



INNOVATING ENERGY

Charting the media roadmap for the power sector

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EDITOR'S NOTE

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Head - Sales & PR
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Dear reader,

Access to uninterrupted power remains one of the cornerstones for a nation's development and socio-economic progress. The power sector plays critical role in the economic growth and human development of any country. It is a major driver for uplifting the quality of life of citizens of a country, and electricity consumption is a key index for gleaning a nation's development. India, with its diverse topography and energy use cases, has one of the most complex power systems in the world. With the rapidly increasing demand for power and the rise in renewal injection in the system, India's power sector has to be agile and flexible. We are increasingly witnessing the integration of technology in the sector, with the digitalization of how we consume, produce and distribute power.

Another vital component of the power sector is communication. A sector as technical and nuanced as this, needs coherent, simple and clear communication, across platforms. Herein, it is critical for power sector companies to chart out a media roadmap, which can effectively communicate in a way, which fosters trust and transparency. There are two key platforms that need to be leveraged optimally by the sector – Traditional media (in conjunction with their digital editions) and owned social media platforms. In a departure from the norm, this edition of the newsletter, instead of delving into the facets of energy efficiency and energy transition, takes a step back to explore the oft overlooked role of communication in the power sector.

In '**The important role of media and communication in supporting India's power sector**' we deep dive into the key role media plays in creating an environment of trust and transparency for the power sector. The article '**Strong communications will be indispensable in the coming decade of climate action**' talks about how business communications are increasingly focusing strongly on low-carbon strategies, adoption of "green" practices, and energy efficiency initiatives. '**Powering energy sector through social media**' deconstructs the role of social media for energy sector companies and shines a light on some of the stellar social media campaigns undertaken by Bureau of Energy Efficiency (BEE). In '**A new-age communications approach in a new era for the power sector**' we discuss the need for power companies to have better branding and visibility for themselves among their stakeholders, considering the vitally important role they play in enabling the daily activities of India's people, governments, organizations, and institutions. '**Sustainability-and-community-focused communication is the way ahead**' talks about broadening the scope of business communication to bring about societal change and keeping people at the heart of communication strategies.

The power sector has become increasingly mutable, with factors such as renewable integration, digitalization and decentralization driving the change. Thus, it becomes more pivotal than ever before for the sector to have lucid and clear communication, across platforms. The time is now nigh for power sector companies to chart out a strategic media roadmap to overhaul their communications.



The important role of media and communication in supporting India's power sector

S S Rao
Head of PR,
PFC

Industries are linked to each other in many direct and indirect ways; especially a sector like power, which enables the functioning and growth of other industries and is a crucial element of India's social, economic, and environmental plans. The challenges, the opportunities, the setbacks, and the progress of the power sector have direct and indirect impact on a wide range of industries and an equally diverse set of stakeholders. The regulatory and political landscape, too, have a significant bearing on the workings of the power industry. All these aspects need to be communicated in a timely and accurate manner – a task that must be managed in a more careful, empathetic, and organized manner than ever before. This is because we live in a world where both information and misinformation can travel far and wide in a matter of minutes through media, especially in its online and social forms.

India's power sector is one of the most diversified in the world and enjoys the attention of global audiences not only for the significant progress it has made on the renewable energy (RE) front but also for the admirable clean energy targets it has set itself for the years ahead. Energy access, RE capacity expansion, energy tariffs, energy distribution and efficiency, energy finance – aspects. However, these are of tremendous interest to businesses, investors and consumers alike, both in India and abroad. The future of the energy sector will be shaped, to a great extent, by how effectively the opportunities and challenges are communicated. Media can play a big role in creating an environment of trust and transparency. Moreover, media also bears the responsibility of dispelling rumours, calling out misinformation, and ensuring that the content they publish is free of bias and ulterior motives. The desired communication should be delivered through the media type – print, television, online, or social – that is most relevant to each audience segment.

Power is a complex sector, and its working involves several aspects and nuances of a technical nature. All intended communication – whether developed by the government, the company, or by the media – should therefore be framed in a manner that leaves no space for misunderstanding or ambiguity. In case doubts still arise, they should be addressed through the proper channels and not interpreted as per one's convenience or agenda. Extra caution and objectivity must be exercised on social media, where wrong information can distort viewpoints and polarize opinions at unimaginable speed.

India is on the cusp of a clean energy revolution and needs the concerted efforts of its governments, public and private sectors, and citizens to realize the vision of accessible, affordable, and sustainable energy for all. The initiatives that are underway in this direction need all the support they can get. The role of media and communications assumes great importance in this context. They are powerful means of creating a positive environment and building the confidence within the country to take great, decisive strides towards our national and international commitments.



Strong communications will be indispensable in the coming decade of climate action

Tanvi Kapoor

Director- HR/Operations/Marketing/Conferences & Events
GBCI INDIA

Power is possibly the most happening industry sector in the world today. The demand for power is steadily increasing for sustaining the world's growing population and industries. At the same time, the sector is under greater scrutiny than ever before, in view of environmental considerations and the grim issue of climate change. Conversations around power, which once centred largely around maximizing power generation capacity, now focus equally strongly on how power is generated, distributed, and utilized. Renewable energy, energy efficiency, and sustainability have become crucial elements of energy-related communication by both the producers and the consumers of power. These aspects will continue to guide and underline media and communication strategies in this decade of climate action, and beyond.

There is no doubt that renewables will account for an increasingly large percentage of the energy mix with passing years. Meanwhile, however, energy production continues to account for a significant portion of the world's greenhouse gas emissions. Depending on the nature of their operations, power companies should therefore leverage media and communications to inform their governments, consumers, and other stakeholders about how their business will evolve, expand, or change to fit in with the needs of the times. Many companies are doing this already and backing their communication with tangible actions and commitments.

Even from the point of view of other industries, business communications are focusing strongly on low-carbon strategies, adoption of "green" practices, and energy efficiency initiatives. This is especially important for the building and infrastructure sectors, which consume huge amounts of energy and generate copious quantities of greenhouse gases. Whether it is a healthcare facility, an airport, an office complex, an industrial unit, or a home, power must be used judiciously and efficiently – an aspect that companies are increasingly paying attention to and becoming vocal about. Many are adopting certification programmes like PEER (Performance Excellence in Electricity Renewal) as a part of their sustainability efforts.

The building and infrastructure sectors should not only adopt resilient and sustainable practices but also resurrect or replace aging infrastructure, find ways to save costs, build for resilience, and improve tracking mechanisms to determine and prevent failures. The providers of services and certifications aimed at establishing green, sustainable practices should communicate their programmes strongly with a view to encourage their adoption on a large scale. Mass media can enable them to do this at wide scale, and personalized one-to-one marketing-driven communication can help them win customers.

Organizations that do implement these programmes should, in turn, inform all their stakeholders about it through various means of both internal and external communications such as emailers, newsletters, townhalls, webinars and conferences. This will help them build trust among stakeholders, comply with the regulatory requirements of the land, and attract investments for further business growth.

On-ground action, in short, should be supported by action-oriented communications. With demands and debates over decisive climate action becoming louder with every passing day, the power sector and other industries must leverage the power of media and communications to make their efforts seen and their messages heard by one and all.



Powering the Energy Sector through Social Media

Ajay Tripathi

PR & Media Manager
BEE, MOP, Govt. Of India

Social media has emerged as a powerful tool to connect with a large audience base. This has turned to be a boon especially in the case of COVID-19 pandemic. According to figures published in 2021, the number of social media users in India reached 518 million in 2020. Furthermore, by 2040, the number of social network users in the country is predicted to reach nearly 1.5 billion. This is more than 190% increase in users in 20 years. It provides ample opportunity for government, public, and private organisations to increase their user base by ensuring a robust social media presence on various platforms. The power sector is no exception. Almost all organisations complement public service announcements by using social media for their targeted and cost effective approach.

Social media platforms provide their users with various features and updates in terms of audio-visuals, voting polls and more, so communicating becomes interesting. Since it also allows two-way communication, people can connect with the government for feedback, suggestions, complaints, etc. via social media platforms to form public opinion. At the same time, it is the best available tool today for nationwide impact during crisis communication, civic engagement, building public trust, transparency, etc. The "Digital India" programme was launched with the vision of transforming India into a digitally empowered society and a knowledgeable economy. Under this initiative, online infrastructure, including internet connectivity, was developed to connect even the far-flung rural areas with high-speed internet networks.

Recent improvements in the power and energy sector sparked a revolution, requiring this growing industry to go social. This societal breakthrough has begun to show up in India and a little further afield. Many organisations are using social media campaigns to raise awareness among citizens about electricity, energy, and power related issues. The Bureau of Energy Efficiency has been educating the public on star ratings of appliances, energy saving tips for individuals, and energy efficiency tools for energy conservation by industries, buildings utilities etc.

Taking advantage of the potential of social media platforms, the Bureau launched the "Go Electric" campaign to promote clean and green energy by adopting electric vehicles and electric cooking. # Raise it by 1 degree was launched in order to promote the optimum setting of ACs for space cooling. These campaigns have been instrumental in making consumers aware of various benefits and have spurred their adoption in the country.

The potential in social media for enhancing public outreach needs to be tapped further and connect with the ever growing user base.

Social Media for Consumer Awareness for Energy Efficiency

What we're hoping for now is a societal breakthrough in this sector, which has begun to show up in India and a little further afield.

Organizations can broaden their reach by interacting with their users about new developments or launches, pricing, billing, and other consumer concerns via this social step. Creating a unique application that makes use of social media platforms could be a step toward long-term development. An organisation that is a part of the power and energy industry might take advantage of the opportunities by encouraging the utility sector to use social media. Not only will this increase brand awareness and partnerships, but it will also improve consumer awareness. Social media has the ability to attract



attention to global problems and advancements. Consumers will be able to make better and more sustainable choices if they are engaged and involved in the energy sector.

Gone are the days when a newspaper stung the energy industry by attempting to run a full-page ad. As a result, reaching the target audience via social media platforms involves communicating their goals and objectives. When people are aware of changes in their environment, they watch, engage, and interact, especially when it comes to energy reforms or current topics. With solar, wind, and turbine plants up and running all the time, and energy consumption expected to climb steadily in the future, this industry needs to get the word out online, reach out to specific people, and form long-term relationships.

Companies may use social media to not only communicate with customers but also influence them with relevant content that assists in decision-making. Social media communication is gradually being integrated into utility companies' customer relationship management (CRM) functions.

Why is social media important in the energy industry?

- Improving Brand Credibility
- Connect with potential clients
- Retaining existing clients

The industry can make use of these opportunities to get their solutions recommended among peers.





A new-age communications approach in a new era for the power sector

Kalpana Kaul
Executive Director,
Head - HR, PR & CC,
RECL

Power is among the most complex and diverse sectors in the country. Even though everyone uses power in their everyday lives, the technicalities and nuances associated with the workings of companies in the sector are not very clearly understood. There is much that these companies can do to create better branding and visibility for themselves among their stakeholders and it is essential that they do so, especially considering the vital role they play in enabling the daily activities of India's people, governments, organizations, and institutions. REC is among those companies that have quietly and efficiently gone about transforming India's power landscape.

The power sector, like any other, has its own unique set of challenges that are widely reported and analyzed in the media. Everyone knows, for instance, about the long-standing financial distress of DISCOMs and the supply chain issues faced by the solar power industry over the past couple of years. What needs to be highlighted in equal measure are developments such as the introduction of the Revamped Distribution Sector Scheme and the encouragement by the government for local manufacturing of solar panels and components. It is imperative that the media plays the important role of balancing the negatives with the positives, the challenges with the opportunities, and the setbacks with the advancements. This is especially important in times when India is eyeing wide-scale transformation of its power sector on many fronts and looking to attract domestic and foreign investments.

Apart from touching lives through the transformational impact of the power sector, many companies, including REC, also actively undertake programmes that are aligned with broader socioeconomic developmental goals in areas such as health, education, skill development, women empowerment and environmental sustainability. Initiatives such as these have the potential to create positive impact on a large scale. It is therefore essential that the intended audiences are aware of them. Instead of perceiving these activities as a side-role, they have to be seen as part of the business ethos and culture, and should be promoted with equal zeal and vigour. Companies should send out proactive, timely and clear communication to the media about these activities.

Every company is responsible for the communication it sends out. The onus is on us to present our messaging, especially the technical aspects, in an easily comprehensible format for all the stakeholders. Moreover, to reach the intended audiences and have the desired impact on them, it is essential that the communication for each platform is designed and delivered in a format that is best suited to it. The media landscape has been evolving at an increasingly fast pace over the past decade. While traditional print and television media continue to enjoy wide reach among the masses, digital and social media are enabling even quicker, real-time information-sharing and discussions. Communication strategies of companies must therefore include ways to leverage digital media better for connecting with their audiences. We are taking power to the homes of the people of India. With sharp focus on communication, we can also make every Indian aware of the role the power sector companies play in transforming their lives.





Sustainability-and-community-focused communication is the way ahead

Madhurima Gupta Jain

Head - Corporate Communications,
Apraava Energy

There is much more to businesses than merely the products, solutions or services they offer. With business goals converging with socioeconomic and environmental goals, stakeholders are becoming increasingly conscious about the overall impact of businesses they support or associate with. They want to know what the organization stands for; they seek a strong reason to care about it; and they need to know how it adds value to their life and the lives of others. It has become evident during the pandemic that external stakeholders and employees both wish to see their organization demonstrate a sense of cause and higher purpose.

Focus on making a real, tangible difference to people's lives

The expectation is simple and clear: the purpose of business should go beyond merely maximizing profits. To deliver on this expectation, organizations are focusing on creating sustainable, long-term value for every stakeholder, both inside and outside the business ecosystem. Whether it is creating a more equitable world or reducing emissions to achieve net-zero goals, companies are strategically relooking at how they articulate the purpose of their existence and the social and environmental impact they create.

Brands must connect with the communities in and beyond their area of operation through selfless initiatives that improve the latter's quality of life. These actions must be supported with timely, authentic communication. It has been observed that people appreciate community-focused storytelling far more than a brand-led approach. People-centric initiatives and strong communication together can have a very positive impact on a company's bottom line. As per the Deloitte 2022 Global Marketing Trends report, high-growth brands that commit to an integrated purpose mirroring their stakeholders' needs are gaining a competitive advantage in their respective industries.

Put people at the centre of communication and engagement strategies

In this year and beyond, we can expect to see more proactive communication from companies on the initiatives they undertake to redefine their purpose and values and to highlight their commitment to ESG reporting. There will also be sharper focus on creating and communicating a sense of equity, diversity, inclusion and belonging in the workplace. The contours of our society are changing, and companies would do well to champion these aspects to ensure that their brand messaging is relevant and authentic.

The pandemic presented companies with the opportunity to completely redefine their internal communications and employee engagement initiatives and focus more strongly on the wellbeing of their people. The world has witnessed a Great Resignation wave since 2021, and while the situation in India is not as dire as in some of the other economies, it is not something that can be overlooked. We might see organizations turn to internal communicators to assist them in developing more people-centric communications and in attracting, retaining and engaging the best talent for different roles. There is a wide and growing range of digital platforms and tools that these communicators can leverage to reach, engage, and align with employees in more personalized and meaningful ways than before.

Communication should be guided by technology and built on trust

Digital will continue to be the medium of choice for its reach, its ability to deliver real-time information and updates, and its shareable, interactive nature. Companies will pay great attention to developing content that is personalised and relevant for each of its audiences.



Content generation will be guided by data insights and analytics for powerful delivery and effective targeting. However, irrespective of the medium used, each message must be creatively crafted in alignment with the company's overarching purpose.

Communication, both internal and external, by organizations assumes far greater importance today than at any other time in the past. The Edelman Trust Barometer suggests that people's trust in media, government, and social media is at an all-time low, while businesses are being perceived as competent and ethical and therefore enjoy greater trust than other sources of information. This has tremendous significance in today's times, where disinformation and misinformation have emerged as serious threats to credibility and truth. There is great responsibility on everyone – and especially on companies, given the high pedestal they occupy – to engage in factual, transparent and unbiased communication.





Top energy trends from India & across the globe

• **Communicating Power: Prioritizing Communications for an Informed and Accelerated Power Sector**

The sector-wide communications, the challenges associated with core sector processes become common knowledge, making it easier to put them into perspective and devise ideal strategies to mitigate them. Communications guarantees consistent sector-wide coverage and information exchange between and within regulatory agencies, private investors (generating and distribution companies), donor agencies, the media and consumers. Communication streamlines processes across the multifaceted sector by keeping each of these sector players informed of key events and developments.

• **Social media powers energy sector**

Recent developments in the power and energy industry are creating a revolution, wherein a need has arisen for this thriving sector to go social. What we hope to see now is a social breakthrough in this segment, which has started reflecting faintly in India and a little more across borders. Through this social step, organisations can augment their reach by communicating with their users on matters pertaining to new developments or launches, pricing, billing and other such customer concerns. Developing an innovative application that utilises social media platform can be a potential attempt towards sustainable development.

• **3 ways social media can power up utilities (and their customers)**

With the changing trends, availability of power utilities on social media is as important as food chains and e-commerce sites. Utility customers agree, and their social media appetite is growing. Two years ago, an Accenture study found 30 percent of customers were open to interacting with utilities through social media, up from just 1 percent in 2010. In March, a Ventyx survey found the upward trend continuing. 54 percent of respondents say local utilities should use social media channels to share real time information and warnings on approaching storms, power outages and time until service will be restored.

• **Social Media and Electricity in India**

Being connected to the internet is like having a doorway to the world. With mobile phones becoming a commonplace item, internet at the touch of a button is very much a reality. The energy sector in India has traditionally seen a unidirectional flow of electrons, information and money. Utilities have started to realize that in order to handle the customer issues, consumption queries and other services. They will have to become smarter too by offering all their services in the local languages as well and making it easier for the consumer to pay their bills.

• **The role of media in accelerating renewable energy adoption**

Green and Inclusive Energy program (GIE) recognizes the vital role that media – both mainstream and social media could play in advancing our lobby and advocacy work at local and national level. Ultimately, it is envisioned that an increased awareness on existing technologies, policy framework and market development will help spur investments towards cleaner and inclusive energy systems. To promote energy access, the media must first be trained and (maybe mentored) to have a broad understanding of the issues that face the sector. This will enable them to be more analytical and self-driven in researching, documenting and reporting these untold stories. Secondly, the media can and should aid consumer intelligence by consuming, digesting and decrypting the technical language and terminology into a 'lay man language'.





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January 2022

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February 2022

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Gazetted HOLIDAYS

Month	Date	Event
January	26 th	Republic Day
March	1 st	Maha Shivratri
March	18 th	Holi
April	14 th	Mahaveer Jayanti
April	15 th	Good Friday
May	3 rd	Id-ul-Fitr
May	16 th	Buddha Purnima
July	10 th	Id-uz-Zuha
August	9 th	Muharram
August	15 th	Independence Day
August	19 th	Janmashtami
October	2 nd	M. G. Jayanti
October	5 th	Dusehra
October	9 th	Eid-Milad-un-Nabi
October	24 th	Diwali
November	8 th	Gururanak Birthday
December	25 th	Christmas Day

July 2022

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August 2022

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March 2022

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April 2022

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Restricted HOLIDAYS

Month	Date	Event
January	1 st	New Year
January	9 th	Guru Gobind Singh's Birthday
January	13 th	Lohri
January	14 th	Makar Sankranti / Magha Bihu / Pongal
February	5 th	Basant Panchami
February	15 th	Hazarat Ali's Birthday
February	16 th	Guru Ravi Das's Birthday
February	19 th	Shiva ji Jayanti
February	26 th	Swami Dayananda Saraswati Jayanti
March	17 th	Holika Dahan
April	2 nd	Chaitra Sukladi / Gudi Padava / Ugadi / Cheti Chand
April	10 th	Ram Navami
April	17 th	Easter
April	29 th	Jamat-UI-Vida
May	9 th	Guru Rabindranath's Birthday
July	1 st	Rath Yatra
August	11 th	Raksha Bandhan
August	16 th	Parsi New Year
August	31 st	Ganesh Chaturthi
September	8 th	Onam or Thiru Onam
October	3 rd	Mahashstami
October	4 th	Mahanavmi
October	13 th	Karwa Chouth
October	25 th	Govardhan Puja
October	26 th	Bhai Duj
October	30 th	Chhat Puja
November	24 th	Guru Teg Bahadur's Martyrdom Day
December	24 th	Christmas Eve
December	29 th	Guru Gobind Singh's Birthday

September 2022

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October 2022

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May 2022

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June 2022

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Important DAYS

Month	Date	Event
February	10 th	EESL Business Commencement Day
April	22 nd	World Earth Day
June	5 th	World Environment Day
September	9 th	World EV Day
September	22 nd	World Energy Storage Day
December	10 th	EESL Incorporation Day
December	14 th	National Energy Conservation Day

November 2022

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December 2022

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