

ERRA NEWS

Elamana Road Residents Association

News and Updates

New Year Program of ERRA was conducted on Jan-1-2013. The program was well attended by members. Release of the first edition of ERRA Bulletin and Website launch was conducted during the event.

ERRA completed its third anniversary in April-2013, Happy Anniversary to ERRA!!!

ERRA Annual Day celebrations are to be held on May-26-2013 at Sanskrit College Auditorium.

ERRA Welcomes new members into the ERRA Family, 4 new members have joined ERRA since the beginning of the Year.

Members are requested to pay their annual membership dues of Rs. 300 before June-30th

An updated member directory is to be printed. Members are requested to provide updated phone numbers and email addresses during the anniversary event

Annual general body meeting of the association and selection of new executive committee will be done during the annual meeting on May-26-2013 at Sanskrit College Auditorium.

There is no mandatory per head contributions for this year's annual day celebrations. Members are urged to contribute and sponsor to the best of their abilities

Tips for Children to Save Energy



It's easy to protect the planet! Children can play a big role in bringing in awareness and persuade the grown-ups to act to save energy. These tips help save energy. So get green and give the tips a try. Make sure to ask your parents before trying any of these tips!

1. Keep those fans buzzing in summer instead of turning on the air conditioner.
2. Replace incandescent light bulbs with compact fluorescent ones. They last up to ten times longer and can use a quarter of the energy.
3. Plug electronics like Mobile phones into a power strip and flip off the switch when the gadgets aren't in use. (make sure this won't mess up clocks and recordings.)
4. Commit to turning off your computer before bed each night and before you go out for the day. Also set the computer's sleep mode for when the computer is idle for just a little while. By doing these two simple acts, you will use about 85% less energy each day.
5. Switch off the light every time you leave a room.
6. Place your desk next to a window and use natural light instead of a lamp.
7. Close your curtains to keep out daytime summer heat..
8. Turn off the TV or video game console and play outside.
9. Ask Mom or Dad to turn off the car instead of letting it idle while you're waiting.
10. Ride a bicycle or walk instead of using the car.

Trees, Trees and Trees please.... not Tiles

Think about this: If you have tree cover around your house the average temperature inside the house during summer time is typically 4-5 degrees less than otherwise. So think twice about cutting of that last tree in your yard.

And what does tiles around your house do? It is observed that the average temperature goes up by 2-3 degrees if you have tiles around the house instead of regular soil because of reflected heat So think twice about laying tiles around your house.



**Contact Information****ERRA**

President - 9447156282
Secretary - 9895773408

**POLICE (Tripunithura)**

Police Station (Tripunithura) - 2780228
Traffic Police (Tripunithura) - 2777831
Police Control Room - 100, 2366100

**FIRE STATION**

Fire Station (Tripunithura) - 2775388

**AMBULANCE SERVICE**

Abhayam - 2778980
Varma Clinic - 2781507
Vypara Vyavasaya - 2782966
Bhavan (Eroor) - 2777877
Karingachira Church - 2778676

**KSEB**

KSEB-Tripunithura- 2781227

**BSNL**

Fault Repair - 2776198

**Water Supply**

Water Supply(KWA)- 2777960

**ERRA**

ERRA (Elamana Road Residents Association)
Elamana Road, Thripunithura
PIN - 682 301

info@erratpra.org
www.erratpra.org

Consumption Culture: STOP “KEEPING UP WITH THE JONESES”

By
S R Nair

S R Nair is a professional turned entrepreneur in Information Technology and a well known thought leader and holds leadership positions of professional and social movements such as KMA, TiE, ISTD and Rotary International

Watching the sixth edition of IPL games on TV, one had come across an advertisement of a e-commerce site. A man looks at his car with sad eyes and tells his wife, “Our car had become shorter”. The wife retorts, “sell it”. The question is, how has the car become shorter? Simple, the neighbor’s new car is longer!

Spending money on status symbols for the sake of flaunting wealth was an activity reserved for celebrities and billionaires. Things are changing now. "Keeping up with the Joneses" has brought the lifestyles that once belonged to the rich and famous, to the suburbia. In plain language we call it, ‘conspicuous consumption’!

Just have a look at your neighbor. How many Jacuzzis are there in his house? Does he drive the latest SUV? Is he a member of the Golf club? Is he wearing a ten pound gold chain around his neck, almost resembling the dog’s chain! Is his fleet branded Nike? Does he cut his hairs at the TajVivanta Saloon? Is his son going to the International school? And look at you! What about you? Aren’t you jealous and depressed? How much of it you could match?

And many things that you considered as fad once, has now become necessity in life. They are expensive but they are necessities, even for a common man; Smart Phone, High-speed Broadband, Flat-screen TV, LED bulb and I-Pad are some of them. Funnily your neighbor has all that. How can you not?

And at a higher scale, what about pleasure boats, cosmetic surgery, weekly dinner at Holiday Inn and movies by the multiplex? And when your neighbor indulges in it, how can you not?

Success now comes with very many trappings. All those materialistic frills around you! You gleefully flaunt it everywhere you go, particularly so when you show up at the neighbors, Just to say, ‘look, I am one up on you’

Earlier, western countries were well known for their excessive consumption, but the emerging middle class in India is working hard to join the crowd. While the players gain the bulk of the attention, they are far from alone. Many are coveting their neighbors' lifestyles.

What drives consumption: It is a deep driving desire to show off our success or may be it is in our need to have what others have. It also recognizes us with the top brands of the world. It could be due to the easy credit that is available and above all, it is part of the society that favors instant gratification.

But, can you afford all these at the first place?

And please understand, the Joneses are already broke. Many families now spend more than they earn and they get into debt traps never to recover. One small bubble bursts somewhere and they are all under, bankrupt and gone, cursing their greed and blaming their fate.....

It is very simple to understand and live by. Have what you can afford. Quality life is not all about flashy life. It is about living a life of substance. It is about being useful to the society and it is about being happy and peaceful.

So friends, trim your needs. Live by what you can. Set your priorities and spend wisely. And for God’s sake, save some money, for that rainy day. As it is seen world around, particularly with the geriatric crowd (which you will become one day), you will realize that you did a wise thing by doing so.

Athira K.R., 6A, Sree Venkateshwara high school TPRA, ERRA 41



Vishnujan Narayanan, grade 5, Chinmaya Vidyalaya, ERRA 44



Bhagyasree S., class 8, Chinmaya Vidyalaya ERRA 44



Santhanu P.U., class 6B, Sree Venkateshwara.H.S, ERRA 44



Next Year...



We will have a new committee in place at this year's annual meeting. Here are some thoughts and ideas on what we should get done during the next 12 months, please send in your thoughts and ideas by email to info@erratpra.org

- Conduct monthly contact programs that will let the members interact with each other and at the same time help the society. Examples will include blood donation camps, seminars on important social trends; donation drives for social causes, programs for children etc.
- Setup to effectively monitor garbage problem by organizing a mechanism to utilize the offers of willing sponsors to put up monitoring cameras
- Find some venue for children of our community to play during weekends and evenings
- Regularly cooperate with other local resident's associations on important issues
- Exert pressure on local councilor, municipality and other government agencies to get the best benefit of the government programs for our community
- Organize cleaning of our roads through municipal and other resources
- Promote sustainable and green living awareness in our community

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