



**Indus Towers joins hands with TERI to light Rural villages and homes through high efficiency Solar LED Lanterns**  
*Under Lighting a Billion Lives Program (LaBL)*

**Kanpur, 11<sup>th</sup> May 2012:** Indus Towers made an announcement today that the company would provide high efficiency Solar LED Lighting Systems, to rural areas.

Speaking on the occasion, **Mr. Pankaj Mittal, Chief Human Resources Officer, Indus Towers** said, *“As a responsible corporate citizen, Indus Towers has always tried to strike a balance between the corporate gains and social upliftment. Our commitment to good governance, ethical conduct and social responsibility is core to our way of doing business, and is strongly aligned with our drive to create and increase value for all stakeholders. This initiative will help the villagers of the District of Kanpur –Dehat, Uttar Pradesh, by making their lives better and also teach them the power of alternate sources of energy. Indus Towers will continue to introduce similar innovative initiatives in future as well.”*

Speaking of the company's Green Vision, **BS Shantharaju, CEO, Indus Towers** says, *“One of Indus’ core Values is Environment. We are committed to our values framework and have already reduced usage of 62 million litres of diesel in the last 2 years and our endeavor will be to reduce it further every year. We will take this campaign to as many cities as possible and recreate the image of our country as a ‘Green Nation’. We, as a company, are dedicated to an eco- friendly India’.*

*“Over 1.4 billion people in the world lack access to electricity and 25% of them live in India. For these people, life comes to a standstill after dusk. Inadequate lighting is not only an impediment to progress and development opportunities, but also has a direct impact on the health, environment, and safety of people who are forced to light their homes with kerosene lamps, dung cakes, firewood, and crop residue after sunset. Solar lanterns rented through the LaBL charging stations provide bright clean and affordable light to the rural households, eliminating the hazards of kerosene smoke and providing proper lighting for children to study. Indus Towers’ commitment to the cause is laudable,”* said **Mr. Shafat Sultan Marazi, Strategic Advisor- LaBL**

The 5 year partnership of **Indus Towers** and **TERI** would sponsor clean energy and rural entrepreneurship through the **Lighting a Billion Lives Program (LaBL)** to over 165,000 people across 660 villages in India. The first villages chosen for implementation under this partnership are in Kanpur Dehat district. TERI's local partner organization supporting the program is Shramik Bharti, who will help in identification and selection of the villages and also provide ground support for long term sustainability of the initiative. **LaBL** is a unique and measurable sustainability initiative that effectively demonstrates how Public-Private-People (PPP) partnerships easily support clean energy schemes and initiatives, particularly in the area of rural development.

In the process, **Indus Towers** will help mitigate approx. 5,000 tonnes of CO2 per year and create over 660 green jobs. The LaBL campaign targets all communities across the world that lack access to modern and clean sources of lighting. Through this campaign, local entrepreneur-driven delivery channels are created for distribution and servicing of solar lanterns to rural communities. The campaign also provides excellent opportunity for public-private-people-partnership (P4) wherein the private sector can enhance the effectiveness of development schemes of the government, particularly in health, education and livelihoods sectors, by providing lighting through **LaBL**.

### **About Indus Towers**

Indus Towers Limited is an independently managed company offering passive infrastructure services to all telecom operators. Indus is headquartered in the National Capital Region, New Delhi. Founded in 2007, Indus Towers Limited has been promoted under a joint venture among entities of Bharti Group (rendering telecom services in India under the brand name Airtel), Vodafone Group (rendering telecom services under the brand name Vodafone) and Aditya Birla Group (rendering telecom services under the brand name Idea), who created history by collaborating to share telecom infrastructure.

Indus has a presence in the 16 major telecom circles of India, and has recently achieved 200,000 tenancies, a first in the telecom tower industry globally. With 110,000 towers in 16 circles across the country, Indus has the widest coverage in India and is also the largest telecom tower company in the world.

Indus' vision of "**Transforming Lives by Enabling Communication**" is setting a new paradigm for a networked economy, on a world leading scale, whereby there is inclusive and impactful growth for all.

### **About: Lighting a Billion Lives (LaBL)**

LaBL is a unique and measurable sustainability initiative that effectively demonstrates how public-private-people partnership easily supports developmental schemes and initiatives

particularly in the area of rural energy access. LaBL is a TERI initiative that aims to enable energy-impooverished communities across the globe to access clean and reliable sources of lighting through solar technologies in an attempt to improving their quality of life. LaBL provides a flexible entrepreneurship based energy service model in which solar charging stations (SCS) are set up in energy poor villages.

**About: Shramik Bharti**

Shramik Bharti is a grassroot development organization working with rural and urban communities in Kanpur, Ramabai Nagar and Auraiya districts of Uttar Pradesh since 1986. We are working on safe motherhood, eye care, water & sanitation, sustainable agriculture, rainwater harvesting, renewable energy, micro-finance, micro-insurance, equine welfare etc.

**About: The Energy and Resources Institute (TERI)**

From microbiology to global climate change, from smoke-filled rural kitchens to plush corporate boardrooms, from schoolchildren to heads of state—no sphere of human endeavor is unfamiliar to TERI. Headed by world-renowned economist and Head of the Nobel Prize winning UN Climate panel, Dr. R K Pachauri, TERI is best described as an independent, not-for-profit research institute focused on energy, environment, and sustainable development and devoted to efficient and sustainable use of natural resources.

A dynamic and flexible organisation established in 1974, all activities in TERI move from formulating local and national level strategies to suggesting global solutions to critical energy and environment-related issues. Headquartered in New Delhi, TERI has established regional offices in Mumbai, Bangalore, Goa, Guwahati and Muhteshwer in the Himalaya's and International centers in Japan, Malaysia, the United Arab Emirates, Washington DC, London and Utrecht, The Netherlands.

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