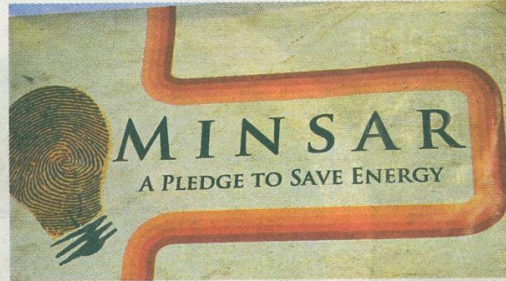
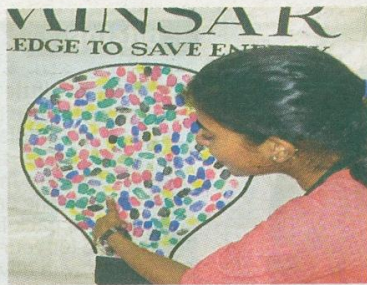


# DECCAN Chronicle

February 06, 2013



Students of Stella Maris College have taken an initiative to educate people on how to conserve energy

CONAN MENDOZA

DECCAN CHRONICLE

It's a well known fact that India is the sixth largest generator of electricity as well as the sixth largest in terms of consumption.

Though it accounts for about four percent of the world's total annual electricity generation, the need for power is growing at an extraordinary rate. Over the last decade, things have spiralled into a state of chaos due to power shortages, and the need for conservation of power has risen.

Taking on this initiative are students from Stella Maris who have set up a movement called Minsar, in hope of educating people on how to conserve energy. One of them, Kirti.K says, "Despite the mass generation of power from places like Ennore, Mettur and other power generation units in the south, we still face a power shortage of thousands of MW which is due to increased demand in power. Some of the areas further south of Chennai receive only an hour of electricity every day! It is the duty of every little citizen in the country to contribute to saving electricity.

About the campaign she shares, "We have set up a team of students to conceptualise, strategise, coordinate, execute and evaluate the communicational tools for the campaign and are to start working from this month onwards, visiting

## Dealing with the power crisis



**GIRL POWER:** The organisers of Minsar

schools and colleges. We are also looking to sign up with electrical manufacturers to help our cause."

There are simple steps that we can take to save current, Kirti says, "Ascertain the usage pattern of electronic

gadgets, and ensure that it's never used in short intervals. Understand the significance of conservation of electricity and its impact on other energy resources, like coal, water and wind. Safeguard our environment, in other words the

trees we have. The girls at Stella will also be a big part of the campaign, with 3000 students who have signed up on campus. We solicit your support and cooperation in hope of creating a better tomorrow."