

## A POWER-PACKED POWER CUT



**LET THERE BE CANDLELIGHT:** While hotels will turn off all their lights and serve candlelight dinner, companies will switch off non-essential lights in offices

Jayashree Nandi | TNN

This evening, watch Bangalore's skyline dawn a new look. From Electronic City to five-star hotels to Youngistan's haunt Brigade Road, the city will turn dark for a bright future. Youngsters leading the campaign plan to spread the word through the web, phone calls and even knock on neighbours' doors.

For instance, Srihari Shankar, a Class XII student, will reach out to 250 people through Facebook. He will do it for the villages of India. "Switch off!" will be my status message. I will ask people to turn off lights because half our country doesn't get proper power supply. We should switch off the power for them," says Srihari, one of the thousands of youngsters leading Saturday's Earth Hour campaign.

### NO ENERGY IS RELIABLE

For Shruti Kedia, second-year student of Christ College, energy conservation has taken on a greater meaning after the nuclear disaster in Japan. She realizes that not all kinds of energy is reliable and people need to cut demand. "There is already a group on Facebook spreading the word. We will be switching off almost all the power points in our homes," she says.

Many, such as Rohith S, second-year student of IIM-B, don't know about Earth Hour at all. "I have vaguely heard about it, but I'm not sure what it is. On the campus, we are very conscious about energy conservation. We've installed solar heaters that save Rs 3,000 of the total fuel cost. We've implemented rain water harvesting too," he said.

School students are not far behind either. They want to spread the word

in their school and apartments. Anjana Shastri, a Class XII student, Canadian International School, said she will call her friends and tell them to turn off the lights. "I think Earth Hour will have a significant impact if everyone participates."

"One hour doesn't make much difference to our daily activities. It's my little way of conserving power. We'll have to find a mechanism to conserve power in households too," said Ayesha Tabassum, an advertising professional.

### BIZ NETWORK FOR SUCCESS

Earth Hour is a big event at most companies. Environment and sustainability measures have picked up in a big way in the banking sector and IT companies. ING Vysya, with 500 offices and 450 ATMs across the country, will turn off non-essential lights, and have a unique solar-powered ATM at BTM Layout.

It will also organize a signature campaign for passengers at the arrival and departure terminals at BIA. Baggage tags with the message 'I support the Earth Hour — the best Savings Scheme in the world' will be available at the airport. Candlelight events will be organized at five malls in the city.

"We are going to turn off all non-essential lights, like signages. It won't



### TRADERS DON'T MIND LOSSES

Traders on Brigade Road and M G Road will not just turn off lights on Saturday evening, but they will also shut their stores for security reasons. According to Brigade Shops and Establishments Association president Suhail Yusuf, all 127 shops on Brigade Road and some on M G Road will shut from 8.30pm to 9.30pm. "For a Saturday evening, it's a lot of loss but we want Bangaloreans to know that we care for the environment. All restaurants on Brigade Road will serve dinner by candlelight," he said.

affect our work. The focus is on sustained activity all year round to reduce energy and water consumption," said product and marketing head, ING Vysya, Sonali Panda.

Infosys will not just turn off non-essential lights and servers, they will also try to break away from work during that hour. "It will not affect business because we've planned well in advance. Employees have little events at this time," explained Hitesh Sharma, a member of Infosys Green Connect. The Connect team also plans a clean-up drive on M G Road and Brigade Road.

Hotels such as ITC Windsor and Gardenia will turn off all their lights and serve candlelight dinner. Sobha Developers will go beyond and switch off lights, computers and electrical appliances every afternoon, between 1 pm and 2 pm, starting Monday till next week.

### BEYOND THE HOUR

This year, World Wildlife Fund is urging citizens to do something that will create a long-term impact. It could be little things, like segregation of garbage, implementing proper waste management facilities, harvesting rainwater. WWF will also organize a candlelight vigil at Mota Arcade, Brigade Road, from 8.30 pm.