

# EMC campaign to keep summer power use down

**The Hindu Bureau**

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With electricity consumption steadily rising with the build up in summer heat, the Energy Management Centre-Kerala (EMC) under the State Power department has launched a spirited social media campaign highlighting the importance of energy conservation.

As air conditioners prove to be the biggest 'energy guzzlers' in the summer months, EMC has urged the public to make sure that the temperature is set at 26 degrees Celsius to save energy and keep the electricity bills down.

The EMC has launched its campaign even as daily electricity consumption levels are closing in on the 100 million unit (mu) mark. Consumption on Saturday stood at 99.89 mu, the highest so far in 2025. The State-level record



Overstuffing refrigerators should be avoided as it leads to energy loss.

stands at 115.94 mu for daily consumption and 5,797 megawatts (MW) for peak demand, logged on May 3 and May 2 respectively last year.

## 'Cool roofing'

EMC, which is the State designated agency (SDA) for energy efficiency initiatives, has reminded the public to use electrical appliances judiciously during the summer months, and adopt 'cool roofing' technologies or paints having a high solar reflective index

(SRI) for buildings to keep the interiors cool.

Growing a vegetable patch or garden on the roof also would help keep temperatures at manageable levels inside buildings. The EMC has also advised the public to use cotton clothes during the summer months, avoid overstuffing refrigerators - that leads to energy loss - and use public transport whenever possible. EMC has also reminded the public to buy appliances with higher star ratings for guaranteeing energy efficiency.

Electricity Minister K. Krishnankutty had pointed out last week that the KSEB was anticipating electricity consumption to break last year's records. The Kerala State Electricity Board (KSEB) has drawn up a clutch of power purchase agreements and 'swap' arrangements with utilities elsewhere in the country to ensure adequate supply during the summer.