

20 March, 2018

Press Release

## **BSES urges its over 40 lakh consumers to ‘Switch-Off’ during the Earth Hour**

**(Saturday, March 24, 2018 – 8: 30 pm to 9: 30 pm)**

**Last year Delhi saved around 290 MW (BSES 207 MW)**

New Delhi: 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 24, 2018, 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.

Earth Hour 2018 will also be the platform that launches the “GIVE UP TO GIVE BACK” movement, encouraging millions of Indians to GIVE UP wasteful practices, habits and lifestyles to GIVE BACK to the planet that makes life possible.

### **BSES’ support for Earth Hour**

Showing solidarity with the event, BSES is once again actively and whole heartedly supporting and promoting the Earth Hour initiative. The discom and its consumers are once again gearing up to take up the challenge and take the Earth Hour event to greater heights.

**Commenting on the importance of a sustainable planet, a BSES spokesperson said, “We sincerely appeal to our consumers to make the right choice – “GIVE UP TO GIVE BACK” - for the planet and for the future generations that will inherit it. As conscientious corporate citizens of Delhi, BSES urges its consumers to opt for paper-less bills, thus GIVING UP paper waste”**

**“BSES discoms are leading the distribution of highly subsidised LEDs being facilitated by Government of India. We are also actively involved in renewables push being seen in the country.”- added the spokesperson.**

India’s paper consumption is expected to rise by 53% by 2020. It is our responsibility to use this important forest resource judiciously. Opting for e-bills is a simple way of doing the same. At the same time, India receives an estimated 320 days of sunshine annually and its installed solar energy is still less than 1% of the global installed solar energy. While the sun has been powering life on earth for billions of years, giving up fossil fuel generated energy will give the planet a chance to revive and rejuvenate.

## Promoting the Earth Hour

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/bilingual newsletter going to over 40 lakhs customers, (ii) SMS messages to consumers(iii) Through the web site [www.bsesdelhi.com](http://www.bsesdelhi.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 24 March.

Like last year, when Delhi saved around 290 MW (207 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.

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.

BRPL & BYPL are premier power distribution companies and Joint Ventures between Reliance Infrastructure Limited and GoNCT.

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