Sub: Installation of sign boards / billboards for projects being implemented in urban areas under IPDS.

Dear Sir/Madam,

As you are aware that IPDS is a priority programme of Govt. of India under which distribution system strengthening works, consumer and system metering, Rooftop solar panels with net metering and IT enablement works are being taken up in urban areas of the country.

Ministry of Power and PFC vide earlier communications have been requesting Discoms to focus on placement of IPDS billboards at work sites / prominent places as a pro-active measure in transparency and accountability. The approved template for IPDS billboard and other details (as available at Volume-I: Section-VII, clause No. "O" of SBD for IPDS/DDUG.JY projects) have also been shared with the Discoms.

It is requested that in accordance with the intent in SBD, apart from installation of 6’ x 4’ or 4’ x 3’ billboards at Substations/ other prominent places in the towns; Discoms may also focus on installation of 1’ x 1’ billboards on Distribution Transformers in large numbers. The Distribution Transformer substation board should indicate the name of the scheme, name of implementation agency and capacity of substation etc., as per approved template. It may be noted that MoP vide letter dated 03.05.2018 has mentioned that future fund release under IPDS may be linked to setting up of the billboards.

It is, therefore, requested to instruct concerned officials to ensure installation of billboards on substations, other prominent places and Distribution Transformers along with timely implementation of the scheme.

Thanking you,

Yours faithfully,

(Subir Saha)
ED (IPDS)

Encl. –

1. MoP letter dated 03.05.2018.
2. Approved Template of Billboard for IPDS.
No.14/3/2016-IPDS  
Government of India  
Ministry of Power  
Shram Shakti Bhawan, New Delhi-110001  

** ** **  
Dated: 03/05/2018  

To  
The Addl. Chief Secretary / Principle Secretary / Secretary (Energy/Power) of 32 States / UTs [To whom projects sanctioned under IPDS]  

Subject : Identification of assets and installation of sign boards at all sub stations and distribution transformers in towns under IPDS-reg.

Sir  

Kindly refer to this PFC’s letter dated 28.10.2016 (copies enclosed) whereby it was requested to advise the concerned officers of the Implementing Agencies (DISCOMs/Power Department) to ensure installation of Bill board/ sign boards, as suggested by PFC, at all Sub-stations (new or being augmented under IPDS) and other prominent locations in all the towns where projects are being implemented under IPDS as per the provisions under the Standard Bidding Document (SBD) of IPDS/DDUGJY.

2. All States / UTs need to adopt SBD for procurement of material/equipment and erection works under the scheme for availing financial assistance from GOI and accordingly adhere to all the provisions made in the SBD for identification of assets and installation of sign boards as per the prescribed norms. It may be clarified that the contractors deployed by the States for execution of works under the scheme have to follow all such norms as an integral part of the project execution and the implementing agencies of the States/UTs (Power Deptt. / DISCOMs) need to ensure compliance by all the contractors. The matter has been discussed with all the States/UTs on several occasions during interaction in various review meetings of RPM etc.

3. However, this Ministry has not received any progress, so far in this regard. As intimated earlier, all claims for release of funds, henceforth be submitted to PFC, and should be accompanied with details of all such sign boards, identification marks etc. along with photographs. From April, 2018 onwards, fund release under IPDS, will be restricted by PFC, if the requisite details are not submitted along with the claims.

4. In view of the above, it is once again requested that the concerned implementing agencies of the State (Power Department/DSICOMs) may be advised to adhere to the prescribed guidelines and submit details as indicated above along with their claims to be submitted to PFC. Action taken in this regard and progress made so far may be shared with the Ministry expeditiously.

Yours faithfully,

(C. Thenmolli)  
Under Secretary to Govt. of India

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i. Copy to CMDs/MDs of all DISCOMs for information and necessary action.

ii. Copy forwarded to CMD, PFC for further necessary action.
इंटीग्रेटेड पावर डेवलप्मेंट स्कीम (IPDS)
(भारत सरकार की शहरी विद्युत वितरण प्रणाली के सशक्तीकरण हेतु महत्वपूर्ण योजना)

शहर/ क्षेत्र : .................
अनुमानित लागत : ₹ ............ करोड़

योजना के अंतर्गत मुख्य कार्यः
• 33/11 के.वी. के नए उपकंटको का निर्माण
• पावर ट्रांसफार्मर्स की स्थापना
• 33/11 के.वी. एवं एल.टी.ली लाइनों की स्थापना
• भूमिगत केबलिंग
• नए वितरण ट्रांसफार्मर्स की स्थापना

लाभान्वित क्षेत्रः .................
लाभान्वित जनसंख्याः लगभग ............ लाख

कार्यदायी संस्थाः

कार्य प्रारम्भ करने की तिथिः ............. (कार्य पूरा होने का समय लगभग 2 वर्ष)

"शशक्त ऊर्जा की ओर..."
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Discom, Address</th>
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</table>
| 1      | Chairman & Managing Director  
AP Southern Power Dist. Co. Ltd.  
Srinivasa Kalyana Mandampam Backside,  
Tiruchanoor Road, Kesavyana Gunta,  
Thirupathi – 517 501 |
| 2      | Chairman & Managing Director  
AP East Power Dist. Co. Ltd.  
P&T Colony, Near Gurudwara Junction,  
Seethannadharara  
Vishakapatnam – 530013 |
| 3      | Chairman & Managing Director,  
Northern Power Dist.Co.of Telangana Ltd.  
House No. 2-5-31/2  
Vidhyut Bhawan, Nakkalgutta,  
Hanamkonda  
Warangal – 506 001 |
| 4      | Chairman & Managing Director  
Southern Power Dist.Co. of Telangana Ltd.  
6-1-50 Mint Compound,  
Hyderabad-500063 |
| 5      | Managing Director  
Assam Power Distribution Co. Ltd.  
Bijuli Bhawan  
IV Floor, Paltan Bazar  
Guwahati-781 001 |
| 6      | Managing Director,  
North Bihar Power Distribution Company Ltd.  
Vidhyut Bhawan, Bailey Road  
Patna-800 021 |
| 7      | Managing Director,  
South Bihar Power Distribution Company Ltd.  
Vidhyut Bhawan, Bailey Road  
Patna-800 021 |
| 8      | Managing Director  
Chhattisgarh State Power Distribution Co. Ltd.  
Danganiya ,P.O. Sunder Nagar,  
Raipur-492013 |
| 9      | Managing Director  
Paschim Gujarat Vij Co. Ltd.  
Nana Mava Main Road,  
Laxminagar, Rajkot-360004 |
| 10     | Managing Director,  
Uttar Gujarat Vij Company Ltd.  
Visnagar Road,  
Mehsana-384001.(Gujarat) |
| 11     | Managing Director,  
Madhya Gujarat Vij Co. Ltd.  
Vidhyut Bhawan,  
Race Course Road |
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<tr>
<td>12</td>
<td><strong>Managing Director</strong>&lt;br&gt;Dakshin Gujarat Vij Company Ltd.&lt;br&gt;Nana Varachha Road,&lt;br&gt;Near Gajjar Petrol Pump,&lt;br&gt;Kapodara, Surat-395006</td>
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<td>13</td>
<td><strong>Chairman &amp; Managing Director</strong>&lt;br&gt;Dakshin Haryana Bijli Vitran Nigam Ltd.&lt;br&gt;Vidyut Sadan, Vidyut Nagar&lt;br&gt;Hissar-125 005</td>
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<td>14</td>
<td><strong>Chairman &amp; Managing Director</strong>&lt;br&gt;Uttar Haryana Bijli Vitran Nigam Ltd.&lt;br&gt;Vidyut Sadan, C-16 Sector 6&lt;br&gt;Panchkula 134109</td>
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<td>15</td>
<td><strong>Managing Director</strong>&lt;br&gt;Himachal Pradesh State Elecy Board Ltd.,&lt;br&gt;Vidyut Bhawan,&lt;br&gt;Shimla-171004.</td>
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<td>16</td>
<td><strong>Secretary (Power)</strong>&lt;br&gt;Power Development Deptt.&lt;br&gt;Government of J&amp;K&lt;br&gt;Civil Secretariat,&lt;br&gt;Jammu-180001.</td>
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<td>17</td>
<td><strong>Managing Director</strong>&lt;br&gt;Jharkhand Bijli Vitran Nigam Ltd.,&lt;br&gt;HEC Engineering Building,&lt;br&gt;P.O. DHURWA, Ranchi&lt;br&gt;Jharkhanad – 834 004.</td>
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<td>18</td>
<td><strong>Managing Director</strong>&lt;br&gt;Bangalore Elecy. Supply Co. Ltd.&lt;br&gt;Corporate Office, K.R. Circle&lt;br&gt;Dr. Ambedkar Veedi&lt;br&gt;Bangalore – 560 001.</td>
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<tr>
<td>19</td>
<td><strong>Managing Director</strong>&lt;br&gt;Hubli Electricity Supply Co. Ltd. (HESCOM),&lt;br&gt;Corporate Office, P.B. Road, Navnagar, Hubli&lt;br&gt;Hubli – 580 025.</td>
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<td>20</td>
<td><strong>Managing Director</strong>&lt;br&gt;Guilbarga Electricity Supply Co. Ltd.,&lt;br&gt;Corporate Office, Main Road&lt;br&gt;Guilbarga-585 102. (Karnataka)</td>
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<td>21</td>
<td><strong>Managing Director</strong>&lt;br&gt;Chamudeshwari Electric Supply Corpn. Ltd.&lt;br&gt;No. 927, LJ Avenue Commercial Complex&lt;br&gt;New Kantharaja Road, Saraswanthipuram&lt;br&gt;Mysore-570 009.</td>
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<td>22</td>
<td><strong>Managing Director</strong>&lt;br&gt;Mangalore Electricity Supply Corpn.,&lt;br&gt;Corporate Office, Paradigm Plaza, 5th floor,&lt;br&gt;AB Shetty Circle,</td>
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<td>Mangalore-575001</td>
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<td>23</td>
<td><strong>Chairman &amp; Managing Director</strong>&lt;br&gt;Kerala State Electricity Board Ltd.,&lt;br&gt;Vaidyuthi Bhavanam&lt;br&gt;P.B. No. 5048 Pattom&lt;br&gt;Thiruvananthapuram - 695 004</td>
</tr>
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<td>24</td>
<td><strong>Managing Director</strong>&lt;br&gt;M.P. Purvi Kshetra Vidyut Vitran Co. Ltd.,&lt;br&gt;Shakti Bhawan,&lt;br&gt;Vidyut Nagar,&lt;br&gt;Jabalpur - 482 008.</td>
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<td>25</td>
<td><strong>Managing Director</strong>&lt;br&gt;M.P. Paschim Kshetra Vidyut Vitran Co. Ltd.,&lt;br&gt;Polo Grounds,&lt;br&gt;Indore - 452 003.</td>
</tr>
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<td>26</td>
<td><strong>Managing Director</strong>&lt;br&gt;M.P. Madhya Kshetra Vidyut Vitran Co. Ltd.,&lt;br&gt;Bijji Nagar Colony, Govindpura,&lt;br&gt;Bhopal - 462 023.</td>
</tr>
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<td>27</td>
<td><strong>Chairman &amp; Managing Director</strong>&lt;br&gt;Maharashtra State Electricity Dist. Co. Ltd.&lt;br&gt;6th floor, Prakashgadh, Plot No. G9&lt;br&gt;Station Road, Bandra (E)&lt;br&gt;Mumbai-400 051.</td>
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<td>28</td>
<td><strong>General Manager</strong>&lt;br&gt;Brihan Mumbai Electric Supply &amp; Transport&lt;br&gt;Undertaking (BEST)&lt;br&gt;BEST Bhavan, BEST Marg, Colaba&lt;br&gt;Mumbai - 400001</td>
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<td>29</td>
<td><strong>Chairman &amp; Managing Director</strong>&lt;br&gt;Punjab State Power Corporation Limited&lt;br&gt;PSEB Head Office,&lt;br&gt;The Mall, Patiala-147001</td>
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<td>30</td>
<td><strong>Managing Director</strong>&lt;br&gt;Jaipur Vidyut Vitran Nigam Ltd.&lt;br&gt;Vidyut Bhawan, Janpath, Jyoti Nagar, Jyoti Marg,&lt;br&gt;Jaipur - 302 005.</td>
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<tr>
<td>31</td>
<td><strong>Managing Director</strong>&lt;br&gt;Jodhpur Vidyut Vitran Nigam Ltd.,&lt;br&gt;New Power House, Industrial Area&lt;br&gt;Jodhpur - 342 003.</td>
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<td>32</td>
<td><strong>Managing Director</strong>&lt;br&gt;Ajmer Vidyut Vitran Nigam Ltd.&lt;br&gt;Vidyut Bhawan, Pancheel,&lt;br&gt;Makarwali Road, Ajmer</td>
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<td>33</td>
<td><strong>Chairman &amp; Managing Director</strong>&lt;br&gt;Tamil Nadu Generation &amp; Distribution Corporation (TANGEDCO)&lt;br&gt;N.P.K.R.R, Maaligai</td>
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</table>
| 34     | **Secretary (Power),**  
|        | Chief Secretariat,  
|        | Govt. of Puducherry  
|        | Goubert Avenue,  
|        | Puducherry-605001 |
| 35     | **Chairman cum Managing Director,**  
|        | Tripura State Elecy Corporation Ltd.  
|        | Vidyut Bhawan, North Banamalipur,  
|        | Agartala-799001, Tripura |
| 36     | **Managing Director**  
|        | Paschimanchal Vidyut Vitrn Nigam Ltd.  
|        | Victoria Park  
|        | Meerut – 250 001 |
| 37     | **Managing Director**  
|        | Madhyanchal Vidyut Vitrn Nigam Ltd.  
|        | 4-A, Gokhle Marg,  
|        | Lucknow – 226 001 |
| 38     | **Managing Director**  
|        | Purvanchal Vidyut Vitrn Nigam Ltd.  
|        | Hydel Colony, Bhikhari Pur, Post DLW,  
|        | Varanasi-221 004 |
| 39     | **Managing Director**  
|        | Dakshinanchal Vidyut Vitrn Nigam Ltd.  
|        | 220 K.V. Vidyut Sub Station  
|        | Mathura Agra By Pass Road,  
|        | Sikandra, AGRA-282 007 |
| 40     | **Managing Director,**  
|        | Kanpur Electric Supply Co. (KESCO)  
|        | 14/71, Civil Lines  
|        | Kanpur |
| 41     | **Managing Director**  
|        | Uttarakhanda Power Corporation Nigam,  
|        | Urja Bhawan, Kanwali Road,  
|        | Dehradun- 248 001 |
| 42     | **Chairman and Managing Director,**  
|        | West Bengal State Elecy Dstbn. Co. Ltd.  
|        | Vidyut Bhavan 7th Floor, A-Block,  
|        | Salt Lake City,  
|        | Kolkata-700091 |
| 43     | **Managing Director,**  
|        | Durgapur Projects Ltd.,  
|        | Administrative Building,  
|        | Durgapur-713201  
|        | District-Burdwan  
|        | West Bengal |
| 44     | **Commissioner & Secretary (Power)**  
|        | Power & Electricity Deptt.  
<p>|        | Govt. of Mizoram |</p>
<table>
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| 45     | **Chairman and Managing Director**  
         Meghalaya Power Distribution Corporation Ltd. (MePDCL)  
         Lum Jingshai, Short Round Road, Shillong - 793 001. |
| 46     | **Managing Director**  
         Manipur State Power Distribution Co. Ltd.  
         3rd Floor, New Directorate Building, North AOC, Distt. Imphal-East, Manipur-795001 |
| 47     | **Secretary (Power)**  
         Department of Power  
         Govt. of Nagaland  
         Kohima, Nagaland |
| 48     | **Chairman and Managing Director**  
         Odisha Power Transmission Power Corp Ltd.  
         Janpath, Bhubaneshwar, Odisha-751001 |
| 49     | **Deputy Chairman**  
         Cochin Port Trust  
         Willingdon Island  
         Cochin-682009. |
| 50     | **Commissioner & Secretary (Power)**  
         Govt. of Arunachal Pradesh  
         Jal Vidyut Bhawan, Dist. Papumpare Itanagar - 791111 |
| 51     | **Superintending Engineer**  
         Govt. of Andaman & Nicobar Administration  
         Office of the Superintending Engineer  
         Electricity Department  
         Port Blair — 744 101 |
| 52     | **Secretary (Power)**  
         Govt. of Goa, Secretariat, Porvorim, Goa-403 521. |
| 53     | **PCE cum Secretary**  
         Energy & Power Department  
         Govt. of Sikkim, Power Secretariat Building, Kazi Road  
         Gangtok-737101. |
| 54     | **The Secretary**  
         New Delhi Municipal Council (NDMC)  
         Palika Kendra, Sansad Marg, New Delhi – 110001 |