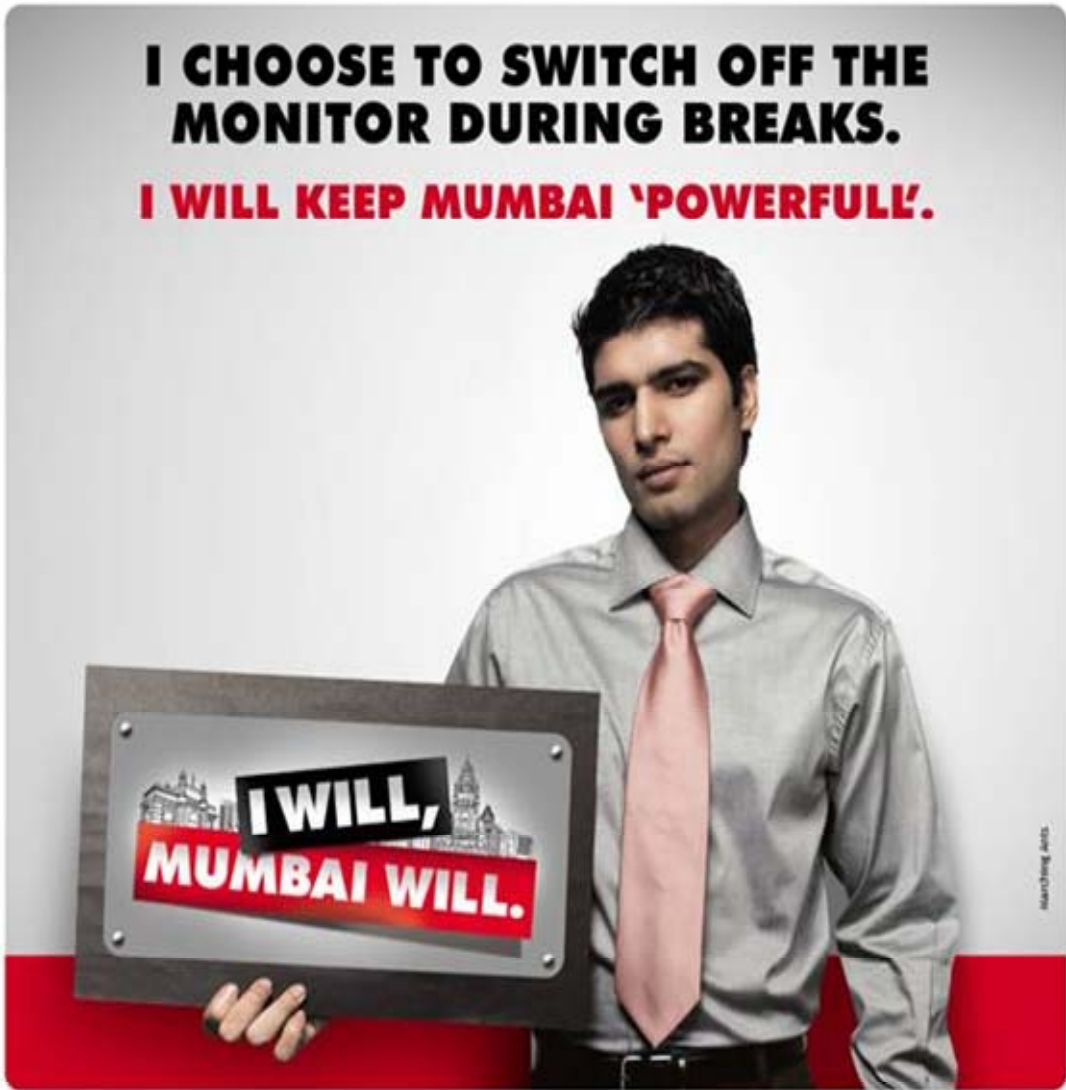


# EE09 MUMBAI CONSUMER AWARENESS CAMPAIGN - INDIA

## APPENDIX



**I CHOOSE TO SWITCH OFF THE MONITOR DURING BREAKS.**

**I WILL KEEP MUMBAI 'POWERFULL'.**

There are times when you take and there are times when you give back. This is one of the later.

Mumbai is one of the few proud Indian cities to have enjoyed 24-hour uninterrupted power supply for long now. However, severe power shortage in Maharashtra together with Mumbai's unprecedented lifestyle boom have pushed the city's electricity demand beyond availability. Efforts are on to plug the power deficit of 400-500 MW in Mumbai, yet, this summer, the city is faced with the spectre of power cuts.

**But we can choose to help our city avoid power cuts:** If we act with urgency of purpose, the following few simple steps can help prevent power cuts - besides reducing electricity bills!

**Switch off from the Plug Point:**  
We can save an unbelievable 5% of Mumbai's power if we switch off from plug points! Because, most of us don't realize that every time we leave a plug point 'ON' after switching an electrical appliance 'OFF' from the machine button, power is still being consumed in the so called 'stand-by mode'. So, let's switch off our ACs, TVs, washing machines, microwaves, mobile chargers, etc. from the plug point. Every single time.

**Shift usage away from the 10 am - 8 pm Peak Time:**  
There is a huge demand on the power supply during these hours as commercial establishments (the heart of Mumbai) switch on power. Let us avoid adding to the load by using our daily appliances before 10 am or after 8 pm. Washing machines, geysers, irons, building water pumps, etc. - all that which can be shifted without much inconvenience.

**Keep the ACs at 24° C:**  
Summer is here, and every time one more AC is switched on and every time an AC's temperature is lowered by 1 more degree, a huge load is added to the power supply. We can avoid power cuts if we give up 'freezing' for 'cool enough'. Let's all go 24 this summer - it's not that hard to get used to.

After all, it is up to each one of us to make the change - if you will, Mumbai will.

ISSUED IN THE PUBLIC INTEREST BY




  

Figure 1. Press Advertisement



Door Stickers



Poster / Standee



Front View



Rear View

Figure 2. Publicity Material

<b>Table 1. Awareness Generated by Different Types of Media Campaign</b>				
<b>Awareness of the Following Messages</b>	<b>Press</b>	<b>Hoard-ings</b>	<b>Radio</b>	<b>Cinema</b>
	n=315	n=474	n=274	n=22
Shut down all appliances from the plug to save power	79%	72%	44%	64%
Keep the temperature at 24 degrees	9%	25%	27%	5%
Don't misuse the power supply	8%	6%	3%	9%
Mumbai can be powerful to save power	6%	5%	2%	0%
If we save power there will be no shortage	2%	25%	30%	0%
Always use less from 10 am to 8 pm daily	1%	5%	8%	5%
Don't know	2%	0%	9%	19%

<b>Table 2. Awareness in Different Geographical Areas of Mumbai</b>				
<b>Answer</b>	<b>All (n=1201)</b>	<b>Town (n=397)</b>	<b>Central (n=427)</b>	<b>Western (n=377)</b>
<b>Awareness about possibility of power shortage</b>				
Yes	95%	99%	90%	95%
No	5%	1%	10%	5%
<b>Awareness about possibility of power cuts</b>				
Yes	95%	98%	30%	96%
No	5%	91%	1%	4%