

KERALA STATE ELECTRICITY BOARD LTD.

(Incorporated under the Indian Companies Act, 1956)

Registered Office: Vydyuthi Bhavanam, Pattom,

Thiruvananthapuram-695 004

Abstract

Clean Kerala Campaign-Removal of unauthorized advertisement boards-Cladding of LT Distribution line PSC posts and utilization of the cladding portion for systematic displaying of advertisement for the Clean Kerala Company Limited-Sanction accorded-Reg

Corporate Office (SBU-D)

BO (FTD) No. 60 /2015 (D (D&S)/ Safety-Clean Kerala Company/2014-15)

Dated Thiruvananthapuram 09 .01 .2015

Read:-1. G.O. No.195/2014/LSGD dated 6/11/2014

2. G.O. No.194/2014/LSGD dated 6/11/2014

3. DPR submitted by M/s Clean Kerala Company Ltd.

4. Note No. D (D&S)/Safety-Clean Kerala Company/2014 dated 28.11.2014

Order

Government of Kerala vide G.O. referred 1st and 2nd has authorized the Clean Kerala Company Ltd to remove the unauthorized advertisement boards, notices, flex boards etc. from the KSEB Ltd posts with the aim of providing a standard and safe space for displaying the advertisements with revenue generation to KSEB Ltd by leasing out a cladding structure for commercial advertisement. Accordingly they have submitted a detailed Project Report of the project “The Clean Kerala-Kerala State Electricity Board Clean Development Initiatives (C2KCD1) Series 1” for approval and permission to undertake the work of cladding of PSC posts in the distribution lines in the State. The Clean Kerala Company is planning to implement this project initially for a short span of 5 years.

The project consists of

1. Providing rectangular cladding (as a rectangular pillar) of LT poles (9m and 8m) at a height 3 meters from the ground level using MS sheets, flats and angles. (size 2500mmx380mm/340mm)
2. Interlink posts and posts having street light control fuses will be avoided.
3. A ladder facility will be provided in the narrow side of the frame enabling the linemen to climb over the cladding and pots
4. On the top of the cladding, provision will be there for fitting rectangular advertisement boards (size limited to 1000mmx750mm).

5. The two faces of the cladding frame is also used for advertisement (approximately 18sq.feet space) after setting apart 1m length from the ground level exclusively for KSEB/clean Kerala co. purpose like post No/safety-energy conservation slogans etc.
6. A light reflecting luminous band of 5cm thickness around the cladding, separating the 1m length from the ground level for providing vision aid at night time drivers and pedestrians.
7. The cladding assembly weighs approximately of 41Kg/set. and the ready to fit cladding frame in dis-assembled form will be supplied by the company with the cost of Rs. 4600/set at site.
8. The work of fixing the cladding panels on posts is preferred by the petty contract workers of KSEBLtd with a labour charge of Rs.400/post under the supervision of Clean Kerala officials with the permission of concerned Electrical Sections.
9. KSEB will get 20% of the net amount of advertisement amount less the taxes payable to the Local Self Government Institutions towards advertisements. The company initially selected the Kawdiar-Vellayambalam-Statue Road in Trivandrum City for creating a model advertisement scenario in the straight stretch of road in a commercial area.
10. Selection of location, obtaining sanction from concerned statutory authorities, identification and selection of advertising agency etc. are under the preview of the Clean Kerala Company only.

The social benefit to KSEB Ltd from this project is claimed as

1. Illegal and unauthorized use of KSEB Ltd posts for advertisement by other parties can be avoided
2. A systematic and standard means of advertisement provision to genuine customers and to improve the aesthetic beauty of the City
3. Improves the safety aspects connected with advertisements in Posts instead of illegal boards & flexes
4. Revenue to KSEB Ltd

Having considered the above, the FTD meeting held on 06/01/2015 accorded sanction:

1. to approve the DPR submitted by M/s Clean Kerala Company Ltd.,
2. to permit the Clean Kerala Company Ltd to undertake the work of Cladding of electric Posts of KSEB Ltd.,
3. to accept the lease amount per pole per month arrived by M/s Clean Kerala Company Ltd.,
4. to empower M/s Clean Kerala Company Ltd to initiate proceedings against violation of unauthorized advertisements in the selected project area and

5. to enter into a contract with M/s Clean Kerala Company Ltd in connection with the advertisements in the KSEB Ltd. posts.

By Order of the Chairman & Managing Director

Sd/-
C Nakulan
Dy. Secretary (Administration) I/C

To

The Chief Engineers (Distribution)
(South/Central/North)

Copy to

TA to Chairman & Managing Director

TA to Director (D&S)

TA to Director (T&SO)

TA to Director (Generation-Civil)

TA to Director (SCM&GE)

TA to Director (RE&P)

PA to Director (Finance)

Chief PRO/FA

Dy. CE (IT)

CA to LA&DEO

CA to Chief Vigilance Officer

CA to CIA

CA to Secretary (Admn.)

FCS/Stock file/Library

(Office)

Forwarded/ by order

Sd/-
Assistant Executive Engineer