



राधिका झा, आई.ए.एस.
कार्यकारी निदेशक (आई.पी.डी.एस.)

Radhika Jha, IAS
Executive Director (IPDS)

पावर फाइनेंस कारपोरेशन लिमिटेड
POWER FINANCE CORPORATION LTD.

(भारत सरकार का उपक्रम)

(A Govt. of India Undertaking)

DO No.02:10:IPDS:Utilities:2016

/ 39000

27th May, 2016

Sub: "URJA" Urban mobile App - for effective consumer connect

Dear Sir,

As you are aware that IPDS is a priority programme of Govt. of India aiming for 24x7 power supply and AT&C loss reduction in Urban areas. With launch of IPDS, the R-APDRP scheme is subsumed under IPDS and PFC is designated as nodal agency for operationalization of IPDS.

Being the nodal agency, we are pleased to inform that across India, under R-APDRP, we have 20 Data Centers and 48 Customer Care Centers that are fully functional, catering to 1405 towns and around 31,000 feeders. Almost all the feeders are AMR compatible and most of them are communicating. Further, to enhance reliability of power distribution network, 45 SCADA control centers have also been commissioned.

In order to ensure enhanced consumer connect, AT&C loss reduction and better power reliability in Urban distribution areas by leveraging the above IT environment, MoP has accorded approval to PFC for development of a mobile app wherein following information of Go-Live towns would be shared with consumers:

- Feeder-wise Information of outages
- Feeder-wise power reliability in terms of SAIFI and SAIDI
- Town wise status of consumer grievance redressal
- Town-wise status of release of new service connections
- Town-wise status of E-payments made by consumers
- Town/Feeder-wise AT&C loss
- Ranking of Towns/ Discoms/ States on above parameters
- Other information for consumers

The work for development of the Mobile App named "URJA" App ("Urban Jyoti Abhiyan" App) is in advance stage and the same shall be launched very shortly. The social media presence of IPDS is also under the handle of URJA_india.

It is also noticed that, presently, the outage information (SAIFI and SAIDI) is not being recorded accurately by feeder meters, due to the fact that the feeder meter is wired with bus PT without routing through auxiliary contact of the feeder breaker. Hence, meter is not recording feeder tripping, unless bus-bar is also tripped. As a result, recorded outage information in IT system is much less than the actual. The same can be corrected by rewiring the Feeder meter PT circuit through auxiliary contact of Feeder Breaker.

In view of above, we need following support from Discoms to ensure successful implementation of URJA App for enhancing consumer connect and assisting the Discoms accordingly:

- Re-wiring of feeder meter PT connection using auxiliary contacts as mentioned above to ensure exact computation of SAIFI and SAIDI (Power Reliability Indices) for each feeder of all towns on a daily basis using the IT system.
- Implementation of reporting daily planned outages as per format already provided by PFC.

- (iii) Start implementing the provisions available in the R-APDRP IT system like sending auto SMS/call to inform consumers about planned/ unplanned outages through customer care center, if not being done presently.
- (iv) Proper sanitization of Post Go-live data (D1 to D5) to ensure accuracy, as the same will be put in public domain on the URJA App. Ensuring communication between feeder meters and the Data centers.

Further, Ministry of Power has approved appointment of Urban Vidyut Abhiyantas (UVA's) by PFC who will be deployed soon at Discom headquarters to handhold Utility in effective usage of IT systems created under IPDS (R-APDRP) to ensure better consumer connect and AT&C loss reduction. These UVA's shall report to MD's of respective Discom and act as link between MoP/PFC and Discoms in ensuring that all the relevant information pertaining to Outage schedules, Feeder wise SAIFI / SAIDI and other Post Go-live parameters are updated on UrJA App, regularly.

We look forward to your continuous support and cooperation on the above interventions for successful implementation of URJA App being developed by PFC under the aegis of Ministry of Power, Govt. of India.

With kind regards,

Your's Sincerely,


(Radhika Jha)

To:

CMD's/MD's of DISCOM's (As per list attached)

Copy for kind information, please:

1. Dr. A K Verma,
Joint Secretary (Distribution),
Ministry of Power,
Shram Shakti Bhawan,
Rafi Marg, New Delhi -110001

2. All State Power Secretaries (As per list attached).

1	Chairman & Managing Director, Northern Power Dist.Co.ofTelangana Ltd. House No. 2-5-31/2,VidyutBhawan, Nakkalgutta,Hanamkonda Warangal – 506 001
2	Chairman & Managing Director AP Southern Power Dist. Co. Ltd. SrinivasaKalyanaMandampam Backside, Tiruchanoor Road, KesvayanaGunta, Thirupathi – 517 501
3	Chairman & Managing Director AP East Power Dist. Co. Ltd. P&T Colony, Near Gurudwara Junction,Seethammadhara Vishakapatnam – 530013
4	Chairman & Managing Director Southern Power Dist.Co.ofTelangana 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 . VidyutBhawan, Bailey Road Patna-800 021
8	Managing Director, South Bihar Power Distribution Company Ltd Vidyut Bhawan, Bailey Road Patna-800 021
9	Managing Director Chhattisgarh State Power Distribution Co. Ltd. Danganiya ,P.O. Sunder Nagar, Raipur-492013.
10	Managing Director Paschim Gujarat Vij Co. Ltd. Nana Mava Main Road, Laxminagar, Rajkot-360004.
11	Managing Director, Uttar Gujarat Vij Company Ltd. Visnagar Road, Mehsana-384001.(Gujarat)

12	Managing Director, Madhya Gujarat Vij Co. Ltd. VidyutBhawan, Race Course Road Vadodara – 390 007
13	CMD Dakshin Gujarat Vij Company Ltd. Nana Varachha Road, Near Gajjar Petrol Pump, Kapodara, Surat-395006.
14	Managing Director Dakshin Haryana Bijli Vitran Nigam Ltd. VidyutSadan, Vidyut Nagar Hissar-125 005
15	Managing Director Uttar Haryana Bijli Vitran Nigam Ltd. C-16, VidyutSadan, Sec.-6 Panchkula – 134 109.
16	Managing Director, Himachal Pradesh State ElecY Board Ltd., Vidyut Bhawan, Shimla-171004.
17	Commisioner Secretary to Govt. J&K Power Development Deptt. Civil Secretariat, Srinagar– 190001
18	Managing Director Jharkhand Bijli Vitran Nigam Ltd., HEC Engineering Building, P.O. DHURWA, Ranchi Jharkhanad – 834 004.
20	Managing Director Bangalore ElecY. Supply Co. Ltd. Corporate Office, K.R. Circle, Dr. AmbedkarVeedi Bangalore – 560 001.
21	Managing Director Mangalore Electricity Supply Corpn., Corporate Office, Paradigm Plaza, 5 th floor, AB Shetty Circle, Mangalore-575 001
22	Managing Director Hubli Electricity Supply Co. Ltd. ESCOM, Corporate Office, P.B. Road, Navnagar, Hubli, Hubli – 580 025.
23	Managing Director Gulbarga Electricity Supply Co. Ltd.,

	Corporate Office, Main Road Gulbarga-585 102. (Karnataka)
24	Managing Director Chamudeshwari Electric Supply Corpn. Ltd. No. 927, LJ Avenue Commercial Complex New Kantharaja Road, Saraswanthipuram Mysore-570 009.
25	Chairman Kerala State Electricity Board, VaidyuthiBhavanam, P.B. No. 5048 Pattom Thiruvananthapuram – 695 004
26	Managing Director M.P. PurviKshetraVidyutVitran Co. Ltd., Shakti Bhawan, Vidyut Nagar, Jabalpur – 482 008.
27	Managing Director M.P. PaschimKshetraVitran Co. Ltd., Polo Grounds, Indore – 452 003.
28	Managing Director M.P. Madhya KshetraVidyutVitran Co. Ltd., Bijli Nagar Colony, Govindpura, Bhopal – 462 023.
29	Managing Director Maharashtra State Electricity Dist. Co. Ltd. 6 th floor, Prakashgadh, Plot No. G9, Station Road, Bandra (E) Mumbai-400 051.
30	CMD Punjab State Power Corporation Limited PSEB Head Office, The Mall, Patiala-147001
32	Managing Director Jaipur Vidyut Vitran Nigam Ltd. Vidyut Bhawan, Janpath, Jyoti Nagar, Jyoti Marg, Jaipur - 302 005.
33	Managing Director Jodhpur VidyutVitran Nigam Ltd., New Power House, Industrial Area Jodhpur – 342 003.
34	Managing Director Ajmer Vidyut Vitran Nigam Ltd. VidyutBhawan, Panchsheel, Makarwali Road Ajmer.

35	PCE cum Secretary Energy & Power Department ,Govt. of Sikkim, Power Secretariate Building, Kazi Road Gangtok-737101.
36	Chairman & Managing Director Tamil Nadu Generation & Distribution Corporation (TANGEDCO) N.P.K.R.R, Maaligai 800 Electricity Avenue, Anna Salai, Chennai – 600 002.
37	Chairman cum Managing Director, Tripura State Elecy Corporation Ltd. VidyutBhawan, North Banamalipur, Agartala-799001. Tripura
39	Managing Director PaschimanchalVidyutVitrان Nigam Ltd. Victoria Park Meerut – 250 001.
40	Managing Director Madhyanchal Vidyut Vitrان Nigam Ltd. 4-A, Gokhle Marg, Lucknow – 226 001.
41	Managing Director PurvanchalVidyutVitrان Nigam Ltd. Hydel Colony, BhikhariPur, Post DLW, Varanasi-221 004.
42	Managing Director Dakshinanchal Vidyut Vitrان Nigam Ltd. 220 K.V. Vidyut Sub Station, Mathura Agra By Pass Road, Sikandra, AGRA-282 007.
43	Managing Director Uttarakhand Power Corporation Nigam, UrjaBhawan, Kanwali Road, Dehradun- 248 001.
44	Chairman and Managing Director West Bengal State ElecyDstbn. Co. Ltd. VidyutBhavan DJ Block, Sector-2, Bidhan Nagar, Kolkata-700091.
45	Commissioner & Secretary (Power) Power & Electricity Deptt. Govt. of Mizoram, New Secretariat, Khatla, Aizwal, Mizoram.
46	Secretary (Power)

	Govt. of Arunachal Pradesh Civil Secretariat, Block No. 31, Itanagar – 791111.
47	Chairman and Managing Director Meghalaya Energy Corporation Ltd. (MeECL) LumJingshai, Short Round Road, Shillong – 793 001.
48	Managing Director Manipur State Power Dist. Co. Ltd. Electricity Complex, Keishampat Imphal West 795001
49	Commissioner & Secretary (Power) Govt. of Nagaland, Deptt. of Power, Kohima-797 004.
50	Secretary (Power) Govt. of Goa, Secretariat, Porvorim, Goa-403 521.
51	Secretary (Power), Chief Secretariat, Govt. of Puducherry, Goubert Avenue, Puducherry-605001.
53	Pr. Secretary Department of Energy, Govt. of Odisha, Bhubaneswar - 751001