



Mr. Sanjeev Seth

CEO

India Power Corporation Ltd.

Mr. Sanjeev Seth is a Techno-Commercial Management Professional with 29 years of Experience in diversified industries with Indian & Multinational Organizations like Reliance Infrastructure (BSES, Delhi), Cincinnati Milacron Inc., ECE Industries Ltd & Usha Telehoist Ltd.

Besides being Chartered Engineer, he is an alumnus of NIT, Jaipur & IIM, Ahmedabad. Prior to joining India Power Corporation Limited as President in 2016, he was heading power distribution business for one of Delhi DISCOM

His area of expertise and exposure has been General Management, Start-up Operations, Change Management, Strategic Leadership, Profit and Cost Centre Management, Sales and Marketing Management, after Sales and Operations Management, Product launch, turning around Business Performance, Capital Equipment/ Project Sales, Utility Business.

He has proven record of turning around organizational results and introducing new products, Top & Bottom line Growth, Market Share improvement. He has been playing a pivotal role through his inspiring leadership in not only driving the business but also focussing more on effective customer relationships, processes and people.

Q. India power corporation Ltd is name in distribution sector, what benefits does this brand name add on to your profile; what are your responsibilities in this sector?

Sanjeev Seth is a Techno-Commercial Management Professional with 29 years of experience and has worked with diverse industries both Indian & Multinational Organizations handling Capital Equipment/ Projects in competitive market scenario and retail businesses. Past learnings and insights help him in his current assignment for understanding the need of EHV/HV and LV Customer segments. Prior to joining India Power Corporation Limited as President in 2016, he was heading power distribution business for one of the Delhi DISCOM.

Currently he is heading Transmission and Distribution business of India Power Corporation Limited as CEO.

India Power Corporation erstwhile DPSC Limited is a 99 years old organization started operations in 1919 at Asansol now West Burdwan district- 2nd largest City after Kolkata in West Bengal for power distribution initially in Collieries and Industrial belt of Asansol-Raniganj. There are 2 other utilities that exist and since last few years all three are operating at all voltage levels supplying power to each and every segment of market enabling a competitive environment which is unique in India. IPCL is a preferred supplier due to price competitiveness and maintaining all the supply reliability parameters apart from customer centric approach and technology adoption. IPCL has increased its foot print over the last couple of years in LT segment also and there has seen accelerated growth. IPCL too has a respectable share in segments like Hotels, Hospitals, Residential Apartments, and Shopping Complexes etc and maintains one of the lowest T&D loss levels which is below 3% against national average level of 22%.

IPCBGL-Gaya operations - Managing Network

in one of largest franchisee area of 1630 Sq.km with more than 75% rural share and this has been IPCL's strategic investment in International Tourist place. Operations were taken up in PPP mode as Franchisee in June 2014 serving a population base of 8-10 lacs. In the last 4 years , Company has been able to achieve one of highest loss reduction trajectory e.g app.35% and last FY 2017-18. There has been double digit loss reduction which is very rare in a single year. Supply reliability has improved from 58% at the time of takeover to 95% presently. Company has taken up many Community engagement, Customer services, IT enablement, Technology infusion, Network strengthening, loss reduction, surveillance and aggressive Vigilance Programs.

Company has been first in Bihar to install Smart meters in urban areas and recently launched Pre paid Smart Meters in rural belt. More than 10,000 meters have been installed by now. Company also has USDA grant assistance to adopt smart grid technology initiatives and recently signed MOU with EPIC, University of Chicago and Berkley for study of impact of AMI/Smart Meters at Gaya. Company has been rewarded and recognised by Govt. of Bihar for ensuring 24/7, uninterrupted and reliable supply during recent PritpakshMela and Kalchakra Puja like National and International events in Bodhgaya.

Q. How the IPCL is working towards the modern technology on existing product?

As explained, company is keeping pace with current trends in technology. Asansol Licensee business area has already adopted SCADA, AMR, GIS, Smart Technologies, Prepaid metering, SAP, etc and recently concluded a pilot for IoTs(Internet of things}and DT Health monitoring.

Gaya operations already have gone ahead with Smart metering technologies with AI (Artificial intelligence) and Innovative rural

pre-paid smart metering model, Digitization, SAP etc.

Q. What is your market research on the specific areas?

India has a huge potential in Power distribution space. Our per capita consumption is 1/3rd of world average and much below developed countries. National average T&D losses are huge as compared to world average. There is a need to unlock the electricity demand potential in the country followed by economic development and aggressive loss reduction and technology adoption programs.

We have demonstrated success of privatization of power distribution in country and this need to be aggressively taken up at State and central level. Regulatory mechanism in country needs a thorough review with respect to independent functioning, time lines accountability, appointment of members, private sectors professionals participation, staffing needs etc. Regulatory certainty will send right signals for investment in sector.

Private discoms carry out the same public services as state owned discoms however they are not entitled for grant/budgetary support

from the Government in schemes as R-APDRP, UDAY etc. Even the allocation of power from central generating stations, they do n't get any entitlement. These must be looked into at policy level as private discoms are also contributing to nation's development in their own way in their respective distribution area.

How the joint venture with UniperKraftwerke GmbH is executed what was the reason and beneficial areas of the same?

India Uniper is a joint venture (JV) between India Power and Germany-based company Uniper, a key player in the thermal generation sector focussed on improving the efficiency of power plants in India. Uniper, a German energy company has 40GWs of installed generating capacity across technologies and geographies. Uniper has extensive experience managing large, complex portfolios of generation assets and continually optimizing these assets, provides services to reduce costs, enhances efficiency and ensures operational risk mitigation.

Q. What strategy does IPCL following to upgrade the current situation in T & D

sector?

IPCL in its licensee area maintains T&D loss of below 3% inspite of accelerated growth in LT segment during last couple of years and also keeping a check on technical losses to remain under control through various measures.

IPCBGL Bodhgaya operations T&D loss reduction has shown one of fastest trajectory in less than four years as compared to other such modes of distribution. Apart from all technical measures for plugging in leak areas in network to control theft and improve supply reliability, company has taken all other initiatives like aggressive vigilance, surveillance, electrification, community engagement and consumer education/service programs, smart metering etc.

Q. What are your supports for after sale market?

IPCL has been a customer focused culture organization and enabled many customer centric programs to facilitate its consumers in Asansol and Gaya. It includes either addition of on line/digital modes of payment options , door step services, value added services, mobile/web applications or consumer education and awareness on usage, energy conservation, theft prevention etc. ■

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