



## Logo Power And Indian Corporate Biggies

### Power Companies of India-2 *Transmission & Distribution*



#### CORPORATE LOGOS

This article is in continuation of the essay: Logo Power – Power Companies of India which appeared last month. In that article, we had focused on the logos of power generation companies. Here we talk about the logos of companies engaged in the transmission and distribution of electricity in India.

The total installed power generating capacity in India is over 148,700 MW and the total number of consumers is over 144 million. Apart from an extensive transmission system network which was developed to transmit power from generating station to grid substations, a vast network of sub transmission in distribution system has also come up for utilization of power by the ultimate consumers.

This sector is plagued by inadequate investment, resulting in high level of transmission and distribution losses. This is apart from rampant power theft in both urban and rural India that amounts to over 1.5% of the nation's GDP. Electricity losses in India during transmission and distribution are extremely high and vary between 30 to 45%.

Government has initiated steps to control transmission and distribution losses as well as theft, but the steps are not adequate. It is my contention that perhaps it is the inappropriate logo design and colors that are causing this havoc in the power sector.

High technical losses in the system are primarily due to inadequate investment over the years for system improvements which has resulted in unplanned extension of distribution lines, overloading of system elements like transformers and conductors, and lack of adequate reactive power support. Commercial losses are mainly due to low metering efficiency, theft and pilferage.

However, better times for this sector are on the cards. Certain provisions in the Electricity Act 2003 such as open access to the transmission and distribution network, recognition of power

trading as a distinct activity are expected to introduce and encourage competition in the electricity sector. It is expected that these measures on the generation, transmission and distribution front would result in the formation of a robust electricity grid in the country.

#### VAASTU ALERT

Most of the companies involved in the transmission and distribution of electricity in India have come into existence after unbundling the state electricity boards and/or the subsequent restructuring of public undertakings into public limited companies.

As such the style of operations of companies in this sector is still a hangover of the government monopolies that they once were. The colossal drain of public money that is caused due to mismanagement by the "Babus" is to be seen to be believed.

It is not surprising that most – if not all – have indiscriminately used the color blue or red. I think these companies are a good example of how the efficacy of an appropriate color choice can be marred by haphazard shape, symmetry and balance.

However it will be noticed that companies that have used red alongwith blue are the companies that are faring well.

#### Dr.Ravi Rao's pick

The logo of Power Grid Corporation of India is perhaps the only logo in this segment of companies that has been made after genuine application of thought and imagination. I would have been happier if red color had been used more but the fact that it represents electricity restricts its use in the other symbols in the logo.

