



ReNew Power to participate in the 'Swachhata Hi Seva' campaign to drive home the message of cleanliness

To reach over one lakh people in 80 villages

New Delhi, September 25th, 2017: ReNew Power Ventures ("ReNew Power"), India's leading and fastest growing clean energy company announced its participation in 'Swachhata Hi Seva', an initiative of the Hon'ble Prime Minister of India to promote the message of cleanliness.

ReNew Power through its ReNew India Initiative (RII) is committed to build cleaner communities by ensuring that people in communities across all its operational areas are constantly educated on cleanliness and sanitation. The 'Swachhata Hi Seva' initiative, an extension of the Swachh Bharat Abhiyan, which will be running from September 22, 2017 to October 2, 2017 will help to generate further awareness about the importance of cleanliness in over one lakh people in 80 villages in India.

A key activity of RII as part of the 'Swachhata hi Seva' will be educating the current generation of school children on the importance of cleanliness, hygiene and sanitation. These children will then become ambassadors of change and will generate additional awareness among other residents both young and old of their villages on the impact of various elements of cleanliness. Apart from this, some of the other activities that are being carried out by RII as part of the 'Swachhata Hi Seva' initiative are:

- Marches and awareness sessions in schools and community centres for the young residents, adults and women of the villages to facilitate discussions on the basics of hygiene and sanitation.
- Cleanliness drives involving residents of the villages.
- Cricket matches and marathons to be used as platforms for 'Swachhata hi Seva'.
- Placement of dustbins with social messaging at prominent and public places.

Speaking about the campaign, **Sumant Sinha, Founder Chairman and CEO, ReNew Power**, says, "*As one of India's leading clean energy companies, we are delighted to be a part of the 'Swachhata Hi Seva' initiative. ReNew Power is constantly working with the local communities near its wind and solar projects to not just educate its residents on the benefits of cleanliness but also provides access to basic healthcare services, primary education and create livelihood opportunities. This initiative of our Hon'ble Prime Minister will help to provide a fillip to the on-going efforts of RII to further build and enhance our human capital.*"

Programmes conducted under RII to enhance and build its social, natural and human capital like women empowerment through the self-help group model, water conservation and the provision of clean drinking water and other on-going activities carry with them a large emphasis on cleanliness, hygiene and sanitation. As part of this campaign, ReNew Power will continue to work towards forging strong relationships to positively impact the lives of people in and around our operations by facilitating discussions to spread awareness about the positive impact of cleanliness.



About ReNew Power:

ReNew Power Ventures Pvt. Ltd, an Independent Power Producer (IPP) company, is committed to leading change in the country's current energy portfolio by delivering cleaner and smarter energy choices and thereby reducing India's carbon footprint. ReNew Power's mission is to play a pivotal role in meeting India's growing energy needs in an efficient, sustainable and socially responsible manner. The company creates value through reliable and efficient generation of non-conventional power through innovation in solar and wind power solutions. ReNew Power has over 3,500 MW of commissioned and under construction clean energy capacity across sixteen states in the country. For more information, please visit: <https://renewpower.in/>. Follow ReNew Power on Twitter @ReNew_Power

For More Information:

Edelman India: Arpita Kedia

Arpita.Kedia@edelman.com

9871934147