



# KERALA STATE ELECTRICITY BOARD LIMITED

(Incorporated under the Indian Companies Act, 1956) CIN:U40100KL2011SGC027424

Reg. Office: VidyuthiBhavanam, Pattom, Thiruvananthapuram – 695 004 Website: www.kseb.in

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## Abstract

KSEB Ltd – Vision-Mission statement – Adoption of power pledge and revised logo – Orders issued

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### **Corporate Office (Planning)**

**BO (DB) No. 467/2022 (CP/Plg.III/Business Plan – Vision & Mission/2021)**

**Dated, Thiruvananthapuram 01.06.2022**

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- Read: 1. Circular No 299/SC1/2021/GA (SC) dated 03.06.2021 of the Chief Secretary  
2. Government letter No PWR-A3/92/2021-POWER dated 23.07.2021  
3. BO (FTD) No. 624/2021 (No CP/Plg.III/Business Plan – Vision & Mission /2021) dated, 17.08.2021  
4. Note No CP/Plg.III/Business Plan – Vision & Mission /2021/216) dated, 04.10.2021 placed before the FTD by the Director (Planning, Safety & SCM)  
5. Note No CP/Plg.III/Business Plan – Vision & Mission /2021/) dated, 30.04.2022 of the Chairman & Managing Director to the Full Time Directors  
6. Note No CP/Plg.III/Business Plan – Vision & Mission /2021 dated 07.05.2022 of the Chairman & Managing Director  
7. Proceedings of the 64<sup>th</sup> meeting of the Director Board Meeting held on 12.05.2022 vide Agenda No 16-05/2022

## ORDER

The Government of Kerala, as per Circular read as 1<sup>st</sup>, had ordered that Government departments and organizations shall formulate the Vision and Mission statements by June 2021. A committee was constituted as per BO read as 3<sup>rd</sup> to review the earlier Vision and Mission statements as the Government, as per letter read as 2<sup>nd</sup> directed reviewing and restructuring of the same. The Chairman & Managing Director also directed support of an empanelled advertising / public relations firm to shape up the Vision and Mission statement keeping in view the changed context of business and challenges.

Since the Government directed KSEB Ltd to expeditiously furnish the same to Government on 23/7/2021. Various drafts were circulated through web portal, inviting comments. Upon further iteration, on 28.04.2022, the consultant has provided a final draft of Vision and Mission statements of KSEB Ltd with a revised logo. The proposal consisted of 3 components, one is the revised logo which only involves adding a ‘parrot green’ shade to the lightening mark cut across the letter ‘E’ in the present logo of KSEB Ltd, indicating the importance and focus of Green Energy in the energy mix of KSEB Ltd and also the importance of sustainability and ecological justice in its operations. The Vision and Mission statement is also recast as a “power pledge”.

The matter was placed before the Director Board meeting as per note read as 6<sup>th</sup> above.

Having considered the matter in detail, the 64<sup>th</sup> meeting of the Board of Directors held on 12.05.2022 resolved to adopt the revised logo (Annexure 1) and for recasting the Vision & Mission Statements (Annexure 2) of Kerala State Electricity Board Ltd in the form of 'Power Pledge' and advise adoption in all company insignia. Heads of officers will take necessary orders to recite the pledge in all formal Company meetings / Sunrise meetings and also cause to display it as per template to be issued by Public Relations Officer separately in all Company Offices at the reception / Customer Care Points prominently.

Orders are issued accordingly.

By order of the Board of Directors

**Sd/-**

Lekha G

**Company Secretary I/C**

To All Heads of Offices  
Public Relations Officer, KSEB Ltd

Copy to:

The TA to Chairman & Managing Director  
TA to all Functional Directors / PA to Director (Finance)  
The Chief PRO / Customer Care Manager, CCC  
The Legal Liaison Officer  
Senior C.A. to Secretary (Administration) / Company Secretary  
Fair Copy Section / Library / Stock File.

Forwarded/By Order

Assistant Executive Engineer

Annexure 2

Logo of Kerala State Electricity Board Ltd  
(Adopted vide BO (DB) No. 467/2022 (CP/Plg.III/Business Plan – Vision & Mission/2021)  
Dated 01.06.2022)



C - 100%  
M - 87%  
Y - 25%  
K - 10%

PANTONE 287C



C - 0%  
M - 65%  
Y - 100%  
K - 0%

PANTONE 802C

**Annexure 2**

**Power Pledge**

**(Adopted vide BO (DB) No. 467/2022 (CP/Plg.III/Business Plan – Vision & Mission/2021)  
Dated 01.06.2022)**

*“We power the dreams of Kerala and remain fully charged for the state and its people.  
In every home, hamlet, hillock and city, we touch every life, every need, every day.*

*We transmit positivity and drive the state forward, especially in times of crises.*

*We see the larger grid and move ahead towards a safe, sustainable, green future.  
We ride the currents of today and chart the course for tomorrow.*

*Above everything, we stay global in outlook, cutting-edge in technology  
and inclusive in approach.*

*And together, we light up the dawn of a Nava Keralam.”*

**Malayalam version**

“ഊർജ്ജമേകുന്നു, കേരളത്തിന്റെ ഹരിത ഭാവിയ്ക്ക്  
ഊർജ്ജമാണ് കേരളത്തിന് ഞങ്ങൾ.

പ്രയത്നങ്ങൾക്ക് ശക്തി പകരും പ്രിയ സുഹൃത്താണ് ഞങ്ങൾ,  
പ്രതിസന്ധികളിൽ പ്രതീക്ഷയുടെ പ്രവാഹമാണ് ഞങ്ങൾ.

നാളെയുടെ പാതയിൽ നിരന്തരം നീങ്ങുന്നു ഞങ്ങൾ,  
സുരക്ഷിത ഭാവി പ്രകൃതിയോടൊപ്പം നട്ടു വളർത്തുന്നു ഞങ്ങൾ.

ലോകത്തോടൊപ്പം മുന്നേറാൻ ലോകോത്തരമാകുന്നു ഞങ്ങൾ  
ലോകത്തിൽ ഏവർക്കും ഇടമുണ്ടെന്ന് വിശ്വസിക്കുന്നു ഞങ്ങൾ.

പ്രത്യാശയുടെ കിരണങ്ങൾ പരത്തുന്നു ഞങ്ങൾ,  
ഒന്നായി, ഒന്നാമതായി, നാടിന്റെ പ്രകാശമായി,  
എന്നും നിലകൊള്ളും ഞങ്ങൾ.”

**KSEB**

കേരളത്തിന്റെ ഊർജ്ജം