

Of conservation, awareness and more...

LAKSHMY PRANESH

With an aim to highlight the importance of conserving power among children, Tata Power started a programme called 'Tata Power Club Enerji' in 2007. In last ten years, the programme turned into a successful national movement, covering more than 500 schools across Mumbai, Delhi, Pune, Ahmedabad, Bengaluru, Kolkata, Belgaum, Jamshepur and Lonavala.

The programme was launched in schools as children are the most important facilitators of change and they truly implement ideas and concepts taught in their schools. On the occasion of its 10th anniversary, Club Enerji has successfully sensitised around 4 crore people across 12 cities from FY08 to FY17, thereby saving 5,54,96,137 MUs of electricity.

Through Club Enerji, students from class III to IX are taught the importance of conserving energy through innovative modules, which include audio visuals and PowerPoint presentations. Tips to save energy and conserve resources are shared during these sessions. Shalini Singh, head-corporate communications, Tata Power, who is also leading the Club Enerji programme, stated: "We ini-



tially did a load curve study on what can bring down the load. Our target was that everyone should be able to reduce their energy bills or at least save 8 to 12 percent. Keeping this mind, we studied and shared some household tips that would curb wastage and reduce energy consumption without causing any inconvenience."

She further added, "People should switch off all the devices from the main slot to save 5 to 10 percent power. Keeping the comfort level in mind, we recommend that people keep the AC temperature above 24 degrees. Our studies revealed that each unit of temperature reduces 2 to 3 percent of power usage. Apart from this, for heating and cooking, we suggest

people to use energy-efficient devices. They should also move from normal conventional bulb to CFL bulb. This helps in saving around 80 percent power."

While talking about the future plans, she said, "Our dream is to keep going to new cities and schools every year to sensitise more people on energy conservation. We want to make each and every citizen aware about how they make a difference by saving energy."

During the session, students are asked to submit electricity bills in the start of the programme. These bills are considered as base line bills. Thereafter, they are taught how to read the bills and encouraged to implement energy saving methods. For

the next consecutive three to four months, the bills are monitored. Based on the reduction of electricity usage, the children win the title of 'Energy Champions'. They are also awarded and recognised by the Tata Group. A group of kids have formed a mini energy club to conduct awareness programmes and rallies. Tata Power has also spread awareness digitally.

Club Enerji organises programmes for schools, which include nature trails and field trips to Tata Power Mahseer Hatchery in Lonavala. Practical knowledge is provided about the environment and they also cover topics like energy conservation, afforestation, waste management and disaster management. Additionally, an annual pan India quiz contest is conducted as well.

Hitansh Chandra, an 'Energy Champ' from Christ Church School, Mumbai, shared: "My experience with Club Enerji is somewhat different from other students. I got to know about all the different activities and started organising and participating in all of them. Our school is one of the best schools in Mumbai. We were ranked first in the pet bottle drive collection from over 200 schools of Mumbai. I am proud to be a member of Club Enerji and it is a great pleasure to be a Champ."