

March 23, 2022

Press Release

**BSES urges it's over 46 lakh consumers to 'switch-off' during the Earth Hour**  
**(Saturday, March 26, 2021 – 8: 30 pm to 9: 30 pm)**

**World Wide Fund promoted event draws attention to the fragile condition of our planet**

New Delhi: On March 26, 2022, skylines in Delhi along with cities in over 190 countries globally will once-again go dark for an hour to observe the Earth Hour. Uniting people across the globe, the appointed hour will see Delhiites once again join their counterparts in Mumbai, Los Angeles, London, Hong Kong, Sydney, Rome, Manila, Singapore, Dubai and in several other prominent cities to 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.

The World Wide Fund for Nature (WWF) promoted Earth Hour is not only a symbol of solidarity, but it's a catalyst for change, harnessing the power of the people and the opportunity to come together. The theme of this year's Earth Hour is 'Shape Our Future' for people from all around the globe to stand together to call for a safer, fairer and more sustainable future for everyone. But Earth Hour is more than just an hour for Earth - it's a movement for our own futures, for the benefit of people and the planet. Though the Earth Hour is symbolic in nature, but the attention it draws towards our earth and climate is not symbolic. It is real.

**BSES support for Earth Hour**

Showing solidarity with the event, BSES is 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 make The Earth Hour event a success in Delhi.

**Commenting on the importance of a sustainable planet, a BSES spokesperson said,** "We sincerely appeal to our over 46 lakh consumers and around 1.8 crore residents in our area to make the right choice for the planet and for the future generations that will inherit it. This Earth Hour, all our actions, albeit small will 'Shape Our Future'. Citizens can help protect the natural world to safeguard our future by switching off".

"BSES discoms are actively championing sustainable growth by promoting renewable, roof-top solar, EV Charging, Electric Vehicles, battery storage, behavioural energy efficiency and demand side management programs. As a conscientious corporate citizen, we also urge consumers to adopt a sustainable way of life and adopt green options like solar energy, EVs and energy efficiency as a way of life. We urge our consumers to join our over 4200 other BSES roof-top consumers in harnessing the power of the sun." **Added the spokesperson**



---

**According to a WWF India Spokesperson,** “Earth Hour, globally, is in its 16<sup>th</sup> edition today. From one city in one country symbolic gesture, it has not only spread to over 190 international territories but also the International space station orbiting the planet. BSES has been a long-time supporter of the movement. We are grateful that BSES is helping spread the message to their customers every year. Together, we all can “Shape our Future”.

### **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 Samvad – BSES’ monthly/bi-lingual newsletter going to over 46 lakh consumers, (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 900 sq kms, during the appointed hour (8:30 to 9:30 pm) on 26 March.

Like previous years, 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.

### **About Earth Hour**

Earth Hour is WWF's flagship global environmental movement. Born in Sydney in 2007, Earth Hour has grown to become the world's largest grassroots movement for the environment, inspiring individuals, communities, businesses and organisations in more than 190 countries and territories to take tangible environmental action.

Historically, Earth Hour has focused on the climate crisis, but more recently, Earth Hour has strived to address a range of concerns facing people and planet. The movement recognizes the role of individuals in creating solutions to the planet’s most pressing environmental challenges and harnesses the collective power of its millions of supporters to drive change.

Since its inception in 2007, Earth Hour has inspired global initiatives for the protection of nature, climate, and the environment, helping drive awareness, action and policy change. Highlights of the movement include helping in the creation of a 3.4 million hectare protected marine area in [Argentina](#), a 2,700-hectare Earth Hour forest in [Uganda](#), pushing for a ban on single-use plastics and Styrofoam products in the [Ecuadorian capital](#), and initiating the planting of 20,000 mangrove seedlings in 13 cities in Indonesia.

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

---

Follow BSES on Facebook and Twitter

