

Greenolution *Digest*

Greenolution e-Newsletter, June 2016

**COVER
STORY**

1



**GREEN
QUIZ**

5



**GREEN
CLICK**

6



**COVER
STORY**



On World Environment Day this year, like every year, Tata Power initiated a massive tree plantation drive across its business locations in India. Around 25,000 saplings were planted. Continuing the noble initiative throughout the year, Tata Power has committed to plant several lakhs of saplings in FY17.

Here's a glimpse of how our various locations celebrated World Environment Day this year!



Bhira



Bhivpuri



BORL - Bina



CGPL

**COVER
STORY**

**'Each One.
Plant One!'**



CTTL



Jojobera - EMD



Lonavala



MEPL, Nellore



CGPL - CHP



MPL

**NEW
EDITION**

Introducing Green Flash

Last month, we asked you to share with us green practices of your li'l one! Not only have you all overwhelmed us with your entries but filled all of us with a lot of inspiration! In case you missed any, here's a quick look –

The screenshot displays the 'Green Flash' e-newsletter interface. At the top, it features the 'Greenolution' logo and the 'TATA TATA POWER' logo. Below the header, there are several content blocks:

- Be Green! this month:** A text block announcing Tata Power's FY17 Green campaign and its commitment to sustainability.
- Green Quiz of the month:** A section titled 'How healthy are your habits? Do you think you have a habit that is less Green? Quiz it now!' with a 'Go ahead there, answer them all!' button.
- Fishy Update:** A section about World Oceans Day, mentioning an exclusive visit to the Mahaseela Mahaseela Centre in Tamil Nadu and the release of 1000 Mahaseela fingerlings.
- Greenolution Campaign of the month:** A section titled 'On World Environment Day, Tata Power initiated a massive tree plantation drive across its business locations in India where around 25,000 saplings were planted.' It includes a 'Read more' link.
- What's up with Club Enerji!:** A section stating 'The Club Enerji has successfully achieved a significant milestone of saving 1.22 million units of electricity by installing more than 122 million sensors across 11 locations. This saving is equivalent to saving 11000 tons of CO2, which is equivalent to the amount of energy.'
- What's in the Green Zine!:** A section titled 'No water, no life in the desert and elsewhere in India, drought is a stark reality. Green the grim situation, it is not only important but also the responsibility of each one of us to ensure we conserve water. Using a few simple tips, it is possible to eliminate wastage.'

At the bottom of the newsletter, there is a call to action: 'Share your views by writing to us at green@tatapower.com' and the slogan 'Lighting up Lives!'.

**NEW
EDITION**

Mahseer hatchery visit

Ahead of the World Bio-Diversity Day, Tata Power's Act for Mahseer initiative conducted an exclusive visit for its employees who have pledged to Save Mahseer and are certified Fish's Knights along with the Junior Green Heroes to the Mahseer Hatchery at Walwhan on 20th May 2016. The visit entailed a detailed walkthrough and hands-on experience of the entire breeding process of the Mahseer fish. The key highlight involved Fish's Knights & Junior Green Heroes getting together and releasing more than 1000 Mahseer fingerlings in the Walwhan Lake.



GREEN QUIZ

Quiz

1 The number and variety of plants, animals and other organisms that exist is known as

- A. biodiversity
- B. flora and fauna
- C. plant kingdom
- D. wildlife

2 The term 'biological diversity' was used first by

- A. Raymond F. Dasmann
- B. Thomas Lovejoy
- C. E.O. Wilson
- D. Anthony Campbell

3 "Endangered" is the second most severe conservation status for wild populations in the IUCN's schema after Critically Endangered (CR).

- A. True
- B. False

To know the winner for last issue

visit www.greenolution.com

Send in your answers to
greenolution@tatapower.com

**GREEN
CLICK**

DT 3,5-4,5 / 16-80 AZ



Pradeep Raut, FCG



Pragnesh Satapara, CGPL



Tushar Patel, CGPL