

REPORT

ENERGY 99 – AWARENESS TO LOCAL COMMUNITY

Location- Mannivaakam & Mudhichur Village, Kancheepuram District.

Date: 29.08.2024

Objective: Energy conservation and sustainable practices were educated, and awareness

was raised.

Highlights: Over 100 households were engaged, promoting the 9 Energy Mantras for reducing energy consumption.

B.S. Abdur Rahman Crescent Institute of Science and Technology, in collaboration with **IGEN – Institution of Green Engineers** and the **Energy Saving Awareness Club (ENSav Club)**, has launched a sustainability initiative focusing on **SDG 7: Affordable and Clean Energy**, integrated with SDGs 12, 13, and 17. This program reinforces Crescent's commitment to clean energy adoption, responsible consumption, climate action, and impactful partnerships.

ENSav 9 Mantras Campaign

The campaign highlights **nine simple daily practices** to minimize energy wastage and collectively save **1 unit of electricity per person per day (1585 Wh/day)**. Key actions include switching off unused appliances, adopting LED and solar light usage, maintaining AC and refrigerators, choosing star-rated devices, avoiding standby mode, and operating heavy loads during off-peak hours. These practices help **conserve 720 litres of water** and reduce **1.3 kg of CO₂ emissions** per unit saved — directly supporting a low-carbon campus mission.

Community Outreach Initiative

As part of this campaign, **Crescent Energy Club student members and faculty** conducted an extensive awareness drive among the local community.

- ✓ Over **100 households** were sensitized on energy conservation
- ✓ Demonstrated the impact of **ENSav 9 Mantras** in daily life
- ✓ Encouraged responsible energy usage and sustainable lifestyle habits

This outreach strengthened the university's engagement with society, creating a ripple effect of climate-positive actions beyond the campus.

Integrated SDG Goals

SDG 7 – Affordable & Clean Energy	SDG 12 – Responsible Consumption & Production	SDG 13 – Climate Action	SDG 17 – Partnerships for the Goals
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Through these combined efforts, Crescent continues to strive toward environmental stewardship and community transformation — inspiring everyone to **Be a Carbon Contributor**.



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Institute of Science & Technology
Deemed to be University u/s 3 of the UGC Act, 1956

The Institution of
Green Engineers
#SDGAction48555

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#SDG7 Execution Partner

ENSAV CLUB
Energy Saving Awareness Club
A Unit of Energy Efficiency Research Group, under IGEN

#ensav9mantras to Save One Unit at

50 Whr
100%
60%
SWITCH OFF THE EQUIPMENT AFTER USE

100 Whr
100%
70%
REGULAR CLEANING OF AC FILTER & USE NATURAL LIGHTING

25%
1 kW
1.5 kW
USE STAR RATED EQUIPMENT

180 Whr
10W
40W
USE OF LED STUDY LAMP

250 Whr
1 kW
1.5 kW
REGULAR CLEANING OF THE REFRIGERATOR

175 Whr
230V
200V
USAGE OF HEAVY EQUIPMENT IN OFF-PEAK HOURS

50 Whr
100%
60%
AVOID LEAVING THE EQUIPMENT IN STANDBY MODE

425 Whr
100%
70%
OPTIMAL TEMPERATURE SETTING & WATER USAGE

480 Whr
20W
40W
REPLACE THE MAXIMUM UTILIZED LIGHT WITH A SOLAR LED

Total Save - 1585 Whr / Day

Saving One Unit Equal to Save 720 lit of Water and Reduction of 1.3kg of CO2 - Be Carbon Contributor

INTEGRATED SDG GOALS

IGEN ENERGY99CHALLENGE

United Nations

Department of Economic and Social Affairs
Sustainable Development

Project ID : #SDGAction48555

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