



A CONSUMER CONNECT INITIATIVE



JUNE 27, 2011

Vaayu Vandhanam

CELEBRATING THE POWER OF WIND

CHENNAI, COCHIN, HYDERABAD AND BANGALORE

Pushing for CHANGE

REPLICATING A TREND THAT WAS STARTED IN EUROPE, GLOBAL WIND DAY WAS CELEBRATED IN CHENNAI WITH THE SUPPORT OF THE INDUSTRY. WE SPEAK TO D V GIRI, CHAIRMAN OF THE INDIAN WIND TURBINE MANUFACTURERS ASSOCIATIONS TO LEARN ABOUT THE IDEA BEHIND THIS INITIATIVE...



PHOTO: PAVU KUMAR

In 2006, the Global Wind Energy Council (GWEC) announced for June 15 to be celebrated as Global Wind Day, to take renewable energy's importance to the general public. "During the initial days of the wind energy industry, costs were prohibitive and hence participation in this movement was possible only for industrialists and other affluent members of the society," explains D V Giri. "While this ensured that the growth of the industry was steady and well nourished,



WE INTEND FOR THE WIND ENERGY MOVEMENT TO BECOME A REVOLUTION MUCH LIKE THE GREEN REVOLUTION PIONEERED IN THE AGRICULTURAL SECTOR AND THE WHITE REVOLUTION THAT ENERGISED THE DAIRY INDUSTRY. WIND AND SOLAR ENERGY HAVE ALWAYS BEEN NATURE'S TRUE ENERGY FORMS. FOSSIL FUELS BECOMING THE ACTUAL ALTERNATE FUELS IS THE WAY FORWARD.

it was not as inclusive as a revolution of this magnitude should ideally be," he says. And when the wind power sector started gaining a foothold in India, the situation was no different. "The install base grew at an encouraging pace, helped by the incentives provided by the Government policy makers," says Giri, Chairman of the Indian Wind Turbine Manufacturers Association (IWTMA). "But the movement was not holistic and to effect a significant change, we needed wider participation from the public." It was with the intention of rectifying this situation that the IWTMA decided to celebrate the occasion in an effort to spread awareness to the masses. "We intend for the wind energy movement to become a revolution much like the green

impromptu fun skits were played out at different venues along with organising wind-themed contests for whistling and singing.

Elaborating on how people can participate better in the wind energy movement on a daily basis, Giri further explains, "Technological advances have been made since the advent of the first wind turbines and now due to improved efficiencies, smaller turbines of capacity 1 kW and 2 kW are available which can be installed right on top of one's home." With such implementation, Giri is of the belief that even small towns and villages which are currently off the power grid, can not only be brought online but also become power producers themselves.

Signing off emphatically, Giri inspires what should have been considered a long time ago, saying, "Wind and Solar energy have always been nature's true energy forms. Fossil fuels becoming the actual alternate fuels is the way forward."

revolution pioneered in the agricultural sector and the white revolution that energised the dairy industry," he adds.

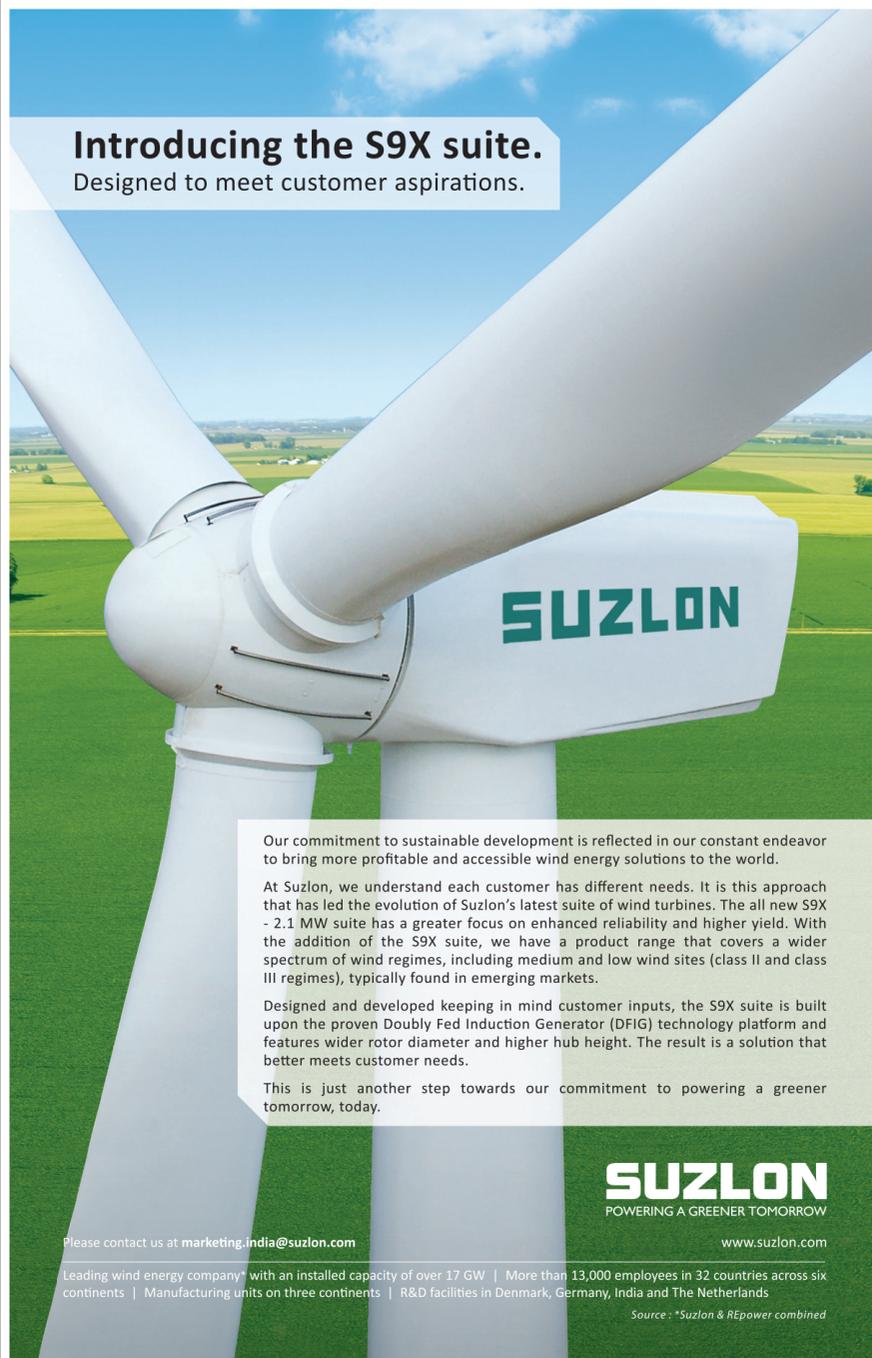
With these intentions in mind, a campaign titled Vaayu Vandhanam, saluting the power of wind was organised by the IWTMA in association with The Times of India and several partners from the wind energy industry. The campaign, which was a resonant success, was targeted at encouraging the general public to participate more actively in the wind energy movement.

Talking about the approaches used to capture the attention of the public, Giri explains the strategies used this year. "We have tried to make people understand the subtly pervasive ways in which wind affects our lives and one such means for this has been the medium of music," he says, "Music and sound which propagate through air can be called an incarnation of wind energy and this is one avatar which is immediately familiar to everyone." To this effect, a saxophone concert was organised to mark the occasion in the evening with a star performance from saxophone virtuoso, Dr Kadri Gopalnath.

Earlier in the day, a signature campaign was kicked off at the Marina Beach to spread the message of wind energy and muster the support of the public. A flatbed truck fitted with custom made cladding announcing the Vaayu Vandhanam initiative started a city-wide sojourn from the Marina and gathered the signatures from several thousand citizens. In addition to the signature campaign, several

Introducing the S9X suite.

Designed to meet customer aspirations.



Our commitment to sustainable development is reflected in our constant endeavor to bring more profitable and accessible wind energy solutions to the world.

At Suzlon, we understand each customer has different needs. It is this approach that has led the evolution of Suzlon's latest suite of wind turbines. The all new S9X - 2.1 MW suite has a greater focus on enhanced reliability and higher yield. With the addition of the S9X suite, we have a product range that covers a wider spectrum of wind regimes, including medium and low wind sites (class II and class III regimes), typically found in emerging markets.

Designed and developed keeping in mind customer inputs, the S9X suite is built upon the proven Doubly Fed Induction Generator (DFIG) technology platform and features wider rotor diameter and higher hub height. The result is a solution that better meets customer needs.

This is just another step towards our commitment to powering a greener tomorrow, today.

SUZLON
POWERING A GREENER TOMORROW

www.suzlon.com

Please contact us at marketing.india@suzlon.com

Leading wind energy company* with an installed capacity of over 17 GW | More than 13,000 employees in 32 countries across six continents | Manufacturing units on three continents | R&D facilities in Denmark, Germany, India and The Netherlands

Source: *Suzlon & REpower combined



MPC170910/1R1/01/2/1

CMYK

