

Club Enerji and Karo Sambhav join forces to sensitise the ‘Reflex Generation’ of tomorrow

~ Signs a Non-disclosure agreement with the producer responsibility organisation to expand its network of schools from 500 to over 1200 schools nationally ~

#ClimateCrisis #ClimateChange #SwitchOff2SwitchOn #ThisIsTataPower
#ReflexGeneration

National, 7th August 2019: ‘Club Enerji’, Tata Power’s resource and energy conservation club has always propagated transformative solutions to sensitise and train India’s future citizens, the ‘Reflex Generation’, who has an ever evolving mind-set and stay committed to resource conservation. With an objective to expand its network of schools from 550 to more than 1250 schools nationally, the company recently signed a Non-disclosure agreement (NDA) with Karo Sambhav – India’s leading producer responsibility organisation.

Through this collaboration, ‘Club Enerji’ aims to sensitise the community at large about water conservation which is the latest module of the program inspired by the hon’ble Prime Minister’s ‘Jal Shakti Abhiyan’, a time-bound, mission-mode water conservation campaign.

“We believe that the value of conserving and protecting our ecology is not the prerogative of only adults. It is the responsibility of our future generation as well. We are extremely elated to associate with Karo Sambhav and hope to further our reach to create awareness of real-world problems and make the ‘Reflex Generation’ of tomorrow future ready,” said Ms Shalini Singh, Chief-Corporate Communications & Sustainability, Tata Power.

With an immense potential to build an agile and adaptable education approach, Tata Power will continue to stay in-tune with students to promote micro activism by re-defining the importance of responsible resource conservation.

Important Links :

Club Enerji Website – www.clubenerji.com

Club Enerji film on “Save Water “-- <https://www.youtube.com/embed/m0KctI72vLU>

Club Enerji Green Community -- <https://www.tatapower.com/green-community/>

Video onl CAN Climate Change -

<https://www.youtube.com/watch?v=nBTK22MQ4v4&feature=youtu.be>

***India's 'Reflex Generation'**

The idea of environmental consideration has been transformed from pre-planned, momentous, typically very public, collective acts from committed individuals – marches, protests, petitions – towards a more mass movement based on individual choices and decisions made every day. Such 'micro-activism' is no less effective, aggregating entire communities and demographic groups whose consideration the environment is defining their daily routines and home and at work. For such people, minimising environmental impact has become instinctive and natural; a reflex defining the decisions they make.

The impact of India's 'Reflex Generation' is evident in the workplace; today, potential employees are basing their decisions on employers' environmental credentials. According to Deloitte's annual Generation Y survey , 76% Indian millennials claimed to have chosen employers whose values matched their own; a finding supported by other research indicating young people's preference for employers who demonstrate a "genuine commitment" to corporate social responsibility, the environment, and sustainability.

Another way individuals mark their inclination towards protecting the environment is by subtly but consistently purchasing green products. In fact, in a Deloitte study, 38% respondents with a family monthly salary of Rs. 1 lakh or more were willing to pay 10% or more premiums for eco-friendly products. Other research suggests that 95% seek out brands that display responsible behaviour.

Finally, today's environmental guardians have adapted their lifestyles to imbibe the core philosophy of environmental consideration into their day-to-day lives. The interest in electric vehicles for daily use is another example of how India's younger citizens are attempting to be more environmentally conscious on a regular basis. Globally, 81% consumers claim to be prepared to make 'personal sacrifices' to address social, environmental issues. Such consideration reflects the 'micro-activism' at the heart of India's 'Reflex Generation'.

About Tata Power Club Enerji:

Tata Power Club Enerji (TPCE) is an Energy & Resource Conservation Club that focuses on bringing about a first-hand realization of the energy crisis and scarcity of natural resources in the country. With the increasing demand for energy, effective management and conservation of the same has become the need of the hour. Recognizing the immense value that schools and school children can bring to the initiative and taking due consideration of this urgent need, Tata Power started "Tata Power Club Enerji", to propagate efficient usage of energy and to educate the society on climate change issues in 2007. For more information kindly visit: <http://www.clubenerji.com>

About Tata Power:

Tata Power is India's largest integrated power company and, together with its subsidiaries & jointly controlled entities, has an installed capacity of 10957 MW. A pioneer in the field, it has a presence across the entire power value chain: Generation of renewable as well as conventional power including hydro and thermal energy; transmission & distribution, trading and coal & freight logistics. With renewable energy assets in solar and wind accounting for 30% of the company's portfolio, Tata Power is a leader in clean energy generation. In line with the company's view on sustainable and clean energy development, Tata Power is steering the transformation of utilities to integrated solutions by looking at new business growth in EV charging & storage, distributed generation & rooftops, microgrids and home automation & smart meters.

It has successful public-private partnerships in generation, transmission & distribution in India namely: 'Tata Power Delhi Distribution Ltd.' with Delhi Vidyut Board for distribution in North Delhi; 'Tata Power Ajmer Distribution Ltd.' with Ajmer Vidyut Vitran Nigam Ltd. for distribution in Ajmer; 'Powerlinks Transmission Ltd.' with Power Grid Corporation of India Ltd. for evacuation of Power from Tala hydro plant in Bhutan to Delhi; 'Maithon Power Ltd.' with Damodar Valley Corporation for a 1050 MW Mega Power Project at Jharkhand. Tata Power is serving more than 2.6 million distribution consumers in India and has developed the country's first 4000 MW Ultra Mega Power Project at Mundra (Gujarat) based on super-critical technology.

With growing international focus, Tata Power's global presence includes strategic investments in Indonesia through a 30% stake in the coal company PT Kaltim Prima Coal (KPC); 26% stake in mines at PT Baramulti Suksessarana Tbk (BSSR); in Singapore through Trust Energy Resources; in South Africa through a joint venture called 'Cennergi' to develop projects in sub-Sahara Africa; in Zambia through a 50:50 joint venture with ZESCO for 120 MW Hydro project; in Georgia through AGL which is a joint venture with Clean Energy, Norway & IFC for development of 187 MW hydro project; in Bhutan through a hydro project in partnership with The Royal Government of Bhutan.

With its 103 years track record of technology leadership, project execution excellence, world-class safety processes, customer care and driving green initiatives, Tata Power is poised for multi-fold growth and committed to 'lighting up lives' for generations to come. Visit us at: www.tatapower.com

About Karo Sambhav:

Karo Sambhav (meaning 'Make Possible') is one of India's leading Producer Responsibility Organisation that helps manage e-waste better in India by putting accountability, transparency, and trust in the system. Karo Sambhav that works 29 states and 3 union territories in India has in the last one year successfully collected and sent over 3,000 tonnes of e-waste for responsible recycling. The Haryana-based NGO currently works with 500+ bulk consumers, 1500+ schools, 5000+ informal sector waste pickers and aggregators, 800+ repair shops across the country.

For further information, please contact:

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