

A play to energise the future

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Children, it is said, are the best instruments of change. Twenty girls from Queen Mary's School, Lamington Road, set out to prove just that. Under the aegis of 'Tata Power Energy Club', the girls took the lead to convey an important message—through a street play called 'Power to You!'—they spoke about the need to conserve energy in Mumbai.

Mumbai's busy working population; passers-by and even tourists appeared interested in the children's performance at several locations — Gateway of India, Flora Fountain, Churchgate Station and Grant Road. The enthusiastic girls drew people's attention with light-hearted dialogues and singing the song *Bijli ki Rani* from the film *Mr*



Students from Queen Mary School peppered the street plays with humorous dialogues and Bollywood numbers

India. They also had a signature campaign and urged people to employ simple tips on conserving energy at home.

Tata Power started its school outreach programme,

"Tata Power Energy Club" in 2007. In 2009, Tata Power Energy Club took its next big leap, with the programme turning into a national movement, covering more than 250

schools across Mumbai, Delhi, Pune, Ahmedabad, Bengaluru, Calcutta, Belgaum, Jamshedpur and Lonavla and further attained a new milestone of achieving over one million citizens sensitisation and more than one million units energy savings.

More than 11,660 children sensitised in 28 schools were encouraged to spread the word amongst their neighbourhoods in an attempt to create awareness about this issue. The participants who managed to show the maximum savings in their electricity bills or who reached out to a large number of people were felicitated as 'Energy Champions'. The initiative taken by the young kids resulted in 38,000 sensitised Mumbaikars standing in 2008-2009. In 2009-2010, over 1

million citizens saved 1 million units of electricity — enough to light up 330 houses for a year. The target for 2010-11 is to reach out to more than 10 lakh citizens and to save three million units of electricity. TPEC provides the platform for children to share and expand their understanding, and bring about a chain-reaction that can significantly reduce wastage of energy in the city. With adequate publicity, the Club will sensitise Mumbai's citizens, and the spark can turn into a spreading flame of enthusiasm to protect our resources and environment.

13-year-old Priyal Parekh a participant told *DNA*. "If we don't save power now we won't have any left." At least someone in Mumbai has got it right.