

Electrifying Urban Mobility in Kolkata: An Aspiration

The global rise in pollution and ozone layer depletion pose significant threats to the planet. As per the India Energy Outlook, IEA, 2021, India is the third-largest global emitter of GHG emissions in the world. Road transport presently accounts for 12% of India's energy-related carbon emissions and is a key contributor to urban air pollution. Hence, environment-friendly alternatives for transport mobility have become essential for reducing the overall carbon footprint of the country. It is time for all of us to move towards an era of sustainable development and transform towards a greener world and electric vehicles have emerged as the most pertinent option for transportation.

CESC has embraced the 4D approach of Digitalization, Decarbonization, Decentralization and Disaster Management and is committed to RP-Sanjeev Goenka Group's core value – 'Sustainability' by co-creating the infrastructure necessary for supporting an electric vehicle ecosystem for our city.

CESC has been instrumental in powering both the Kolkata metro railway since its inception in 1984, as well as the Calcutta Tramways since 1902, both of which are the earliest electric vehicles of the country and are still actively operational, contributing significantly to the public transport network of Kolkata. As per its official website, Kolkata Metro has helped to reduce 44,266 tons of Carbon Dioxide emissions from April 2023 to October 2023.

Electric vehicles are perceived to have a lower total cost of ownership and could be up to 5X more energy-efficient than fuel-operated vehicles. EVs can significantly reduce air pollution due to zero tailpipe emission and are noise-free. Electric vehicles are not known to have bulky internal combustion engines, which allows EV manufacturers to be more spacious and have comfortable interiors. They are gearless and are very convenient to drive.

CESC has collaborated with the State Administration and Confederation of Real Estate Developers Associations of India (CREDAI) to increase Electric Vehicle Charging station footprints in Kolkata. CESC is providing supply to West Bengal Transport Corporation (WBTC) at 25 bus depots for charging of E-buses and is prepared to extend supplies to any upcoming depots. Further three charging stations in the city at Park Circus, Beckbagan, and Dhakuria, in collaboration with the Kolkata Municipal Corporation (KMC), are also supported by CESC.

In a collaborative effort to enhance the availability and accessibility of electric vehicles, CESC has partnered with Go-Bikes, an EV rental company. Captive EV Charging stations are installed at the head office – 'CESC House' and CESC's technical training department at the Taratala office for charging of in-house vehicles. CESC also has adopted an ESG goal to transform 100% of our operational fleet with green technology such as Electric Vehicles by 2030 and is dedicatedly working towards it.

Furthermore, CESC has also employed a comprehensive approach to raise awareness and promote the usage of green mobility through our brand hashtag #LiveFreeBreatheFree. CESC is dedicated to promoting EVs in various public events like the Kolkata Book Fair, Trade Fairs, and other business summits. Social media platforms are also being actively leveraged to regularly promote and highlight the benefits of EVs.

By undertaking these approaches, CESC is playing a pivotal role in reducing pollution, envisioning zero emission, and minimizing the economic impact associated with traditional public transportation, thus paving the way for a sustainable and eco-friendly urban mobility landscape in Kolkata.
