

## **Concept Note for Logo of Central Electricity Regulatory Commission (CERC)**

### **Background**

A "logo" or a "symbol" or an "emblem" is an image that embodies an organisation. The logo epitomises what the organisation stands for, and represents. The existing logo/emblem/seal of the CERC was designed in the late nineteen nineties. At that time it focused basically on the role of CERC as a fair and impartial regulator balancing the interest of the generators of power and the consumers.

The Commission believes that, with the passage of time, especially with the enactment and operationalisation of the Electricity Act, 2003, the role of CERC in the power sector has substantially expanded from merely a "tariff setter" to a "facilitator for development" of the power sector and the market. It was therefore felt by the Commission that a new logo/emblem/seal would be appropriate to represent and encapsulate the changed reality. Hence, the Commission requested the National Institute of Design (NID), which has been recognised by the Government of India as an Institute of National Importance to design a new logo for CERC.

The new Logo designed by the NID aptly symbolises the present role of CERC.

### **Balance**

The logo with its two arcs at the base of a triangle is representative of the two sides between which CERC is maintaining harmony and balance in the system. The pinnacle at the top is evocative of the balance or weighing scale. Thus, the logo symbolises the delicate balance that exists between:

- (a) Generators or Producers of electricity and consumers;
- (b) Conventional and renewable energy

### **Increasing Role of Renewable Energy**

Presently, India is generating almost 70 percent of its power through thermal power plants whose primary source of fuel is coal. The black triangle is symbolic of thermal energy. However, there is a surge in electricity generation through renewable sources, with solar power being the frontrunner. The golden thunderbolt within the black triangle is an acknowledgement of the growing ascendancy of renewable energy. Golden colour is associated with Sun and symbolizes wealth and success. Just as a thunderbolt is the sign of the onset of a storm, similarly, in the logo also it is a harbinger of changes that are likely to follow. It portrays the vision that renewable energy will be increasingly a part of India's energy generation profile. The seamless merger of the

black triangle and the golden thunderbolt indicates that the two forms of energy are complimentary to each other. If one observes closely, one can visualise a mountain surrounded by water (the arcs on either side). This is symbolic of the generation of electricity through hydro-projects.

The black triangular shape, which is the centre piece of the logo, has multiple interpretations.

### **Stability, Strength, Discipline**

- (a) Its solidity is representative of CERC's stability and stature.
- (b) Black colour implies self-control and discipline, independence and a strong will, and it conveys an impression of authority and power.
- (c) The triangle as a shape is sturdy and has a natural strength which supports the structure against lateral pressures. This symbolises the role of CERC as an independent regulator.
- (d) The triangular shape is also associated with the transmission tower which is the backbone of the transmission network without which power cannot flow.

### **Growth**

The, shape of the logo i.e the upward pointed arrow, is indicative of the growth in India's power sector where generating capacity has doubled between 2007 and 2015. The pointed arrow also symbolises focus and speed.

### **Clarity**

The clean lines of the logo and clear lettering of the Commission's short titles in Hindi as well as English language is representative of the manner in which CERC functions – transparent, with clarity of purpose and in a definitive fashion.

Therefore, the new logo of CERC, adopted on 24 July, 2015, is a manifestation of the Commission's journey in the last decade and a half, with new promises to be fulfilled in the coming days.