



We cherish your association with us during your tenure of service
"EPDCL News" wishes you all a happy and peaceful retired life.

RETIREMENTS OF CGM/GMSE's FROM MAY'06 TO APRIL'07

S.I No	Name of the employee	Designation	Date of Birth	Date of Retirement
CGM's				
1.	REDDY TIRUPATHI	CGM	01.07.1948	30.06.2006 (VR) 30.03.2006
2.	Y.P.M.M.PRASAD	CGM	01.07.1948	30.06.2006
3.	K.KAMESWARA RAO	CGM	04.09.1948	30.09.2006
SE/GM's				
1.	M.RAMA MURTHY	GM	15.06.1948	30.06.2006
2.	P.VENUGOPAL	GM	05.10.1948	31.10.2006
3.	K.T.V.S.S.T.V. PRASADA RAO	GM	15.01.1949	31.01.2007
4.	C.SYAMALA RAO	SE	30.10.1949	31.10.2007 (VR) 30.04.2007
5.	M.V.RAMANA	GM	01.05.1949	30.04.2007

"EPDCL News" Heartily Congratulates you on your Promotion

DE TO SE/GM AND SE/GM TO CGM PROMOTIONS FROM MAY'06 TO APRIL'07

S.I No	Name of the employee	Designation	Date of promotion as
SET TO CGM			
1.	Y.P.M.M. PRASAD	SE	CGM 17.05.06
2.	K.V.SUBBA RAO	SE	CGM 18.10.06
DE TO SE/GM			
1.	H.Y.DORA	DE	SE 17.05.06
2.	P.VENUGOPAL	DE	GM 07.07.06
3.	Y.RAGHAVENDRA RAO	DE	SE 18.10.06
4.	K.NAGESWARA RAO	DE	SE 27.10.06
5.	S.SATYANARAYANA REDDY	DE	GM 06.11.06
6.	P.RAMAMOCHAN	DE	GM 06.11.06
7.	A.V.SURYANARAYANA RAO	DE	GM 08.02.07

Acknowledgements

I thank the Director (Finance) for his support and guidance and all the officers staff and who have contributed the information and their valuable time in bringing up on this issue.

P. Vithal Kumar
Eastern Power News, Company Secretary and Manager / CC / FAC

Rendered a Remarkable Service

Sri Arijit Kumar Ghosh, Director (Finance), APEPDCL is a Chartered Accountant with rich and varied experience in reputed organizations like SAIL, BEL, Mazgaon Docks Ltd., etc. He joined EPDCL in July, 2002 and since assumption of charge brought about major changes in the Finance and Accounting areas. He played the key role in finalization of backlog Annual Accounts of 3 years and in the introduction of SAP in the organization.



Sri Ghosh has also initiated various system improvement measures like appointment of local banks for bill collection from consumers. He was also placed in charge of HRD and R.T. Departments, wherein he played a dynamic role.

Sri A.K.Ghosh has been now appointed as the Director (Finance) of the Maharashtra State Power Distribution Company with Corporate Office in Mumbai

Eastern Power Newsletter wishing all success in his new assignment

A+ Categization to APEPDCL By PFC

AP Transco is judged as the best in transmission with a score of 88 & AP Eastern Power Distribution is judge as the best in distribution with score of 88 among 18 distribution companies

launched the Interactive Television Channel in Vizag City



274100 కి ఫోన్ చేసి
విద్యుత్ సమస్యలకు పరిష్కారము
పొందవచ్చును.
ఐ.టి.వి.ద్వారా మీ బిల్లు వివరములు,
సమస్యలు నమోదుచేసుకొనవచ్చును.

Towards better customer care, EPDCL has launched the Interactive Television channel in SDV, for redressing the consumers grievances, furnishing information and other services.



Eastern Power News



Eastern Power Distribution Company of A.P Ltd

In-house news letter ANNUAL ISSUE

EPDCL team visits REL and MGCVCL

Know your Colleague

జిల్లాలో సంపూర్ణ గృహ విద్యుత్ కరణకోసం ప్రభుత్వం రూపొందించిన పథకం

ఆపరేషన్ సర్కిల్ విజయనగరం



Rendered... a Remarkable Service



58th Republic Day Celebration at EPDCL Corporate Office



Flag Hoisting by CMD



CMD Salute



CMD With VIP's & VVIP's



Children Performance



Republic Day Celebrations and distribution of Non Monetary Rewards on January, 26th, 2007



Internal Audit Manual

The Internal Audit Manual of APEPDCL has been approved and adopted by the Board of Directors of the company at their meeting held on 08-03-2007. The Manual is comprehensive and quite informative. Employees are requested to follow the procedures set out therein and also show the information with their colleagues, to ensure better compliance and standards. The Manual is available at company website : www.apeasternpower.com_intranet on the company website as a download.

Flash... Flash

Visit by IMP Associate

Mr. Laszlo Mocsy, an associate of Innovative Management Partner (IMP) Budapest, Hungary visited the EPDCL Corporate Office on 19th April, 2007. He had an expert discussion with Sri A. Kodanda Ramaiah, Director (Operation) on various aspects of the electricity utility industry. IMP, being European consulting company with Management Marketing and strategy, the interview touched areas like typical patterns of expectations towards suppliers and partners, in specific; and the vision and strategy of the power sector in general. The interview resulted in a meaningful interaction and was well received by one & all.

Know your Colleague

Sri S. Lakshmi Narasimha Swamy, J.P.O, Stationery, Corporate Office

It is our privilege to present Sri S.L.N.Swamy, one of our valued employees. Sri S.L.N. Swamy is working with the Company since 1989 (erstwhile APSEB) for a period of over 18 years. He was with the F&A wing in Bobbili, Vizianagaram District till 1992 and thereafter, transferred to

proud as an employee of this Company and strives to improve it's image; never missing a chance to help any consumer who comes to him with a problem. Sri Swamy's family consists of himself, his



Visakhapatnam Zone. He has been posted to P&G services, Corporate Office in 2003. Prior to joining APSEB, he was recruited in the Revenue Department of the Government of A.P. as a Village Officer through the APPSC.

Sri Swamy is a literary and cultural activities enthusiast and is into writing poems and stories. He also organizes singing and dance programmes through Dr, N.T.R. Kalaradhana Peetham, Visakhapatnam, of which he is the Founder and President. He states to be

wife and 2 daughters, all of them very talented in their respective fields.

His better half, Smt. S.Padmavati, is a Hindi teacher in Visakha Valley School, Visakhapatnam. She herself is an enthusiast of Cultural activities and organizes singing and dance programmes in her school and outside. The Dance Programme on Inter State Cultures in India organised by her with 50 children for her school anniversary and in the Sports event in Indoor Stadium, Visakhapatnam were widely acclaimed

and appreciated.

His elder daughter, Chi. Sow. S.Ratnamani Deepika is studying her Third Year Engineering in Information Technology from M.V.G.R. College, Vizianagaram. She has presented various papers on her subjects in several events and bagged Awards for the same, including cash prize for her papers in Inter Collegiate event at Bhoji Reddy Engineering College and Excellence Certificate for paper on 'Globalisation' in Trichy. Her sister, Chi.Sow. S. Divya Chudamani is studying her Second Year Intermediate (M.P.C) from Sri Chaitanya Institute, Visakhapatnam.

We are pleased to be associated with such a vibrant and social conscious citizen. Eastern Power News wishes Sri Swamy and his family all the best in their future endeavours.



Hungary Visitor to EPDCL Corporate Office

PERFORMANCE HIGHLIGHTS TO THE END OF MARCH 2007

Particulars	Units	Achievements
Energy Sales	MU	7289.58
a) HT Sales	MU	3005.16
b) LT Metered Sales	MU	3006.01
c) Assessed Agricultural Sales	MU	1278.4
Distribution Losses	%	12.16
Revenue Demand	Rs.Cr.	1961.74
Revenue Collection (including Arrears)	Rs.Cr.	1968.2
d) Collective Efficiency		100.33%

Aggregate Technical and Commercial Losses %

2006 - 2007	10.58
2005 - 2006	12.61
2004 - 2005	15.52

Services Released under RGGVY

Name of the District	Cost of the Project (Rs.lakhs)	No.of connections released to BPL rural house holds as on 31.03.2007	Remarks
Srikakulam	5517.61	29877	The scheme is yet to be sanctioned for Rajahmundry circle. But the works are taken up under INDIRAMMA programme with internal funding.
Vizianagaram	4186.74	20996	
Visakhapatnam	6667.56	30243	
West Godavari	3273.04	17158	
TOTAL	19644.95	98274	
East Godavari	6288.65	17536	

APEPDCL constructed 20 Sub - Stations in 5 Districts at an estimated Cost of Rs.2044.284 Lakhs

APEPDCL Released No. of Services 109204 up to 31.03.2007 in 5 Districts on Electrification of Households in the selected 1762 Panchayats under Indiramma Programme.

Message of CMD



At the outset, I would like to congratulate everyone on the successful completion of 7 years by the Discom, after formation of EPDCL on 30.03.2000. I am pleased to address you on this occasion in this Annual Issue of the Company's In-House Journal for the year 2006-2007. It has been our endeavour during the previous year to fulfil the twin objectives of better customer care and loss reduction through operational efficiency and Informational Technology initiatives, which were, by and large, successful. However, a substantial amount needs to be done, specifically in the areas of energy conservation and gearing up to meet the energy situation in the state during the coming few months.

Your Company made a record energy sales of 7289.58 MU and more than 100% revenue collections of Rs.1968.20 Crores in the Financial Year 2006-2007. During the year, around 1,15,000 rural households were electrified under the RGGVY Scheme and around 1,09,200 services released in the selected 1762 Gram Panchayats under Indiramma Programme. Several Customer Care initiatives like e-Varadhi, SMS Messaging System, Interactive Television, weekly Vidyut Adalats at Mandal level, centralized customer care at 155333 and the like were taken up. A new performance appraisal system for employees, based on targets and performance has been introduced and will be effective from the coming year.

We should together move in the direction of organisational excellence and for that, concerted efforts of the employees, both in the field and corporate office are required. It is also necessary to take up measures of educating the consumers on energy saving measures and use of energy efficient equipment, in rural as well as urban areas. We also welcome the initiatives and suggestions of employees at all levels towards meeting the organizational objectives of quality power, loss reduction and better customer care.

Praveen Prakash, IAS
Chairman and Managing Director
APEPDCL, Visakhapatnam



CMD on the Field

Since assumption of changes Sri **Praveen Prakash, IAS** has regularly toured the Districts and integrated with the field staff and the consumers at large.



Introduction with house hold consumers & Farmers





EPDCL team visits REL and MGCVCL



A team of three members consisting of Sri K.V.Satyanarayana, GM (Energy Audit), Sri P. murali Sagar, DGM (IT) and Sri V.D.V.Rama Krishna, ADE (Projects) visited the Reliance Energy Limited (REL), Mumbai and The Madhya Gujarat Vij Company Limited (MGVCL), Baroda to study the best practices implemented in other Discoms; specifically the GIS based consumer indexing, SCADA and Billing & customer Service Systems implemented there.

welcomed by Sri B.S.K.Naidu, Director (General), REL. They stayed at the Reliance Energy Management Institute (REMI). They visited the SCADA Central Control System in REMI and 1 Sub Station in Hiranandini Receiving Station. They also visited the REL Corporate Office and Customer Service Station in Santacruz, Mumbai. The Mumbai visit concluded with a visit to the Dhirubhai Ambani Knowledge City (DAKC) in

They were received by Sri Hundiwala, Vice President, REL who organized the entire programme and



Navi Mumbai.

Thereafter, they proceeded to Baroda and were received by Sri N.P.Patel, Superintending Engineer, MGCVCL, Baroda City Circle, who welcomed the team and organized the entire programme. At Baroda they stayed at the Gujarat Electrical Training and research Institute (GETRI) which is deemed the second Baroda IIM! After seeing GETRI, they visited the Baroda Circle Office and 2 Sub Divisions and 2 Sub Stations in and around Baroda City. The ATP (Any Time Payment) machine for electricity bills was also very impressive and innovative in Baroda City.

The team stated to our representative that the visit was very useful; especially helped in learning the way

of implementation and involvement of Circle Team on par with Corporate Office Team. They stated that the Sub Division level Customer Service Centres are very clean and maintained as in Stage 1 CSC. All CSCs are uniformly maintained, manned and operated in all the stages.

The team specifically mentioned the instance of demonstration by Sri Parikh, aged 55 years and an LDC, of the entire billing system newly developed in Customer Relations Management (CRM) of Oracle Applications.

The team has submitted their report to the EPDCL Management. We congratulate the team on their successful completion of the visit and their valuable inputs to the management.

FOR QUICK ACTION

Recently, APEPDCL has started a system of centralized unique telephone number to cater to the varied needs of consumers in all five districts. The telephone number of the centralized Customer Care Centre is 155333.

Consumers can dial this number for all the following needs:

- General Enquiries
- General Complaints
- Fuse off call complaints
- Customer Services

Call : 155333



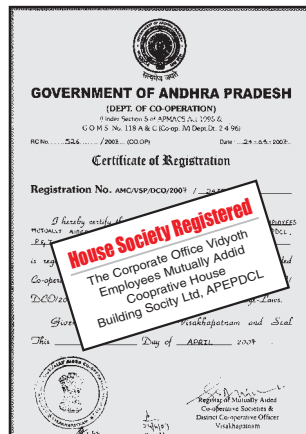
క్రొత్త సర్వీసులకు ధరభాస్సులు మరియు అన్ని రకాల విద్యుత్ సమస్యలకు సంప్రదించండి. నమోదు చేయబడిన అన్ని ఫిర్యాదులూ సత్వరము పరిష్కరించి మీరిచ్చిన ఫోన్ నెంబరుకు తెలియజేయబడును.

BILL COLLECTION CENTRES at LOCAL BANKS

Your Company is in the process of opening bill collection centres at various local banks in the five Districts. Among one such event was inauguration of bill collection was inauguration of Bill Collection Centre at Bank of India in Vizag of CMD Sri. Praveen Prakash, IAS



Vizinagaram Circle Office Anniversary Celebration



Independence Day Celebration



Awards and Rewards

