

26 March 2015

Press Release

## **BSES support and promotes the Earth Hour initiative**

**Urges 34 lakh consumers to “Switch off” during Earth Hour  
March 28 (8:30 pm to 9: 30 pm)**

**Delhi saved around 250 MW (175 MW in BSES areas) last year**

### **BSES initiatives to promote Earth Hour:**

- Earth Hour message in Synergy –monthly/-bi-lingual newsletter going to over 34 lakhs customers
- Sending SMSes to over 10 lakh customers
- Earth Hour banner on BSES’ website
- Engaging employees to promote the Earth Hour
- Switching off non essential lights at all BRPL/BYPL’ offices during the appointed hour

On March 28, 2015, Delhiites will once-again join over a billion people in Mumbai, Los Angeles, London, Hong Kong, Sydney, Rome, Manila, Singapore, Dubai and in over 6000 cities across the six continents across the globe to observe the Earth Hour. They will once again switch off their electrical appliances and lighting fixtures for one hour starting 8: 30 pm (local time) to show their concern for the environment.

Closure home, The India Unplugged campaign, while asking people to switch off on the appointed hour at for 9<sup>th</sup> edition of the Earth Hour, also builds awareness on Renewable Energy as a core focus area.

### **BSES’ support for Earth Hour**

“As a responsible organisation, BSES is committed to reduce green house emissions and the impact of global warming. We should all strive for the day, when we don’t need an Earth Hour. BSES and its consumers are once again gearing up to take up the challenge and take the Earth Hour event to greater heights”- **said a BSES spokesperson**

Showing solidarity and support to the cause, BSES is once again actively and whole heartedly promoting the Earth Hour initiative. The discom appeals to its customers to unequivocally support the event and voluntarily switch off their non-essential electricity on the March 28 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 34 lakhs customers, (ii) SMS messages to over 10 lakh customers on March 28, 2015, (iii) Through the web site [www.bsedelhi.com](http://www.bsedelhi.com).

On their part, 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 28March.



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Like last year, when Delhi saved around 250 MW (175 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.

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