## POWER @1 LINKS CONSUMERS AND CORPORATES ON AN ELECTRIFYING PLATFORM **JUNE 16. 2018** THE HINDU BUSINESS LINE

## Power@1 links consumers and corporates on an electrifying platform

In a win-win, 4FPL enables both CSR initiatives and power supply at ₹1 per unit consumed

This is match-making of a different kind, aimed at sustainability while addressing corporate social responsibility (CSR).
Fourth Partner Energy (4FPL), a

Renewable Energy Service Com-pany (Resco) engaged in providing solar power project installations and maintenance, has come up with an innovative project, Powerght Under this, it installs solar power units for schools, col-leges, hospitals and the needs, by linking them up with corporate en through CSR initiatives.

Vivek Sobramanian, Founder Partner and Executive Director at Fourth Partner Energy, says, stakeholders in the social sector, "Powerights a simple concept that helping them cut electricity costs

brings together all the ingredients of success at the grassroots level for schools, health tenures, NGOs and the like. With one rupee a unit, it will help the beneficiary make meaningful springs and the donor is happy because there is a sus-tained impact that can be mea-ured over 25 years."

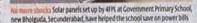
"We are the agency that brings it all together, ensuring that the beneficiary has uninterrupted power for 25 years by taking care of service for the duration of the contract as well as reporting back all the positwe impact from the programme, he says. Fourth Partner Energy seeks to work with non-profitable charitable organisations and other

substantially. Poweright provides clean electricity for these consumers at just \$1\$ per unit consumer. It just \$1\$ per unit consumed:

Typically, a school or a hospital in chosen for such a project and accedown and the freed up fleatuces.

chosen for such a project and a cor-porate entity will be the partner. Based on the funding from the cor-porate entity as a part of its CSR, a solar unit is set up and managed by

from the school budget could be deployed for some other require-ment of the school. The corporate entity partnering the school also



"Atoken price of ti per unit is towards ensuring they do not misuse it as a freeble," explains Subramanian.

The first such solar plant, funded by Maanaverya Development & Fin-ance Private Ltd, a subsidiary of Otto-Credit, a Netherlands-based microfinance agency, has funded a solar unit for a school near Seconnoise unit for a school near Secun-derabed station. Tartler, we used to straggle 60 pay the electricity bills and had huge outstanding. There was not enough money left for anything else. Having solar un-der the Powerfity teleme will help us save more than 80 per cent in power bills which will be used for membrane, architecture, for the purchasing stationery for the classrooms, books for the library and upkeep of the bathrooms," says Prabhakar Chowtapally, Headmaster of the school.

"Powergit will help the school

tackle a key component of its operating costs -- power. The savings are going to be diverted sowards upgradation of the action facilities and help drive the impact that we intend to make at grassroot level." says Subramanian.

## Investor Interest

Fourth Purtner is seeking to tap into corporates, especially its base of existing clients, and help them channelise their CSR funds effectively it is in touch with various companies and organisations. Many of them have showed Interest.

The company, which has so far executed more than 1,500 projects across 22 States, has received in-terest from its investors who are keen to donate their personal wealth, its institutional clients include Ultratech, Nestle, Raymonds, ICICI Bank, Coca Cola, Schneider

Hectric and India Railways. The company plans to cover grassroots level organisations across multiple streams such as schools, health centres, orphanages and old-age homes in the country. It is conside ing interventions in tadakh, the North-East, rural Maharashtra, urban low income and municipal schools in major cities, in urban areas with steady power connec-tion, Power@t would serve as a meaningful cost-saving proposition whereas in rural areas it would serve as a source of power at a veraffordable price.

The company, which recently se-cured funding of \$70 million from the Rise Fund, a global impact investment fund managed by TPG Growth, aims to lewrage the strength of over 150 projects and service teams that have been deployed and are maintaining plants across 22 States in India.