

World Young Reader Prize 2009

Category : Public Service



1. Name of the Programme : SAVE (Serve As a Volunteer For Energy)
2. Category of the Entry : Public Service
3. Sponsoring Newspaper : Malayala Manorama, India
4. Complete address of the newspaper :

Malayala Manorama
P B No 26
K K Road
Kottayam 686 00, Kerala State
India
5. Project director : Mathews Varghese, Associate Editor, e-mail :
mathewsvarghese@manorama.com
6. The same as above
7. Circulation and frequency : Daily Newspaper, 1.7 million copies
8. A programme for creating awareness about the need for saving energy and educating about the practical methods for achieving it.
9. Target of project : 10-17 age group

SAVE (Serve As a Volunteer For Energy)



What we did and why

The programme spread the message of energy saving in the society with emphasis on the student community.

It is the general need of the time to reduce the carbon footprint by reducing consumption of energy. The state of Kerala in India had also the urgent need to reduce consumption of electricity as the state was facing acute power shortage.

Development : Financing and Partners



The 120 year old newspaper Malayala Manorama (MM) partnered with Energy Management Centre (EMC) of the Government's Department for Power in Kerala to conduct the programme.

MM initiated the idea and made a presentation on it before the minister for power and his team. The newspaper offered to give wide publicity to the need for energy saving and the ways of doing it. MM also offered to use its social influence and pulling power to attract maximum number of students to the scheme.

How we promoted it



സേവ് കൗൺട്ടൺ
രൺസര ഫലം

ഒന്നാം സമ്മാനം
(5000 രൂപയും സർട്ടിഫിക്കറ്റും)

രണ്ടാം സമ്മാനം
(3000 രൂപയും സർട്ടിഫിക്കറ്റും)

മൂന്നാം സമ്മാനം
(2000 രൂപയും സർട്ടിഫിക്കറ്റും)

ചിരിവരകളിലെ ഊർജം

മലയാള മനോരമ പാഠികൾ

വരളും കണ്ടും ശീലമാക്കാം

1. **ജി. വി. ജി. ജി.**
2. **ജി. വി. ജി. ജി.**
3. **ജി. വി. ജി. ജി.**

Laptop computers, energy saving refrigerators and large number of CFL lamps worth total of Rs. 400,000 (about \$ 10,000) were given as prizes. These were sponsored by EMC.

അക്ഷര സാഗരം

തിനിശില വേദങ്ങൾ

മനസ്സു നിരയ ചെറുപ്പം

കടൽയാത്രകൾ

കവ്യ തിരഞ്ഞെടുപ്പ്

Portmanteau (blend words) - II

The personal experiences written by children were interesting and were published (one typical narrative was on how the effort helped to improve family relations. Instead of sitting in separate rooms, the members began to sit in one room during leisure time. In addition to saving energy, this improved communication within the family)

Educational Supplement with SAVE write up

To build up excitement for SAVE programme, competitions in cartoon, painting and crossword with energy saving as theme were also conducted. Selected entries were published with photos of the students and prizes given.

Evaluation and Results



1. Preliminary elimination was done by checking the electricity bills sent by participants.
2. The entries selected after the first round were certified for its veracity by the staff of KSEB after inspection of the premises of the contestants.
3. Final evaluation was done by an expert panel nominated by MM and EMC considering the essay also.
4. 1681 students were finally selected as *volunteers for energy saving* and certificates given.



A K Balan, Minister for Power, distributing prizes

Official response

Mr. A K Balan, state minister for electricity said at the prize distribution function at Kottayam : "The campaign helped to save 0.115 million units of electricity. More than that, the campaign helped to make the whole society aware of the need for energy saving".

Evaluation and Results



Prize winners and parents

State electricity authorities were highly impressed by the SAVE campaign. They came forward with an advertisement campaign in the newspaper during March 2009 highlighting methods for energy saving with endorsements by celebrities. This brought in revenue of Rupees 5.5 million (about \$ 100,000) to MM.

The newspaper supported the advertisement campaign with editorial write ups.

Multimedia Support

Wide publicity was also given using platforms of TV, online, mobile and e-mail. Manorama Online carried cross promo ads. E-mailers were sent out to large number of people.

Innovative SMS contests were organised on mobile. There were about 29,000 participants in 'Pledge to SAVE' SMS contest and over 45,000 participants in 'SAVE quiz'.

A large number of readers got prizes like CFL lamps, solar lantern, LED torches, solar inverters etc.

Benefits to the newspaper

- MM is known for CSR initiatives in rainwater harvesting, palliative care for geriatric and terminally ill, heart surgery camps for destitute children etc. SAVE campaign helped to strengthen this brand image further. The people in Kerala appreciate such initiatives and that is reflected in our circulation growth.
- Our readers are a happy lot winning a large number of prizes
- Advertisement revenue of about \$ 100,000 (Indian Rupees 5.5 million) to the newspaper in March 2009 from ads on energy saving inserted by KSEB.

Benefits to the newspaper

- The educational supplement of the newspaper became more acceptable among students and a reference resource for parents. It became a tool for circulation promotion.

Circulation Growth (May-November 2008)

| Month | Circulation |
|--------------|-------------|
| May 08 | 1611409 |
| June 08 | 1644850 |
| July 08 | 1666671 |
| August 08 | 1686305 |
| September 08 | 1693430 |
| October 08 | 1693514 |
| November 08 | 1728076 |

ABC certified circulation figures of Malayala Manorama from May 08 to November 08