TANGEDCO
(Finance Branch)

From
K.Gnanadesikan,I.A.S,
Principal Secretary/ Chairman &
Managing Director
10th Floor, NPKRR Maaligai
TANGEDCO
144, Anna Salai, Chennai-2.

To
All the Superintending Engineers

Distribution Circles
TANGEDCO.

Lr No. CFC/FC/R/AO/R/ D. No.13/ 13 Dt. 15/3/13.

Sir,

Sub;- TANGEDCO- Maximization of Revenue- Fixing up of Targets for the months of April '13 and May'13- communication- Reg.

Ref:- D.O Lr . CFc/REv/AO/Rev/D.No.33/12 dt. 12.1.13
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This is in continuation to my review on 14/2/13. It has been emphasized in the above meeting that our new 'mantra' should be "Revenue Maximization". The as usual approach has to be changed and the priority has to be given to Revenue Maximization as it is the necessity of the present critical financial situation of the TANGEDCO.

2. Though yourself and your team members get involved in this exercise of revenue augmentation the desired result has not been reached. Hence, it is decided to fix the revenue target for your circle (both the HT and LT collections) every month.

3. Initially the target has been fixed for the Month of April'13 and May'13 based on the available figures for the month of April'12 and May'12. (The circle wise target is enclosed in the annexure). Subsequently the revenue target from June'13 onwards will be fixed and communicated based on the collection in the corresponding period of the previous financial year and the achievements in April'13 and May'13 of the current financial year.

4.The target can be easily excelled by taking effective steps on the followings:-

a) By ensuing 100% assessment of the services.

b) By ensuring correct adoption of average in case of defective meters.

c) Thorough analysis of genuineness of "Nil" Consumption services and healthiness of meter by field verification

d) Timely identification of defective meters and their replacement

e) Analyzing consumption variation of high consumption services – Top 100

f) Recording of MD reading and updating the master data (contacted demand)

g) Fixing up of Demand recording meters and collection of excess demand charges, regularizing the load after collecting necessary charges.

h) Giving adequate training to the meter readers and make them familiar with all type of meters

i) Inspection of temporary supply services and checking the billing and tariff

j) By ensuring correct multiplication factor

k) By ensuring provision of adequate capacitors

l) By ensuring that the welding sets are charged at 15% extra by field verification

m) Timely uploading of assessment data from HHD to the Server to realize the CC charges in time

n) By ensuring all the collections are remitted and transferred to HQ without dalay

o) By ensuring rotation of Assessors periodically as per the rules in force.

p) By ensuring inspection of consumer premises by the IA, RS, ATO, AAO, AS, AO/Rev, DFC AEE, etc to detect any deviation, violation , etc.

q) Prompt disconnection of defaulters services, etc

r) Application of correct tariff to the services.

5. The target has been fixed by taking the figures of HT and LT billing assessment made in corresponding month in the previous year by adding 30% towards increase in demand in the existing services and increase in consumption due to new service connections (8% normal growth + 12% towards improvement in power supply to LT services on account of relaxation in the load shedding) and addl. Load sanction, replacement of defective meters (4%) and accurate reading by meter readers and

increasing the internal efficiency by giving motivational training, proper supervisions, etc (6%).

6. The target must be achieved without any shortfall . The Asst. executive engineers and AAO/ Revenue Branches should be made to play an active role to excel the target by motivating , close follow up of all the section officers and their team members , viz,, assessors, IA, RS, Foreman, etc.

7.The actual collection must be compared with the target and any shortfall should be analyzed scientifically at micro level (section level/ head wise). Rate of realization for each category of the consumer shall be anaysed with reference to the rate of realization for the corresponding consumers category fixed in the tariff order dt. 30.3.12.

8.The performance of the AEEs must be assessed based on their involvement in achieving the revenue targets . The best performers may be recognized by recommending their names for awards, commendation certificate, etc.

9.The Regional Chief Engineers are requested to send the consolidated revenue return with the targets and actual revenue for each circle on or before 15th of the succeeding month with their remarks in the enclosed format.

Director/Finance/TG
For CMD/TG

Encl;As above
Copy to the Dir/Fin/TG
Copy to the Dir/Dist./TG
Copy to all the Chief Engineers/Distribution Regions /TANGEDCO

Name of the Circle .....   **For the Assessment month ... .'13**

Sl no	Name of the Division	Monthly Target (Rs,in lakhs)	Actual Collection (Rs.in Lakhs)	Excess/Shortfall collection (Rs.in Lakhs)	Reasons for excess/short Collection
1					
2					
3					
4					
5					

Superintending Engineer/ ... EDC

	Circle Name	Assessment (Rs.in.lakhs	Assessment (Rs.in lakhs)	Total Assessment (Rs.inlakhs) (HT+LT)	Target (HT+LT) for the month of 4/13(Rs. In lakhs)
1	CHENGALPATTU	9201	2129	11330	14728
2	CHENNAI /C	3766	7836	11602	15083
3	CHENNAI (NORTH)	7004	4154	11158	14506
4	CHENNAI (SOUTH)	7427	10161	17588	22864
5	CHENNAI (WEST)	2513	6096	8609	11192
6	COIMBATORE/S	2638	1712	4350	5656
7	COIMBATORE/ M	1610	3570	5180	6734
8	COIMBATORE /N	2551	1479	4030	5239
9	CUDDALORE	510	1428	1938	2519
10	DHARMAPURI	440	673	1113	1448
11	DINDIGUL	2381	1373	3754	4881
12	ERODE	2423	2857	5280	6863
13	GOBI	1035	831	1866	2426
14	KANCHEEPURAM	869	1192	2061	2679
15	KANYA KUMARI	180	1509	1689	2196
16	KARUR	337	898	1235	1605
17	MADURAI	877	1400	2277	2960
18	MADURAI METRO	419	1892	2311	3004
19	METTUR	1867	1210	3077	4000
20	NAGAPATTINAM	68	855	923	1200
21	NAMAKKAL	964	1490	2454	3191
22	NILGIRIS	474	502	976	1269
23	PERAMBALUR	713	537	1250	1625
24	PUDUKOTTAI	393	927	1320	1717
25	RAMANAD	83	644	727	946
26	SALEM	2558	2900	5458	7096
27	SIVAGANGAI	422	900	1322	1718
28	THANJAVUR	272	1518	1790	2327
29	THENI	333	752	1085	1410
30	THIRUPPATTUR	863	1003	1866	2426
31	THIRUVANAMALAI	388	1272	1660	2158
32	TIRUNELVELI	1644	2367	4011	5214
33	TIRUPPUR	1812	2958	4770	6201

Target for April 2013 (Rs.in Lakhs)-CC Charges both HT and LT (Excluding Misc. Collection, like Dev. Chg, Deposits, SC Chg, Sale of Scrap, Etc.)

34	TRICHY (METRO)	1914	2624	4538	5900
35	TUTICORIN	1872	1581	3453	4489
36	UDUMALPET	1327	1221	2548	3312
37	VELLORE	1884	1836	3720	4835
38	VILLUPURAM	446	911	1357	1763
39	VIRUDUNAGAR	2650	1935	4585	5961
40	KALLAKURICHI	82	640	722	939
41	TIRUVARUR	907	606	1513	1967
42	KRISHNAGIRI	1529	1442	2971	3862
	Total	**71647**	**83821**	**155468**	**202108**