

## Tata Power Club Enerji's launches latest module aims at 'Water Conservation'

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**National, 27th June 2019:** 'Club Enerji', Tata Power's nationwide movement is built with an intent to train and sensitise the future citizens of India. It imparts knowledge and understanding of natural resources and energy conservation to the young minds of the nation. Continuing with its strategic focus of nation building and in line with the global mission, the company has announced the launch of its new module 'Water Conservation' for Club Enerji.

In 2015, 2.1 billion people around the world did not have access to safe drinking water. This number has gone by to 2.2 billion this year and it is clear that conserving water is the need of the hour. Given that India occupies only 2.45 percent of all the land area on the earth and only 4 percent of world's water resources, it is imperative that people realize the importance of this natural resource. Chennai's water crisis is the most recent example why people need to realize the impact of water shortage.

With a vision to transform by adopting a holistic and robust approach towards water and energy conservation, the module aims to educate young minds on the importance and methods of saving water & energy. To communicate the message the company has developed visually rich content, a series of educative videos about several aspects of saving water at home, in their community and in their city.

The film shows how water is an important part of generating electricity, and that saving electricity in turn helps save water.

Elaborating further on this programme, **Mr. Praveer Sinha, CEO & MD, Tata Power** said, *"We at Tata Power, through our Club Enerji programme, want to spread the message of water conservation to as many citizens as we can. This time, we have used the power of the visual medium to show the kids and the community at large, about how they can do their bit and conserve water. The module will not only inform citizens about the benefits of saving water but also educates them on how one can do it themselves."*

The module is hosted on the Club Enerji website - [www.clubenerji.com](http://www.clubenerji.com) and users can access the module by clicking on it - <https://youtu.be/m0KctI72vLU>.

The content contains topics emphasising on water conservation and do it yourself kit tutorials. The module on saving water is also promoted on Facebook, Twitter, LinkedIn and Instagram Pages of Tata Power.

**About Club Enerji:**

Tata Power started its school outreach programme, "Tata Power Energy Club" in 2007. In 2009, Club Enerji took its next big leap, with the programme turning into a national movement, covering more than 500 schools across Mumbai, Delhi, Pune, Ahmedabad, Bengaluru, Kolkata, Belgaum, Jamshedpur and Lonavla and further attained a new milestone of achieving over one million citizens sensitisation and more than one million units energy savings. School children, from Class III to Class IX, are taught the importance of conserving energy through innovative modules which include audiovisuals and power point presentations. Children are imparted energy saving and resource conservation tips during these sessions, usage of which have shown dramatic savings. Club Enerji reached out to more than 15 million, collectively saved 21 million units of electricity and is present in 11 cities across 250 schools in India.

**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-Saharan 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.

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**For further information, please contact:**

Shalini Singh  
Chief-Corporate Communications &  
Sustainability  
The Tata Power Company Limited  
Email: [shalinis@tatapower.com](mailto:shalinis@tatapower.com)

Payal Tiwari & Priyanshi Shah  
Adfactors PR  
9930811164 & 9920368044  
Email: [payal.tiwari@adfactorspr.com](mailto:payal.tiwari@adfactorspr.com)  
[priyanshi.shah@adfactorspr.com](mailto:priyanshi.shah@adfactorspr.com)