

Awareness campaign in city schools on need to conserve energy

Awareness programmes in several schools of Kolkata were conducted recently to raise awareness on the need to conserve energy by the Tata Power Energy Club. The programmes included an audio-visual film featuring students across India who are energy ambassadors followed by a talk by the educator and spot quiz questions and tips on how to save energy etc. This is part of Tata Power's nationwide Jiyo Power Se campaign sensitizing students of the age group 6-14 years about the need to conserve electricity. The campaign aims to sensitize 10,000 students in Kolkata alone in various schools.

The sessions are interactive and fun-filled with the programme educator, Shyamashree Sen, imparting valuable knowledge about how an individual student can make a difference by switching off electrical appliances at home and in school. Emphasis is laid upon the Six Golden Rules for saving



energy. A TPEC anthem and a short documentary on energy conservation, enacted by previous years Energy Champions, further encourages the students to take up the cause with more enthusiasm as they see their counterparts all over India doing the same. The educators then conduct a spot quiz and TPEC goodies are distributed among those answering correctly. Essay writing and poster making competitions are conducted on the theme, 'How To Save Energy'.

With the purpose of monitoring their family's electricity consumption each student's electricity bill for the previous month is being collected and the exercise will be repeated two months hence. This will facilitate monitoring the success of the sensitization of the youth.

To make this programme more interesting TPEC has tried to infuse a spirit of competition. Three energy champions from each school will be selected; from these 35 students three energy ambassadors will be short listed who will represent Kolkata at the national level competition to be held in Mumbai.