

Energy Xchange

Vol.1, Issue 1, Dec.2008

Dear Energy Conservationist,



A hearty welcome to Tata Power Energy Club once again! As you know, all our efforts to plug the every rising power deficit of more than 600 MW in Mumbai will be of little relief if we do not collectively make a concerted effort to curb wasteful usage and thus contain the problem without letting it get out of

hand.

Simple energy saving tips have been repeatedly advocated and if we only took the trouble to follow these there would be a huge saving, not only in terms of power and money, but of the planet earth itself. The depletion of natural resources and the carbon footprint that we leave are causes for grave concern. WE CAN and WE MUST do all in our power to meet the challenge head on.

The Energy Conservation Programme with Schools that we have started focuses on youth who are our tomorrow and can make a difference today! We believe in catching them

young as decision makers and crusaders in this crucial campaign and watching the movement grow.

I am delighted in the formation of the Tata Power Energy Club and our interactive website tatapowerenergyclub.com and am convinced it will bring together people with the purpose of saving power, spreading awareness and putting into practice the principles of energy conservation and efficiency

I, therefore, earnestly urge you to join in and register as a member of the website, in case you haven't, while also getting others to do so. Together we shall work relentlessly and responsibly for a bright tomorrow, even with a bit of fun for good measure, and if we can so can others! Let make it a movement and let's enjoy the journey.

My best wishes!

Prasad R. Menon

Managing Director

Tata Power

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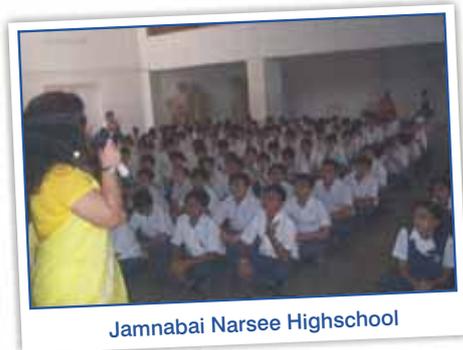




Charging Young Minds

The depletion of the earth's natural resources and the acute power shortage that our nation faces should be enough for us

to shudder and think how we could help tide over the crisis. As a power company, Tata Power is extremely sensitive towards this issue and has gone all out, in more ways than one, to create a public awareness and understanding



Jamnabai Narsee Highschool

of the problem that stares us in the face. The latest in our endeavours has been in the recognition of the huge potential schools and school children possess in combating the wasteful use of electricity and saving energy. And so an Energy Saving Programme with Schools was launched in July 2007, wherein 6000 children in classes VIII to X from twelve schools across Mumbai were sensitized through a talk and audio visual presentation and in addition taken on a field visit to the Trombay Thermal Power Station to impress upon them the enormity in terms of resources and operations that are involved in bringing them instant comforts and utilities at the flick of a switch. Based on our learning from the programme last year we continue with this initiative again this year, with an addition of another ten schools and students from classes VI to VIII. Besides the sensitization, in Phase I of the programme we also

teach the children to use an energy calculator, give them tips on saving electricity and show them how to monitor their consumption through an energy audit. We will now move on to Phase II in choosing ten Energy



Greenlawns Highschool

Champions from each of the participating schools, forming an Energy Brigade and equipping them to become Energy Ambassadors to spread awareness among their school mates, their families and their neighbourhoods.

Some of the schools on board with us in this initiative this year include Bai B.S. Bengali Girl's High School, Beacon High School, Bhaktivedanta Swami Mission School, Bombay Scottish School, Chaturbhuj Narsee School, Christ Church High School, Green Lawns High School, Hasnat High School, Hiranandani Foundation School, J.B. Petit High School, Jamnabai Narsee High School, Jasudhben M.L. High School, Kapol Vidyanidhi International School, Lady Engineer High School, Learner's Academy, Lokhandwala Foundation School, Maneckji Cooper Education Trust School, Queen Mary School, St. Joseph's Convent, Seth Juggilal Podar Academy, Springfield High School, The Cathedral and John Cannon Middle School, The J.B. Vatcha High School, Vibgyor High School and SOL ARCH which have already gone through the sensitization in Phase I of the programme. A total of over 9,500 students, 120 teachers and 76 principals have been sensitised so far.

These students in turn are now sensitizing friends, neighbourhood and societies at large. For details read Interface Section.

The introduction of the Tata Power Energy Club website, www.tatapowerenergyclub.com, a one of its kind, has given further impetus to the programme in this computer day and age. It is indeed heartening to already see so many school children from all over India logging in and keen to learn more and contribute to this cause. As of date there are almost a thousand members registered on this site.

Simple steps like replacing the regular bulb with CFL, keeping ACs at 24°C will help in saving energy and reduce its wasteful use. Practicing energy conservation can easily reduce your electricity bill by 5-10%.

Representatives from housing societies have started approaching us to take home the message and put into practice energy saving which is good enough reason for us to smile at the snowballing effort that should reach all of society and guarantee a future for the generations to come.



Maneckji Cooper Highschool

Flash Point - Global News



Did you know?

- The Itaipu Hydro Power plant on the Brazil Paraguay border with an installed capacity 13,320 MW is the largest hydro power plant in the world. *(Read more in the next issue)*
- Tata Power pioneered electricity in India by putting the first hydro electric power plant in Maharashtra in 1910 to provide abundant, clean and green power to the city of Mumbai.

How Japan fought its energy crisis

A developed economy like **Japan** not only fought its energy crisis but was successful in overcoming this problem with a

Corporate Dressing Down programme.

All offices with ACs were asked to keep AC up by 2° C and so '**No Blazer and No Suit Principle**'.

Japanese Prime Minister Junichiro Koizumi himself led by example in practice. An opinion poll showed that more than 75% of Japanese view energy conservation as a personal responsibility.



Junichiro Koizumi





Energy Champions

Name - Bhakti Lakhani

Class - VIII

School - Greenlawns High School

I reduced my electricity consumption by 12% by following simple steps like, I changed to CFL bulbs, kept AC at 24, minimised use of oven, opened refrigerator less, kept windows open for cross ventilation so no fans, switch off TV / computer instead of keeping it on standby, Force every one in the house to consumes electricity efficiently and has also sensitised 20 friends of mine to take this noble



families in our complex. I, along with my Dad, put posters all around the society and roped in nearly 75 to 100 people to come for this power saving program.

Important Energy Conservation tips such as using CFL bulbs and switching off the points of use from the MAIN supply, as also use of natural light and if possible the use of SOLAR ENERGY, were imparted to the residents.

It was a huge success and today I am feeling proud and confident that I initiated this with the help of Ms. Poonam Kishinchandani and Mr. Katkar and the team from Tata Power, educating and involving the neighbours and residents in the housing society in which I live, to take positive action.

cause further.

Name - Yugal Narang

Class - VIII

School - Vibgyor Highschool, Mumbai



Today was a very memorable day for me as I learnt not only the importance of and how to conserve energy, but also how to use this energy in a proper manner.

I first learnt about power conservation at my school, Vibgyor High and with my parents support and encouragement, we arranged a big awareness program in our society about ways of power conservation.

My society consists of 6 buildings and each building has 4 wings .In each building we have 112 families, totaling 712

Gearing up for action in your school

The energy saving ideas you use at home can also be used in school. Consider crating a weekly "energy monitor" someone who's job it is to make sure lights are out when there is no one in a room. He or she can also make sure that machines are turned off when not being used. Have your teacher or principal check with Tata Power to see if your school can become a "Bright School".

For more details visit www.tatapowerenergyclub.com

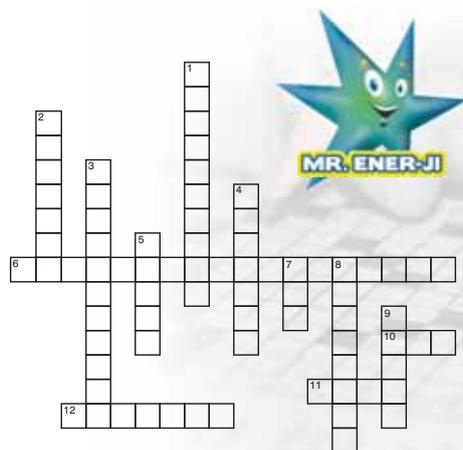
Start a Movement!

Refer two or more of your friends who have not been approached by Tata Power Energy Club as yet to register on www.tatapowerenergyclub.com and win a prize for the most number of referrals.

Know Your Energy Quotient!



Criss Cross



Across

- 6. Electricity produced by falling water that turns a turbine generator. Also referred to as HYDRO
- 10. A unit of measure of electrical resistance
- 11. Black or brown rock, formed under pressure from organic fossils in prehistoric times, that is mined and burned to produce heat energy
- 12. A radioactive element

Down

- 1. Electricity generated from solar radiation
- 2. The study of interrelationships of animals and plants to one another and to their environment

- 3. An appliance for supplying hot water for purposes other than space heating or pool heating
- 4. The electric pressure of a circuit, measured in volts
- 5. A device for measuring levels and volumes of a customers gas and electricity use
- 7. An atom or group of atoms that is electrically charged
- 8. The electric load that corresponds to a maximum level of electric demand in a specified time period
- 9. A unit of work

*Solution in the next issue.





How Californian's Save Energy. Check out their energy saving tips.

Change a Light, Change the World

We really can "Change the World" with just one light bulb. The key is that the more people that take this step, the more we can change the world.



Fight the Light!

Don't leave lights on when no one is in the room. If you are going to be out of the room for more than five minutes, turn off the light.

If you know of a light that everyone forgets to turn off, make a sticker or a sign to hang next to the switch that says "Lights Out!" or "Don't Forget!"

Where possible, use compact fluorescent light bulbs. These funny-looking bulbs use 1/4 of the electricity and they last for years.

There's one light bulb that firefighters in Livermore, California, never turn off. It uses very little energy and has been burning for 101 years! Find out more about the Centennial Bulb,



Don't Leave Things Turned On

Turn off the TV, computer, radio and stereo when no one is watching or using it. Turn off all the appliances from the plug point.



It's a Matter of Degrees!

In warm weather, the thermostat at home should be set at 78 degrees. (Don't do this, of course, if it will cause health problems for anyone in your family.) When no one is home, set the thermostat at 85 degrees. That way, you'll reduce the need for air conditioning and you will save energy. If you have ceiling fans or other fans, turn them on. The blowing air can make you feel 5 degrees cooler, without running the family's air conditioner. Fans use a lot less electricity than air conditioners!

In cold weather, wear warm clothing and have your thermostat set to 68 degrees or lower during the day and evening, health permitting. When you go to sleep at night, set the thermostat back to either 55 degrees, or turn it off. When you leave home for an extended time, set the thermostat at 55 degrees or turn it off, too. That way, your family can save from 5 percent to 20 percent on your heating costs. (Don't do this, of course, if it will cause health problems for anyone in your family.)

For details visit:

http://www.energyquest.ca.gov/saving_energy/index.html

Ask An Expert!



"When in doubt, Ask An Expert"

How do I reduce my electricity bill?

Why are my utility bills so much higher than my neighbour's?

Questions like these are bound to cross your mind. You may also have a bright idea you would like to share. Please send your feedback, queries & suggestions to me at:

energyclub@tatapower.com

OR

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Visit www.tatapowerenergyclub.com



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