

## Press Release

### CEED launches Help Delhi Breathe Campaign

#### **Clean energy can transform Delhi's air pollution**

New Delhi, 20<sup>th</sup> May 2016, Centre for Environment and Energy Development (CEED) launched its air pollution campaign under the name of 'Help Delhi Breathe' to curb air pollution in the city. The campaign will mobilize support of 5-7 lakh people with the help of 'Auto Rickshaws' to promote clean energy through 'Solar Roof Top Program' in Delhi.

Delhi, India's capital and perhaps world's one of the greatest city with population of 110 million, is struggling to breathe fresh air due to massive level of air pollution. A WHO report released two years ago ranked Delhi as the 'most polluted city in the world' In latest WHO report, Delhi's air is still 12 times more toxic, and ranked 11<sup>th</sup> among 3000 cities across the globe. There is considerable reduction in PM2.5 concentrations since 2014.

While talking at the launch of campaign, Mr. Ramapati Kumar, CEO, CEED, stated that "Delhi government needs to take lead in creating a city model that promotes environment stability. The government must be congratulated for odd-even scheme but equal measures are needed on all front to contain the rising pollution". He further added "Delhi can take steps to reduce 2 million tons of Co<sub>2</sub> per year by implementing Solar Roof Top program. Delhi has significant solar potential and by utilizing just 1.6% of the city's existing roof space, 2 GW of solar energy can be generated in the city. This means at-least two thermal power plants in near vicinity of Delhi can be phased out, thereby reducing PM 2.5 level in city's air", he concluded.

According to IIT Kanpur report, major sources for air pollution is road dust (35%), vehicle pollution (25-36%), thermal plant & industries (22%) and bio mass burning (22%). Delhi is still heavily coal-reliant with more than 60 % of its electricity coming from coal-based power plants that are responsible for high levels of RSPM in the air. Depending on other states for its electricity supply and based on the sources, which is environmentally adverse, costly, and posing serious concern on energy security of the nation's capital. There are significant efforts being taken to control vehicular pollution. Strategic approach is required to reduce the emissions from thermal plant and industries. One such approach is 'Solar Roof Top' program.

Speaking at the launch event, Mr. Naveen Mishra, Head Operations, CEED said, "we want to create awareness about dangerous pollutants present in the air. Mass mobilization is possible through auto drivers, who spend a minimum of twelve hours' outdoors on daily basis, inhaling pollutant air". The campaign is about garnering support for 'Solar Roof Top' program in Delhi. To spread the message auto rickshaws were given posters carrying our campaign message and missed call number which were placed in the auto.

CEED listed demands for the government so that, clean energy can be utilized which in turn will help bring down the carbon footprint and solve the problem of energy security. CEED demanded Firstly, to enact draft solar (Pending for approval) energy policy, secondly, revise solar energy target to be streamlined with national target, thirdly, financial mechanism should be created to support residential consumers, and lastly, create public awareness for 'Solar Roof Top' Program.

Mr. Ramapati Kumar, CEO CEED, further emphasized that air pollution is not limited to the geography of Delhi alone, hence, Delhi Government must adopt time-bound plan to curb pollution and engage at regional and national level for lasting solutions. However, it must take action of its own starting with Solar Roof Top program.

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