

ENERGY CONSERVATION WEEK

14th TO 20th DEC. 2014

14th December is celebrated as the National Energy Conservation Day. Tata Power is committed to energy conservation in all spheres of its operations as outlined in its Energy Conservation Policy. Tata Power Demand Side Management (DSM) Cell takes it as an opportunity to spread awareness about Energy Conservation and showcase its activities by celebrating Energy Conservation Week from December 14-20.

The activities organized during this period share the twin objectives of creating general awareness about Energy Conservation and showcasing Tata Power's efforts to promote energy efficiency at the consumer end. DSM Cell, with the support from all departments, meticulously planned and organized these activities to ensure the involvement of every stakeholder in energy conservation.

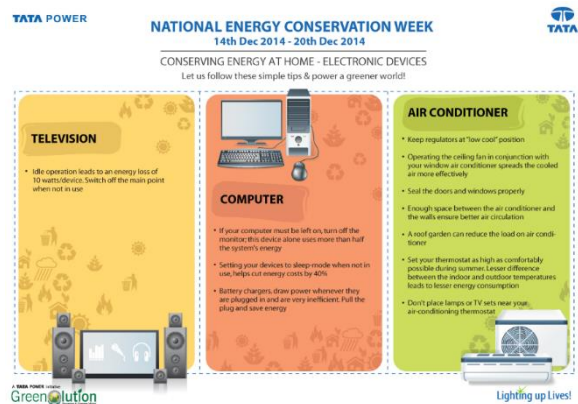
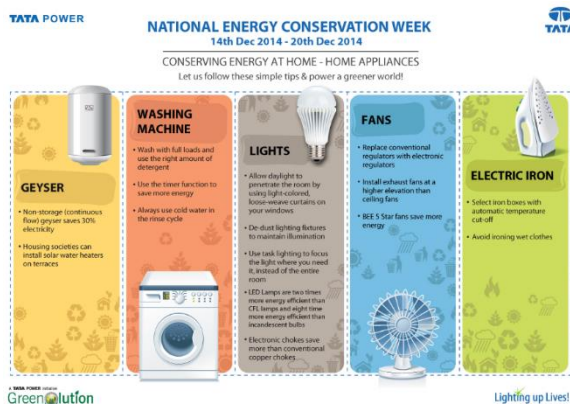
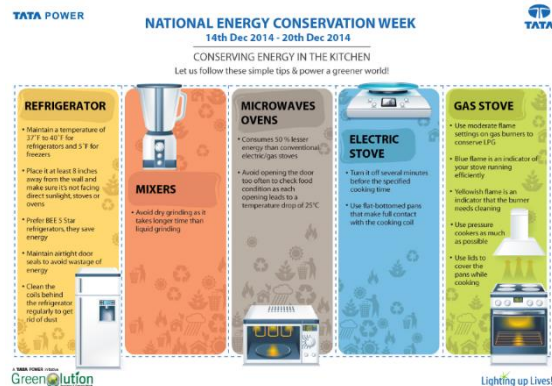
Creating the tempo : EC Week Banners

Banners that were displayed at prominent places of all divisions announced the eventful Energy Conservation Week and created the necessary tempo.



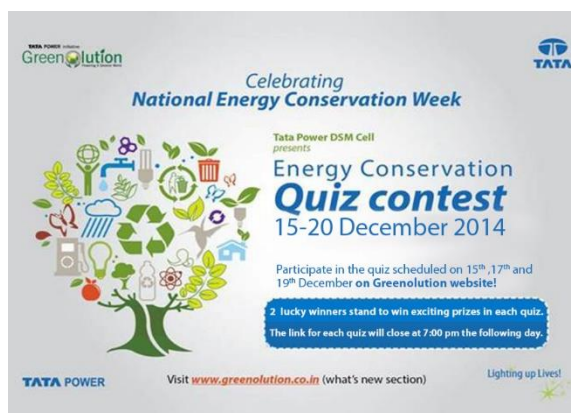
Energy Saving Tips for Homes

A series of various useful tips were shared with the consumers over email which can help them save energy at home. For the convenience of the consumers and employees these tips were divided into three parts. The first part provide the tips on kitchen appliances, second tells about general appliances at home and third was for electronic appliances. These hands on tips were also flashed on Tata Power intranet web portal, Sangam.



Online Quiz for employees:

For Tata Power employees, an online quiz was arranged that provided interesting insights into the various aspects of energy conservation. This 3-part quiz touched upon the issues like climate change, general awareness about energy efficiency, renewable energy and what can a person do to save energy. Two winners have been selected for each part of the quiz. The quiz has received overwhelming response. Employees from all the plants i.e. Mundra, Jojobera, SED Bangalore, Lonaval, Wind – Satara, CTTL, etc have participated. Exciting prizes have distributed to the winners.



Slogan & Suggestion Competition:

Divisional level competition of energy conservation Slogan and Suggestions at work place were conducted. Exciting prizes were distributed to the winners of respective divisions.

Webinars on Energy Conservation through Tarang for Employees and Consumers.

DSM Cell also scheduled two webinars where external experts were invited to speak on various ways of energy conservation.

The first webinar was devoted to the concept of green buildings, Mr. Rumi Engineer from Green Building Consultancy Services & Energy Conservation Dept. at Godrej and Boyce Mfg. Co. Ltd (G&B) has delivered the excellent presentation and explained new dimensions of Green building. Second webinar on energy efficiency options in pumping systems was delivered by Mr Dinesh Adsul of Energy Audit Department at Grundfos Pumps (I) Pvt. Ltd. Tata Power employees and our esteemed consumers such as TCS, Supreme Housing, Tata Capital, etc attended these webinars and got their doubts clarified from the experts during the Q&A session.

Webinar on Green Building

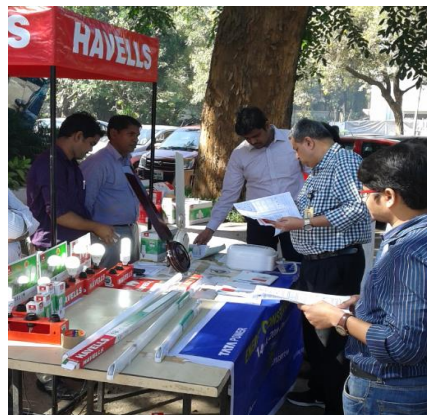


Webinar on Energy Conservation in Pump



Energy Efficient Product Stall at discounted price.

For promotion of energy efficiency at home, DSM Cell also facilitated to put up a stall of energy efficient home-appliances at the Dharavi, Carnac, and Technopolis offices in Mumbai. A reputed appliance manufacturers provided energy-efficient products like LED Bulbs, LED Tube Lights, CFL Bulbs, Ceiling Fans, Geysers etc. to the Tata Power employees at a discounted price at this stall.



Message of Energy Conservation at the Godrej residential colony Anand Mela.

EC week ended on a high note with DSM Cell putting up a stall during an event organized at Godrej Residential Colony.

M/s. Godrej had organized an Anandmela (funfair) at their Residential Colony Play Ground on 20th December 2014. The said colony houses approximately 250 residential consumers of Tata Power. As part of its Energy Conservation Week Celebrations, M/s. Godrej invited the DSM Cell to put up a stall at the event to create awareness on Energy Conservation, offers of DSM Cell to residential consumers and their benefits.



DSM Cell considered it as an opportunity to spread the message of energy conservation and gladly accepted the invitation. The Tata Power stall showcased various appliance exchange offers of the DSM Cell and provided the information on how to register for the schemes. The DSM team delivered a live demo on how energy efficient products (e.g. LED products) save energy as compared to the conventional options without any compromise on quality of service. DSM Cell sensitized people about conserving the resources, especially energy, and also disseminated information about our sustainability initiatives e.g. Club Enerji. Representatives of Customer Acquisition Department were also present who guided the people on how they can switch-over to Tata Power. Approximately 15000 people visited the funfair and more than 1000 visited our stall & received the information about our services and energy conservation efforts of Tata Power



DSM Cell opted for a judicious blend of online and offline activities aimed at a specific target audience. Role, interest and contribution potential of various stakeholders like consumers, employees and general public in energy conservation was taken into account while planning the activities. Proactive support from all other departments, especially Corporate Communications and Admin, played crucial role in effective organization of these event. All the events received overwhelming response, witnessed a high number of participation and the DSM Cell was able to get its message of energy conservation across the stakeholders.