

CHENNAI STATE CENTRE

Awareness on Electricity Conservation - Joint Venture Public Programme January 7-8, 2012, Chennai

In association with the Tamil Nadu Generation and Distribution Corporation and Lions Club of Anna Nagar, an awareness campaign on electricity conservation was conducted on 7th and 8th January 2012. The programme was organised at a place of public gathering, Vishveshwarayya Tower Park and on two holidays viz., Saturday, and Sunday from 4.00 PM to 8.00 PM. An exhibition of models and posters on conservation and efficient utilisation of electricity along with hourly talks on energy conservation tips for the benefit of the public were also arranged. In order to encourage usage of energy efficient lamps, a leading Osram dealer was asked to open a sales counter and sell the lamps at a highly subsidised price. It was agreed that a portion of the subsidy would be met by ISLE Chennai State Centre. The programme was highly appreciated by the general public and more than 500 persons participated.