

Tata Power Club Enerji successfully taps into youth power to promote sustainability

~The initiative was started more than a decade before it became a global phenomenon~

~Recognised 3.5 lakh Energy Champions and around 4 lakh Energy Ambassadors

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~Savings equals an entire year's power consumption by 25,000 Indian homes~

~Paves the way for successful *reverse-parenting* technique~

#ClimateCrisis #ClimateChange #SwitchOff2SwitchOn #ThisIsTataPower
#ReflexGeneration

National, 16th March, 2020: Tata Power's Club Enerji, a 12-year old sustainability initiative targeting school children, has today emerged as a successful model years ahead of it becoming a global movement.

Tata Power Club Enerji, which one of its most successful sustainability initiative has brought in 533 participating schools across India that has saved 29.8 million units of power since it started in 2007. At an average per capita consumption of around 1,200 units, the savings in power can be equated to the annual consumption for around 25,000 households in India.

Tata Power Club Enerji is also a 'reverse parenting' platform to propagate efficient usage of energy and to educate the society on climate change issues. Through this innovative platform that advocates the larger sustainability message to society through school children offers simple energy saving and resource conserving tips, that makes considerable difference in protecting the planet and strengthening India's energy security.

During the current financial year, Tata Power which is also India's largest integrated utility, initiated four fresh campaigns including 'I have the Power', 'ILiveSimply', '#SwitchOff2SwitchOn' and 'I Can' to further the success of Club Enerji among the youth of India. These campaigns that were also promoted on popular social media platforms like Facebook, Instagram, Tik Tok etc have managed to reached a large number of young audiences.

Ms. Shalini Singh, Chief-Corporate Communications & Sustainability, Tata Power, said, *"Tata Power Club Enerji is one of the most successful energy conservation programme that we have initiated. In many ways this programme has now proven to be atleast a decade ahead of what is now a powerful global movement – youth speaking the message of sustainability and climate change to power. As for its impact, we believe the numbers speak for themselves. Such a scale of success would not have been possible without the whole-hearted support of children, parents and teachers and thousands of our colleagues in Tata Power. In the coming months and years, we hope to scale this up to make it an even bigger national movement."*

Tata Power Club Enerji believes in guiding its members through the four stages of sensitisation - Educate, Enhance, Engage, and Empower, and developing a self-sustained community that will take the cause forward.

The programme concentrates on awareness generation by educating children on the importance of energy and resource conservation and moral & civic values. The primary sensitisation includes three visits made to the same set of children to reinforce the message of energy & resource conservation. These interactive sessions through flash modules, presentation and competitions are undertaken to reinforce the content and assess the integration of thoughts into action.

School children are trained to understand the moral & civic values, interpretation of electricity bills, basic steps that will help curb wastage of power with the help of Energy Audits and Energy Calculators, how to reduce the use of fuel, water, manage waste & plant trees, optimum use of electrical gadgets/ devices at home and sharing the effective practices adopted & results within their immediate circle.

As part of our initiative to monitor the impact of the programme, Tata Power confers titles like Energy Champions on young students, who actively practice and propagate energy saving and resource conservation while practising moral and civic values. Active outreach members who help spread the energy conservation message are crowned as Energy Ambassadors. These young Energy Champions move ahead in spreading the cause by further sensitizing their friends, families and neighbourhood, together leading this movement of conservation of energy and moral and civic values, across the nation.

Since inception, Tata Power Club Enerji has recognised 347,986 Energy Champions and 386,633 Energy Ambassadors.

Apart from India, Tata Power Club Enerji also has followers in countries in at least three continents including Asia, Europe, North America in countries such as France, Germany, United States, Ireland, Philippines, Bangladesh, United Arab Emirates, South Africa and Nepal.

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 10,763 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. Visit us at: www.tatapower.com

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