

ASHOK - ENERGY MANAGEMENT SLOGANS

1. **Energy conservation is a habit (like charity) that begins at home.**
2. **Energy Conservation in our daily life starts with, how we put the toothpaste in the brush; Across or Along!**

Energy conservation starts in the morning, how we put the toothpaste across the brush or along the brush? When put the paste across the brush, we consume less and brushing is effective. When we put it along the brush, we consume more & brushing is not effective.

3. **A push of Energy conservation by Lever to the industry lifts ton of Benefits.**

Energy saving Measure to the industry is a Little Push down on one side of Lever, that lifts up on the other side Ton of Benefits.

4. **Industry must not Pick, but Choose the Energy-saving Proposal;**

Industry only picks now, the ECON proposal based on the first cost & simple payback. But the Industry needs to choose the ECON proposal based on the discounted cash flows & the associated benefits.

5. **Industry behaves like cranky child when the ECON proposal is Spoon-fed.**

When ECON Proposal is spoon fed to one industry, it rejects it; where as the ECON Proposal is just tipped or tossed to the other clever industry, it grabs it quickly and implements early.

Energy saving Proposal to the Industry is like Giving Grass to Horse.

We can bring grass near to horse but it is the horse that needs it more, has to grab the same.

6. **Man Linkage increases Efficiency & Machine Linkage decreases Efficiency**

Industry management links the humans, in mind and action and gains better collective & overall efficiency than individual ability. On the contrary the energy management aims to achieve higher system Efficiency, as the multiplied efficiency of sub-systems is lower than their individual capability.

7. **Utility to the Process is like Medicine to the body.**

Overdose or under dose of utility to the process results in bad health & energy loss.

First shake the utility bottle, well before use

Next Shake (& tune) the process, well after use for better results.

8. ECON proposal is not like OTC commodity - Over The Counter medication.

We have to consult Energy Expert to apply the same in our industry.

9. Electricity to the Industry is like a cup of Tea from Tea Shop.

The teashop charges us for full cup of tea, whereas, we could sip is only three-fourth cup of tea and leave back the quarter cup of bubbles.

Likewise the industry draws three-fourth cup of Active Power and Quarter cup of Reactive Power from the Grid, but pays for the full cup of Active & Reactive Power to the Board.

10. Running a twice rewound motor in an industry is like running our two wheeler with the used & worn out Button less Tyres. One day when you replace your tyre and feel the grip and comfort of riding with new tyre on the road, you will be delighted to see petrol savings now.

Similarly take a trial of new Energy efficient motor in your place of rewound motor. You will be shocked to how much you had lost in electricity with old motor. You will be relieved to see electricity savings from now on. You will be delighted to showcase and share your savings you achieved with others in industry.

This applies to all other Energy Conservation measures you adopt now and what you are planning to adopt later, please adopt it now.

GOOD DONE IS NOW DONE. (SUBHASYA SEEGRAHA!)

- **S.ASHOK, BEE certified Energy Auditor/Coimbatore/ Mail - Call - 94437 20220;**
- **Pls. visit site www.energymeasuretosave.com for practical energy saving tips.**

Sharing knowledge to SAVE OUR ENERGY !

Conserving Energy is OUR Collective Responsibility, for a Better Tomorrow!