2SwitchOn campaign was initiated last year on World Environment Day by Club Enerji in an effort to help conserve energy & curb wastage. The crux of the campaign was 'Reverse Parenting' with children as the

campaign ambassadors wherein they raised awareness about conservation of resources and engaged with their families and society at large. To further motivate them and encourage participation by families and community members alike, Club Enerji launched a special Anthem titled "Batiyan Bujhao bijli ko bachao". The campaigns engaged with a large number of Gen 'Z' and millennials through popular social media platforms like Facebook, Instagram, Youtube, Twitter, etc.

Today, our 12-year old sustainability initiative has reached out to more than 530 schools nationwide and fostered the growth of over 3.6 lakh energy champions along with 4.1 Lakh energy ambassadors. Since its inception in 2007, it has sensitised over 26.4 million individuals and saved more than 31.8 million units of energy in seven cities – New Delhi, Mumbai, Pune, Ahmedabad, Bengaluru, Kolkata and Ajmer with endless support from students, principals, teachers, parents and partners spread across the country. We aim to continue to lead the change by promoting responsible living as a primary motto amongst young citizens.

S.S : Tata Power partners with World Wide Fund for nature to celebrate Earth Hour 2020. What is the idea behind this Earth Hour 2020 initiative?

P.S : This year, our idea for Earth Hour 2020 was to associate with World Wide Fund for Nature (WWF) in order to propagate the theme - 'GIVE UP' and be the 'Voice for the Planet' by urging individuals to avoid wasteful consumption of electricity. The objective was to sensitise individuals to #SwitchOff non-essential lightning & usage of other devices from 8.30 pm to 9.30 pm and encourage a sustainable lifestyle within the ecosystem.

As India's largest integrated utility and a leader in renewable energy, we understand the importance of resource conservation and responsible living and see this as a responsibility to reach out to all our customers, business partners and employees across the world to spread the word about our own brand of sustainable living for a better tomorrow.

The 'GIVEUP' campaign is a novel way of giving up a choice that organisation and individuals can exercise to curb excesses and thus give back to nature.

S.S : **Tata Power expands rooftop solar service to 90 cities across India. Do you think this will soon be the future in India?**

P.S : Yes, we believe it will since rooftops hold tremendous potential to save costs. Consumers across all major categories including commercial, industrial, residential and public sector are now adopting solar energy as a reliable and sustainable solution to meet their energy needs.

Rooftops Solar not only offers an economical and clean alternative to conventional energy sources but also delivers reliability. With the increased adoption of rooftop solar by consumers, we are confident that our solar rooftop solutions will play a big role in improving energy access across the country, in both urban and rural parts.

Rooftop solar installations are also attaining grid parity in many residential areas of India. The rising popularity of rooftop solar within the Indian power sector is also an outcome of the increasing share of renewable or green energy in the country.

S.S : **Post this pandemic that has shaken the world at one stroke, what efforts do you think as citizens or industrial players one should take to reduce environmental impact and conserve energy?**

P.S : We, at Tata Power, will continue to focus our approach on smooth migration to renewable energy. Currently, 30 per cent of our total generation comes from clean and green sources. We are poised to grow multifold on the back of our latest business integrated solutions, focusing on mobility and lifestyle and powering emerging technologies for smart customers. Our aim is to achieve a 50-60 per cent clean energy portfolio by 2025 which is aligned to the targets set by the Government of India.

As India aims to achieve an installed renewable capacity of 175 GW by 2022 and shore up its economy, we believe that citizens and industrial players should also shift towards a more sustainable and resilient economy.

By investing in sustainable infrastructure, they should take this opportunity to increase support for renewable energy, particularly rooftop solar, through appropriate policies and business models. Decentralized solar power can help spread critical services in remote regions if the upfront capital constraints can be addressed.

The current crisis has also changed electricity consumption patterns as people are working from home on more flexible schedules. Non-essential purchases have temporarily ceased. All these offers consumers and industry players with an opportunity to implement demand-side solutions to drive long-term behavioural changes for more sustainable development.

For instance, promoting reuse, recycle and repair models for consumption can contribute to a circular economy and reduce the waste generated by current business models. Supporting the continuation of work-from-home policies can drive down road traffic congestion and air pollution. These steps can help to ensure a long-term pathway towards sustainable development.

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