

March 16, 2016

Press Release

**BSES urges over 37 lakh consumers to “Switch off” during Earth Hour****Saturday, March 19 (8:30 pm to 9: 30 pm)****124 MW was saved in BSES’ area during Earth Hour 2015**

Crossing borders of race, religion, culture, geography and society, the Earth Hour unites hundreds of millions of people in a single moment each year in celebration of their commitment to protect and preserve the planet. On March 19, 2016, Delhiites will once-again unite and switch off their **electrical appliances and non essential lighting fixtures** for one hour starting 8: 30 pm (local time) to show their concern for the environment.

**BSES’ support for Earth Hour**

Showing solidarity with the event, BSES is once again actively and whole heartedly promoting the Earth Hour initiative, as an official supporter for the initiative.

Commenting on the importance of sustainable planet, **BSES spokesperson said,** " Earth Hour 2016 aims to shine the light on climate change. The call for action for Earth Hour 2016 in India is ‘#GoSolar’with a focus on rooftop solar. We urge consumers to switch off their lights and switch on the power of the sun. Infact, BSES discoms have been actively promoting roof top solar net metering. It was the first discom in Delhi to energise roof-top solar ‘net-metering’ projects. BSES has been an active crusader of climate conducive initiatives in its operations, as we realise that climate change and global warming are growing international concern which no responsible corporate entity can afford to overlook. As responsible citizens of this planet, it is extremely crucial for each one of us to ensure responsible action by adopting a sustainable way of life”

“Earth Hour coincides with the India-Pakistan match in ongoing T20 World Cup. BSES urges Delhiites to cheer for India while observing the Earth Hour. One can do this by watching the match with friends and family collectively at one place, with the non-essential lights switched off between 8 30 pm – 9: 30 pm”-**added the BSES spokesperson.**

BSES and its consumers are once again gearing up to take up the challenge and take the Earth Hour event to greater heights. The discom appeals to its customers to unequivocally support the event and voluntarily switch off their non-essential electricity on the March 19 for an hour starting 8: 30 pm. BRPL and BYPL are taking several steps to share concern over climate change amongst its customers and employees such as: (i) Earth Hour message in Synergy – BSES’ monthly/bi-lingual newsletter going to over 37 lakhs customers, (ii) SMS messages to over 10 lakh customers on March 19, 2016 (iii) Through the web site [www.bsedelhi.com](http://www.bsedelhi.com), (iv) Engaging RWAs and (v) Engaging employees

Moreover, BRPL and BYPL will also switch off all non essential lights at their over 400 offices, spread across an area of around 950 sq kms, during the appointed hour (8:30 to 9:30 pm) on 19 March.

Like last year, when Delhi saved around 200 MW (124 MW in BSES area), this year too, BSES consumers and Delhiites are once again gearing up to take up the challenge and take the Earth Hour event to greater heights.



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Earth Hour is an annual international event created by the WWF (World Wide Fund for Nature/World Wildlife Fund), that urges households and businesses across the world to turn off their non-essential lights and electrical appliances for one hour at the appointed time to raise awareness towards the need to take action on climate change.