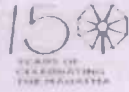


**KSEB**

# Kerala State Electricity Board Limited

(Incorporated under the Companies Act, 1956)

Registered Office: Vidyuthi Bhavanam, Pattom,

Thiruvananthapuram – 695 004

CIN:U40100KL2011SGC027424

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## ABSTRACT

Advertisement on electric poles of KSEB Ltd.- Committee Report– Invitation of Expression of Interest at Electrical Circles Thiruvananthapuram, Ernakulam, Kozhikode and Kannur- Orders issued.

## CORPORATE OFFICE (SBU-D)

**B.O.No.(FTD)No.384/2020(D(D&IT)/D5/Hoardings on Poles/2020-21/0001/) Dated, Thiruvananthapuram**

**04.06.2020**

### **Read:**

1. B.O.(DD & IT)No.1097/2018 (D(D& IT)/D5/Hoardings on Poles/2018-19/0001 dated 26.04.2018
2. Report of the Committee dated June, 2018
3. Note No. D(D& IT)/D5/Hoardings on Poles/2018-19/0001 dated 26.07.2018 of the Chairman & Managing Director to the Board of Directors (Agenda Item No.19-9/2018)
4. B.O.(DB)No.1882/2018(D(D&IT)/D5/Hoardings on Poles/2018-19/0001 dated 25.10.2018
5. Office Order (DD &IT)No.911/2018(D(D&IT)/D5/Hoardings on poles/2018-19) dated 30.11.2018
6. B.O.(FTD)No. 217/2019(D(D&IT)/D5/Hoardings on Poles/2020-21/0001 dated 07.03.2019
7. Letter No. ECE/AEE3/Advt. On ele.poles-EoI/2019-20/1382 dated 26.08.2019 of the Deputy Chief Engineer, Electrical Circle, Ernakulam to TA to the Director(D & IT)
8. Note No. FA/Tender/SS/46/2019 dated 22.11.2019 of the Financial Adviser
9. Minutes of meeting of the Committee dated 12.02.2020
10. Note No.D(D&IT)/D5/Hoardings on poles/2020-21/0001 dated 30.05.2020 of the Director(Distribution, IT & HRM) to the Full Time Directors (Agenda Item No.79/5/20)

## ORDER

KSEB Ltd. had constituted a Committee under the Chairmanship of the Deputy Chief Engineer and TA to the Director(Distribution, IT & HRM) as per B.O. read as 1<sup>st</sup> above, in order to recommend on(i) Scope of giving the work of painting all poles as per KSEB Ltd's specification and supervision with an advertisement (ii) Fixing of a standard sized board (only one) in each post with specifications, rates and conditions, with a clear proposal.

Accordingly, the proposal of the Committee was submitted to the Board of Directors as per note read as 3<sup>rd</sup> above. Later, as per directions in the B.O. read 4 above, a revised proposal on the subject matter was submitted to the Full Time Directors. As per B.O. read as 6<sup>th</sup> above, the revised proposal submitted by the Committee was approved, and the Deputy Chief Engineer, Electrical Circle, Ernakulam was authorized to invite Expression of Interest (EoI) for the work of 'advertisement on electric poles/ other structures of KSEBL', for a period of one year, on pilot basis, for arrival of rates for advertisements on poles. As per the B.O., upon rate arrival at Electrical Circle Ernakulam; as a first phase, a pilot implementation was to be done at Electrical Circle, Ernakulam itself, by inviting open tender for the specific categories, for an initial period of two years, with the rate arrived as PAC (complying to the general tendering conditions prevailing in KSEBL and as per specifications and relevant conditions as in the B.O.), so as to study the impact of the new venture, on the public as well as the difficulties faced in the field at the time of implementation.

In accordance with the above the Deputy Chief Engineer, Electrical Circle, Ernakulam, invited Expression of Interest (EoI) for advertisement on electric poles of KSEBL and submitted the report on the same as per letter read as 7<sup>th</sup> above. It was reported that, 3 offers were received and the rates quoted by them showed wide variation and also requested to communicate the terms of the tender and amount to be taken as PAC.

Further, in connection with the subject matter, a representation dated 20.07.2019 was received from the Kerala Electricity Employees Confederation (INTUC) requesting withdrawal of the B.O. read as 6<sup>th</sup> above, stating safety reasons.

Remarks was sought from the Financial Adviser on the subject matter and the same was furnished as per note read as 8<sup>th</sup> above. It was remarked that the Committee constituted as per B.O. read as 1<sup>st</sup> above may review the proposal, and findings of the Committee may be placed before the Full Time Directors. Accordingly, based on the resolutions made by the Committee in the meeting dated 12.02.2020, a detailed note on the subject matter was placed before the Full Time Directors as per note read as 10<sup>th</sup> above.

Having considered the matter in detail, the Full Time Directors in the meeting held on 30.05.2020 resolved to accord sanction to authorize the Deputy Chief Engineer, Electrical Circle, Ernakulam along with Deputy Chief Engineers of Electrical Circles Thiruvananthapuram, Kozhikode & Kannur to invite Expression of Interest (EoI), with period as 3 years ( instead of 1 year), after finalising the list of pole locations/ transformer locations for advertisements considering the feasibility and safety aspects, ensuring participation of maximum number of Advertising Agencies ( including

those who are included in the empanelment list of Information & Public Relations Department, Government of Kerala), with all the other terms and conditions same as in B.O. dated 07.03.2019 read as 6<sup>th</sup> above, and subject to the following conditions.

- i. Advertisement on A-poles are not to be permitted.
- ii. Back lit display advertisement boards are not to be permitted.

Orders are issued accordingly.

By Order of the Full Time Directors

Sd/-

**Lekha G.**  
**Company Secretary In Charge**

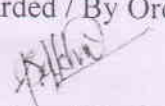
**To**

The Deputy Chief Engineer, Electrical Circle, Thiruvananthapuram/ Ernakulam/ Kozhikode/ Kannur

**Copy to:**

1. The Chief Engineer, Distribution (South/ Central/ North/ North Malabar)/ The Chief Engineer (IT & CR)
2. The TA to Chairman & Managing Director/ The TA to Director (Distribution & IT/ Transmission & System Operation, Corporate Planning, Generation-Electrical, Supply Chain Management & Safety/ Generation-Civil & HRM)
3. The RCAO/ECA, Vidyuthi Bhavanam, Pattom
4. The Legal Liaison Officer
5. The PA to Director (Finance) / Senior C.A. to Secretary (Administration)/ CA to the Company Secretary
6. Fair Copy Section / Library / Stock File.

Forwarded / By Order

  
Assistant Engineer