

# The energy brigade

**School children help bring down electricity bills in cities**

Hard times call for innovative solutions. The energy crisis has given rise to one such. In city schools children are being motivated to become champions of energy conservation through clubs started for the purpose. An initiative of Tata Power, Club Enerji conducts three-year long sensitisation programmes to educate, enhance and engage children in reducing power bills at school and at home.

The learning takes place through interactive sessions, in-class educational films, presentations and competitions. The result is that kids begin to imbibe facts and information that often even adults have no idea of. By the end of the exercise kids are able to interpret electricity bills, understand how energy calculators are used and how energy audits are conducted.

The spinoffs are even better. Children land up constantly reminding their parents, even neighbours, to switch off the fan when they leave the room,

switch on heavy duty gadgets only during non-peak consumption hours and switch off gadgets when not in use.

According to the Club Enerji, it has sensitised 1.5 million citizens to save 2.8 million units in the past two years. The exercise has resulted in the saving of 6.2 million units since the programme started in 2007. This is equivalent to saving 2,800 tonnes of carbon dioxide and light up more than 900 houses for a year, says the company.

This year the conservation clubs have gone one step further by organizing and spearheading mass sensitization activities. Schools in Mumbai, New Delhi, Bangalore, Pune, Ahmedabad, Kolkata, Jamshedpur, Lonavala and Belgaum have been the most active.