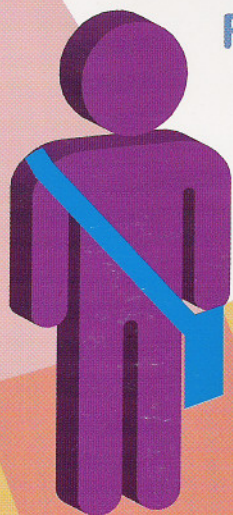


Conserve Energy  
For A Brighter  
Tomorrow



Make Everyday,  
An Energy Saving Day

Energy Saved Is  
Energy Produced



**NDPL ENERGY CLUB**  
COLLABORATING TO CONSERVE



Save Energy And  
Contribute In  
Nation Building







# NDPL ENERGY CLUB

## NDPL ENERGY CLUB

*"We conserve only what we love. We will love only what we understand.  
We will understand only what we are taught."*

- Baba Dioum, Senegalese poet

The NDPL Energy Club has become a means of social mobilisation and has proved very successful in generating a synergy between the target groups and the organisers. Something which began as a small pilot project in 2004 with 5 public schools has now evolved into a mass grass-root movement with more than 57,000 students and teachers from 25 schools in North Delhi being sensitised on Energy Conservation issues till July 2006.

This incredible achievement has been brought about by a core group of over 4,900 catalysts and change makers who have championed the movement in these 25 schools. Around 1.25 lakh individuals have so far been touched upon and sensitised, taking into account children, teachers, parents and neighbours reached out to by the Energy Club.

The NDPL Energy Club is an endeavour by North Delhi Power Limited (A joint venture between Tata Power and Delhi Govt.) in association with REACHA (NGO). This partnership has led to the formation of Team URJA, comprising of experts from NDPL and REACHA to design and deliver the program.

The NDPL Energy Club seeks to sensitise children at an impressionable age (Class VI – IX) in schools on issues relating to Energy, Indian Heritage, and Citizens' Duties and Rights that need to be addressed immediately. The NDPL Energy Club was formally launched at Prabhu Dayal Public School on 8th October 2004. Five schools from North Delhi took part in the inaugural workshop.



### Children - Our active conservationists of the future

Children as ambassadors of positive social change are involved in two basic projects in the schools as part of the NDPL Energy Club.

**Project CONSERVE** (Conservation of Energy Resources through Verification and Experimentation) - Here, each student monitors the pattern of electricity consumption at home and school, uses the electricity bill for assessing the present consumption, applies conservation techniques as explained by Team URJA experts and seeks to save energy. The later bill reflects these positive changes.

**Project NEST** (Neighbourhood Energy Sensitisation Task) – Each student seeks to sensitise five known neighbours over a period of 2-3 months and help them replicate the learnings from the Project CONSERVE at their respective homes.

This way each child associated with NDPL Energy Club actually becomes an active conservationist through practice and sensitisation.





## The Energy Club movement

In the 1st Phase of Energy Club more than 3000 students were sensitised along with their teachers, parents and the neighbourhood community. The demand for continuity was heard from the community and so the NDPL Energy Club was scaled up to 25 schools for the academic session 2005-06. Thus, in the 2nd phase 20 new schools were added – 10 Delhi Government Schools and 10 Public Schools. The 5 old schools now became Nodal Training Centers (NTCs) and each was allotted 4 new schools to form 'Peer Group Learning Teams' (PGLTs). Children are influenced most by their peers.

The NDPL Energy Club movement was initiated into its 2nd phase at Principals' Conclave on 1st December 2005, at Shah Auditorium, Delhi.

Luminaries have always come forward to encourage the children in this noble effort. We had Smt. Sheila Dixit, Honourable CM, Delhi; Shri Arvinder Singh Lovely, Honourable Minister of Education, GoNCTD; Shri Haroon Yusuf, Honourable Minister of Power and Transport, GoNCTD; Shri Arun Goyal, Special Secretary, Power, GoNCTD; Shri V. Raghuraman, Sr. Adviser (Energy), CII; Sri Padmanabhan, Sr. Adviser, USAID; Shri V. S. Verma, Director General, BEE and Deputy Director of Education, GoNCTD and various others who have supported small and big initiatives launched under the NDPL Energy Club.

To recognise the diverse talent and set a confluence of knowledge sharing with different schools, children and teachers of NDPL Energy Club host an Annual fest called the URJA Mela. The URJA Mela works under the theme of 'Collaborating to Conserve' and 'Competing to Conserve'.



These envisage the entire philosophy of the Energy Club. Can we all collaborate to conserve our resources? Also, can we compete in true sportsman spirit towards conserving these very resources, our heritage, our national pride?

URJA Mela is a celebration of their philosophy. Some of the competitions held during the Mela include the following activities, which test the personality of children in terms of their creativity, understanding energy conservation issues, art and craft, communication skills, power of presentation, scientific temper, taking pride in Indian culture and heritage and understanding of our fundamental duties.

Banner Making Competition

Science Model Making

Nukkad Naatak Pratiyogita

Energy File Presentations

Essay Competition

The URJA Mela thus provides a competitive platform to NDPL Energy Club member schools to showcase the talent their students have, through a number of activities.

The participation and performance of the Government schools in the Mela has been encouraging. To ensure that there is no additional logistical and financial burden on the participating government schools, NDPL provides for the transportation, logistical and administrative facilitation.

We request you to spread the word and help / contribute to / support this initiative and keep us motivated to take this movement forward with enhanced zeal.



"Support us for a well-lit future"





## Testimonials

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*"The students have realised that resources are non-renewable and must be conserved. They have stopped all kinds of wastage. Students have become aware of the fact that energy is precious and even if they have money to pay for the electricity they may suffer from energy crunch in the coming days. They make sure to switch off fans and lights while leaving the classrooms. Also, they remind their parents and neighbours to do the same."*

Ms. Charulata, teacher co-ordinator  
Apeejay School

*"The program has had a positive impact in our school and homes. It tells us how to save energy in a better way by which not only the participants but also others get to know about energy conservation for a bright future."*

Vineeta, student  
Rukmini Devi Jaipuria Public School, Rajpur Road

*"I have learnt a lot here and have applied it at home and got the benefits of energy conservation."*

Ramana Devi, student  
Govt. Girls. Sr. Sec. School, Jahangirpuri

*"Energy Club initiatives worked as a spark for the enthusiastic students of our school and even at home."*

Anurag Arora, student  
Rosary Sr. Sec. School, Kingsway Camp

*"I told my family members about various tips discussed in the program to save electricity. We worked on them and saw positive results in our electricity bills."*

Satvik Thakral, student  
Mata Jai Karan Public School, Ashok Vihar

*"We would like to enrol and involve more and more children in this program."*

Ms. Perna Bhushan, teacher  
Apeejay School, Sainik Vihar

*"The students are more conscious about switching off the lights & fans when they leave the classrooms."*

Varnika Gaur, student  
Kulachi Hansraj Model School, Ashok Vihar

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*"Our electricity bill has reduced by about 60%."*

Himanshu Malhotra, student  
Prabhu Dayal Public School, Shalimar Bagh

*"The students are well informed about energy conservation and they have noticed a reduction in the electricity bills."*

Mrs. Bobby Narula and Ms. Shefali, teachers  
M M Public School, Pitampura

*"Taking another initiative to reach out to the people and the consumers at large, North Delhi Power Limited (NDPL) has decided to make children its ambassadors to spread the message of energy conservation."*

'NDPL makes children its Brand Ambassadors', The Hindu, December 2, 2005

*"The NDPL had launched its initiative called NDPL Energy Club a year ago to make children ambassadors spreading the message of energy conservation. It was a pilot project. Encouraged by the success of the project which involved 3000 children covering five schools, the company today extended this drive to 20 more schools in its area."*

'NDPL extends drive to 25 schools', Tribune, December 1, 2005



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