

## TATA POWER ENERGY CLUB SUPPORTS EARTH HOUR 2011!

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### SWITCH OFF, MAYOR TELLS MUMBAI

HT Correspondent

■ [htmetro@hindustantimes.com](mailto:htmetro@hindustantimes.com)

**MUMBAI:** Mayor Shraddha Jadhav appealed to citizens to switch off non-essential electrical appliances during Earth Hour, between 8.30 pm and 9.30 pm on Saturday.

"I have instructed my staff to switch off all lights and appliances at the Mayor's Bungalow at Shivaji Park and use earthen lamps for an hour," she said. "Every Mumbaiite should reduce his or her carbon footprint."

Mumbai's two major power distributors, Reliance Infrastructure Ltd (RInfra) and Tata Power Company (TPC), have urged their 30 lakh consumers to support Earth Hour.

RInfra is undertaking initiatives focusing on behavioural changes in energy usage and bringing world-class energy-saving technology to Mumbai under the 'Change for Mumbai' campaign. As part of the campaign, RInfra is helping consumers install energy-efficient appliances such as T5 tube-lights, split air-conditioners and ceiling fans.

Tata Power's national energy conservation movement, 'Tata Power Energy Club', a school outreach programme, will support Earth Hour in Mumbai, Jamshedpur and Bangalore.

Mini Tata Power Energy Clubs have started an engagement with six schools across cities to spread awareness about Earth Hour. So far, it has reached out to 2.5 lakh children across 285 schools. These children further reached out to more than eight lakh people. Tata claims club members collectively saved 18.22 lakh units of electricity.

Tata Power sets up energy club with children to popularise electricity conservation

## Schoolchildren to act as guardians of energy

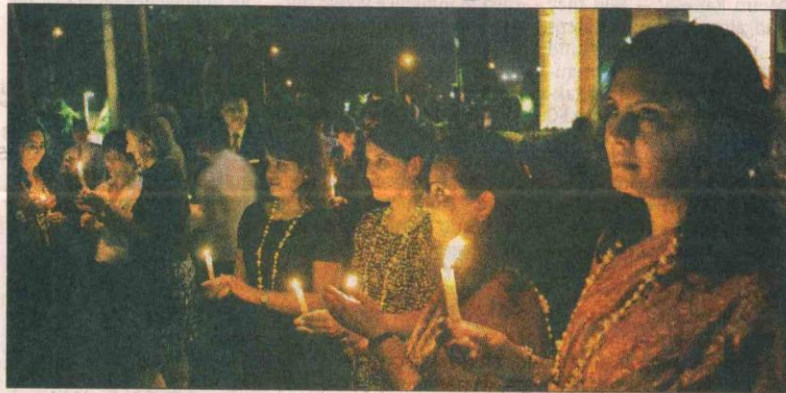
Our Correspondent

**Kolkata:** Leading corporate houses in the city are roping in schoolchildren to teach people on how to prevent the misuse of electricity.

Around 7,000 students from 12 leading schools of the city will act as guardians of energy and teach people the proper utilisation of power and other forms of energy. And, they have already managed to save 30,000 units by just working on the pilot project since last year.

Leading corporate firm, Tata Power, has taken the initiative to set up an energy club, known as the Tata Power Energy Club (TPEC), which involves schoolchildren finding a method to stop the misuse and wastage of energy.

Understanding the need to spread awareness among



■ Employees and guests of a five star hotel take part in a candlelight vigil to mark the Earth Hour in Kolkata on Saturday — Subhrajit Chandra

schoolchildren across the country, the TPEC initiative gives them a first-hand experience on how to save power while carrying out their daily household chores.

"This is an initiative which

we have started since 2007. Now, 285 schools nationwide, including 12 city schools, are taking part in this," said TPEC spokesperson Shalini Singh.

"We provide an activity booklet to the student and

also have sessions with them where they are taught to track their bills through audit sheets. We even ask them to follow certain habits to curtail the use of electricity," said Singh.

Switching off lights while

leaving the room along with not putting electrical appliances on stand-by mode and the need to use star-rated appliances are some of the hand-on tips passed on to the students.

So far, the TPEC has visited 12 schools, including Peter Day School, St Stephens, St Thomas School for Girls, Abhinav Bharati High School and Ramakrishna Mission Ashram Higher Secondary School.

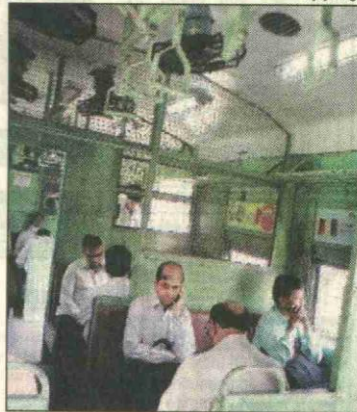
The students, who save power at their home by 5-10% and also at school by applying the energy saving tips, are called Energy Champions. Kolkata has had 604 champions, while Energy Ambassadors are those children, who make 10 or more people aware and educate them about the conservation of energy. Kolkata has as many as 1,916 such energy ambassadors.

# Power suppliers urge use of smart devices to reduce carbon footprint

Chittaranjan Tembhekar | TNN

**Mumbai:** The city's electricity suppliers—BEST, Reliance Infrastructure and Tata Power—have made an appeal to the people to participate in Earth Hour by switching off their lights and appliances for an hour between 8.30 pm and 9.30 pm. They have also urged the use of energy-efficient appliances like T5 tube lights, CFL bulbs, and 5-star rated split ACs and ceiling fans. Earth Hour, an initiative led by the World Wide Fund for Nature (WWF), will be observed in 43 cities in India and 6,000 across the world.

Last year, Mumbai saved about 60 MW of power during the event. While the island city saved over 20 MW, suburban Mumbai saved around 40 MW. The amount of energy was enough to ensure a power supply of three hours to around 65,000 households outside the city. The power saved by the country during Earth Hour 2010 was 900 MW.



Vijay Singh

**DUMB DEED:** Tube lights illuminate the occupants of a local train compartment in broad daylight

“An unit of power consumes a kilogram of carbon dioxide. If you switch off electrical appliances during certain hours and switch over to energy-efficient gadgets, it will make

a huge difference to the city, the country and the world,” said a spokesperson of Reliance Infrastructure (RInfra), which has 27 lakh consumers in suburban Mumbai. The firm has appealed to its consumers to observe Earth Hour with zeal.

As for BEST, the chairman of its committee, Sanjay Potnis, has appealed to the company's 10 lakh power consumers in the island city to make the event a record power-saving day. He said BEST itself will switch off the maximum possible number of lights at its offices.

The Tata Power Energy Club, too, is strongly supporting the global sustainability campaign by organising street plays and putting up hoardings. It is carrying out awareness campaigns in schools such as St Mary's School, Sir J J Boys High School, Rizvi Springfield High School, and the Sheth G H High School.