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Flash Mob

A Flash Mob is a group of people who gather at a public location and perform a seemingly impromptu performance typically a brief dance, and disperse rapidly after the event has concluded. A Flash Mob is usually organized online through social media, emails or website.

BESCOM is capitalizing on the rising popularity of this phenomena and will organize performances from 4th May, 2012 to spread awareness on Energy Savings.
Dollu Kunitha

Dollu Kunitha is a folk dance form of Karnataka which is performed with drums (Dollu). The dance is performed by men of the Kuruba community. It consists of many performers who each play drums to different but harmonious rhythms while dancing. The combination of dance, song and music makes it a fantastic spectacle to behold.

Dollu Kunitha performances will be organized by BESCOM from 4th May, 2012 to attract the public and thereby spread awareness on Energy Savings.
Veeragase Dance

Veeragase is a vigorous dance from which is native to Karnataka. Based on Hindu Mythology, the dance involves energy sapping movements. It is performed during the Dasara Procession held in Mysore. The dance trope usually consists of two, four or six members. The vibrant energy demonstrated during the dance attracts audiences in large numbers.

BESCOM will be organising Veeragase Dance performances from 4th May, 2012 to attract the public and thereby spread awareness on Energy Savings.
Street Play

Street play is a form of theatrical performance and presentation in outdoor public spaces without a specific paying audience. Street plays are meant to reflect everyday life with ordinary people. As they are held in informal areas like shopping centres, car parks, recreational reserves and street corners they are much more accessible to the common public and attract more interest. Street plays are usually conducted to draw attention to public issues. BESCOM will be conducting street plays from 4th May, 2012 to spread awareness on Energy Savings.
Hoarding

A hoarding is a type of outdoor advertising that is used to catch the public's attention. A hoarding is usually found in high density areas such as busy roads or shopping centres so that the message can reach a large number of the public. Hoardings are designed in such a way that they catch people's attention while driving home the point very quickly, leaving the reader thinking about the advertisement after they have driven past it.

BESCOM has created and set up hoardings all across the city and the districts to spread awareness about Energy Savings. The hoardings have been set up at 80 locations across the city and 15 locations across districts.
Bus Shelter

Bus shelter advertising is a high impact, high frequency type of advertising which covers a large target audience. These advertisements are highly effective as they provide 24 hour visibility and reach out to natural demographics. Bus shelters also offer street presence to brands as they reach the everyday common public easily. This type of advertising is usually concentrated in city centers and suburbs so they can be seen by pedestrians and vehicular traffic. In addition Bus Shelters also provide high dwell time for consumers waiting for the Bus.

Bus shelter advertising has been set up by BESCOM all across the city to spread awareness about Energy Savings. BESCOM’s bus shelter advertising has been set up at 25 locations across the city.
Help us to Reduce the peak hour load

Summer is here!

You can avoid load shedding if you switch off...

- Reduce load between 6 p.m. and 9 p.m.
- Switch off all unnecessary loads during peak hours.
- Avoid using air conditioners during peak hours.
- Use energy-efficient appliances.
- Reduce water consumption during peak hours.
- Avoid using electrically powered conveyances.
- Use energy-efficient lighting.

Poster / Leaflet

BESCOM is actively spreading the message of Energy Savings to the public and has engaged in creative and highly effective methods to achieve this goal. Street plays, dance performances, hoardings and bus shelter advertising are just some of the measures taken by BESCOM to ensure that the message of Energy Savings reaches the vast majority of the public.

With this aim, BESCOM is also bringing out a leaflet, poster which emphasizes the need for Energy savings and accounts the efforts taken by BESCOM to spread awareness on this matter.
Car Stickers

Energy Savings is an all important message that is at the top of the priority list. BESCOM is constantly mobilizing innovative strategies to spread awareness on Energy Savings. As the number of automobiles on the road increases, and as drivers are forced to spend more time in their vehicles commuting back and forth between home and office, the Car Sticker is becoming an item of greater visibility.

BESCOM is capitalized on this rising trend and has brought out attractive Car Stickers with messages on Energy Savings to ensure that the vast majority of the public is made aware of this issue.

Radio Jingle

Radio Jingles are short tunes which are sung or accompanied by a message. The jingle typically contains one or more hooks and will explicitly convey the intended message. Jingles are a form of sound branding. BESCOM is using this form of advertising to spread awareness on Energy Savings. A radio jingle is particularly effective as the popularity of the radio is on the rise as most people listen to this medium as they are traveling to work. And let’s face it, a catchy jingle is likely to stay in the mind of the listener the entire day thereby making the message even more effective.
Cinema Slides

Everyone loves going to the cinema to watch movies. So why not mix education with entertainment? BESCOM is capitalizing on this and creating attractive Cinema Slides that will be screened before every movie. Highly creative and visually appealing slides with clear messages will be screened at selected theatres. With the large number of audiences flocking to the theatres, BESCOM is sure to spread greater awareness on Energy Savings through this method.
Do your bit.

You can avoid load shedding if you

switch off...

♦ Fridge for one hour between 6-9 pm
♦ Washing machine, Geyser, Iron box and other heavy appliances during peak hours
♦ Unnecessary Lights & Fans during peak hours
♦ Air-conditioners during peak hours

Limited Use. Unlimited Power.

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