

<b>Publication</b>	Hindu Business Line
<b>Date</b>	13 <sup>th</sup> August 2018
<b>Headline</b>	Power@1 links consumers and corporates on an electrifying platform
<b>Location</b>	Online

The image is a screenshot of a news article from BusinessLine. At the top, the BusinessLine logo is visible. Below it is a navigation menu with categories like HOME, NEWS, MARKETS, COMPANIES, ECONOMY, INFO-TECH, OPINION, SPECIALS, PORTFOLIO, and BUSINESS. There are also buttons for 'TRENDING TODAY', 'CLEAN FUN', 'THEY SAID IT', and 'Finally, gearing up for honourable exit'. The main headline of the article is 'Power@1 links consumers and corporates on an electrifying platform' by Vrishi Kumar. Below the headline is a photograph of solar panels installed on a rooftop. The caption reads: 'Solar panels set up by 4FPL at Government Primary School, new Bhoiguda, Secunderabad'. The article text discusses how 4FPL enables CSR initiatives and power supply at ₹1 per unit consumed. It mentions that 4FPL is a Renewable Energy Service Company (Resco) and that the project, Power@1, installs solar power units for schools, colleges, hospitals, and the needy. A quote from Vivek Subramanian, Founder Partner and Executive Director at Fourth Partner Energy, explains the concept: 'Power@1 is a simple concept that brings together all the ingredients of success at the grassroots level for schools, health centres, NGOs and the like. With one rupee a unit, it will help the beneficiary make meaningful savings and the donor is happy because there is a sustained impact that can be measured over 25 years.' Another quote states: '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 positive impact from the programme.'