

Club Enerji helps save 31,498 units of energy in Bengaluru

OUR BUREAU

Bengaluru, August 1

Club Enerji, Tata Power's resource and energy conservation movement, has sensitised around 35,808 citizens in Bengaluru through primary contact programme as well as secondary sensitisation, and has saved 31,498 units of energy in the city.

Tata Power's 'Energy Conservation Programme' introduced in 10 schools in the city, aims to create the maximum impact by educating and creating awareness among citizens on the effective management and conservation of energy.

Online module

The Club Enerji movement in Bengaluru currently has 761 Energy Champions and 698 Energy Ambassadors across schools.

In 2016, the initiative launched a new online module on disaster management to spread widespread awareness around precautionary meas-



Anil Sardana, CEO & Managing Director, Tata Power

ures against calamities.

Anil Sardana, CEO & Managing Director, Tata Power, said, "Tata Power has been successfully running our campaign of energy conservation as Club Enerji for the past 10 years now. The campaign has witnessed immense success in Bengaluru city by sensitising people along with the students' communities on the importance of energy

conservation and the scarcity of natural resource."

Club Enerji's story began in 2007 in Mumbai with 12 schools. The pilot program demonstrated the various benefits of 'energy conservation' to the children, and encouraged them to spread the message further.

As the years' passed and the company evolved, so did this programme.