

## Tata BP Solar Energizes the Future

### Strategic Branding to Enable Experiential Learning

#### Overview

Tata BP Solar Corporate Social Responsibility Program 'Arunodaya' is focused on education in the field of renewable energy; primarily solar energy. The company's communications messiahs ideate to create interesting educational program's to enlighten children on proactive conservation and conversion of the earth's natural energy resources.

#### Challenge

- **Increasing Efficiency of Program Deployment:** Tata BP Solar communicated with The Energy Research Institute and several educational institutions including the Spastics Society of India to collaborate and foster a sense of awareness on renewable energy amongst students. The organisation wanted to increase participation by ramping up the number of subscriptions for the course on renewable energy.
- **Convey Key messages:** The team's focus is to cultivate a passion for conversion and application of renewable energy amongst students and knowledge of the same amongst members of the media.
- **Generate Awareness on the Applications of Renewable Energy:** Not just amongst students; but with a Nationwide audience.

#### Evaluation and Strategy

- **Increasing Efficiency of Program Deployment:** The commendable success of Tata BP Solar's 'Arunodaya' Program has been driven by the communications team's initiative to think out-of-the-box and engineer programs that would appeal to young minds. The company launched a short-term interactive learning exercise where children from participating schools developed model projects to generate and convert energy. Projects focused on generation of hydel-power, wind-power and solar-power.
- **Convey Key Messages:** Tata BP Solar's team worked in conjunction with the communications team to convey key messages through proactive media messaging, internal and external marketing and via viral media apart from working with key influencers in the region to launch the 'Arunodaya' program and conduct competitions to educate students on renewable energy.
- **Generate Awareness on the Applications of Renewable Energy:** Tate BP Solar communications team worked in conjunction with The Energy Research Institute to conduct competitions for members of the Spastics Society and participating day scholars; ensured that members of the media visited the site where projects were displayed and understood their efforts to give back to society by educating students on renewable energy and encouraging them to build their own model projects; thus enthusing them to pursue exercises in an entrepreneurial manner, understand key messages and convey the same to people around them.

#### Impact:

- Greater awareness on measures to conserve and use renewable energy
- Introduction of members of the media to the 'Arunodaya' Program
- Increased interest in renewable energy and conservation amongst participants

- Greater awareness of sensible corporate social responsibility programs which enable experiential learning

**Future:**

Tata BP Solar has begun working proactively to ensure that messages from the 'Arunodaya' initiative reach not just scholars, but employees of the company and key influencers. The company plans to implement more programs with messaging on renewable energy and educate a larger audience on the benefits of conservation and conversion of renewable energy.