

WORKING GROUP OF FORUM OF REGULATORS



NEW 'FOR' LOGO

FORUM OF REGULATORS (FOR) SECTT:

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1. Introduction

- 1.1 The Forum of Regulators (FOR) has been constituted by the Government of India in terms of Section 166 (2) of the Electricity Act, 2003. The Forum consists of Chairperson of the Central Commission and the Chairpersons of the State Commissions. Chairperson of the Central Commission is the Chairperson of the Forum of Regulators and secretarial assistance to the Forum is provided by the Central Commission. The Forum is responsible for harmonization, coordination and ensuring uniformity of approach amongst the Electricity Regulatory Commissions across the country, in order to achieve greater regulatory certainty in the electricity sector.
- 1.2 FOR has been taking steps towards facilitating implementation of the provisions in the Electricity Act 2003 (EA) and the policies i.e. National Electricity Policy (NEP) and Tariff Policy. The Electricity Act 2003 as well as the abovementioned policies emphasise on the necessity of promoting competition as well as ensuring viability of the sector.
- 1.3 The Forum is mandated to meet regularly to take up discussions on various issues faced time and again in the electricity sector. In the process, the FOR also undertakes various studies and initiatives of current interest for all stakeholders in the power sector which serves as a guiding document for the State Electricity Regulatory Commissions (SERCs).
- 1.4 In the 49th meeting of Forum of Regulators held in Ahmadabad on 27th July, 2015, the Forum felt that there was a need to redesign the logo of FOR to reflect the crucial role being played by it in bringing harmony of regulation in power sector. In furtherance to the same, The Forum of Regulators, constituted a Working Group under the Chairmanship of the Chairperson of the CERC to finalise the new logo of FOR.
- 1.5 The Working Group comprised of the following members:
 - Chairperson, Central Electricity Regulatory Commission (CERC)
 - Chairperson, Rajasthan Electricity Regulatory Commission (RERC)
 - Chairperson, Chhattisgarh Electricity Regulatory Commission (CSERC)
 - Chairperson, Tamil Nadu Electricity Regulatory Commission (TNERC)

- Chairperson, West Bengal Electricity Regulatory Commission (WBERC)
- Chairperson, Assam Electricity Regulatory Commission (AERC)
- Chairperson, Delhi Electricity Regulatory Commission (DERC)
- Chairperson, Joint Electricity Regulatory Commission for Goa & UTs (JERC Goa & UTs)

2. Objective

2.1 The Current logo of the FOR, designed during inception in 2005 is as under:



2.2 The mandate of the Working Group was to finalise the new logo of Forum of Regulators (FOR) in view of the dynamic role played by FOR in the changing environment. Thus, the new Logo of FOR would need to reflect its Vision and Mission and the crucial role being played by it in bringing harmony of regulation in power sector.

3. Proceedings of the Working Group

3.1 The working group headed by Shri Gireesh B. Pradhan, Chairperson, CERC met on 31st Aug, 2015 to deliberate on the design of new logo of FOR. The members observed that National Institute of Design (NID), an autonomous body under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India may be engaged for redesigning the logo of FOR. NID is also recognized by the Department of Scientific Industrial Research under Ministry of Science and Technology, Government of India, as a scientific and industrial design research organization. NID was engaged to ensure the following:

- The new Logo of FOR represents the vision and mission of FOR
- All technical specifications are taken care of
- There would be no plagiarism
- The logo to comprise the name of the organisation in both English and Hindi
- To provide a Logotype Symbol and Visual Abstraction
- The symbol to represent Harmonization of regulation, Research and analysis and Sharing best practices

- The symbol and the logo may be used for stationary, print material for in – house and outside use, products, vehicles, signage, any other product embossing product labels & stickers , websites, emails, documents in soft copy, PDF documents etc.

NID was also apprised of the Constitution, function, mission and role of FOR since its inception.

3.2 As per specifications, NID presented a variety of logos. Two logo design concepts were shortlisted and Chairperson, FOR gave suggestions for further modifications.

3.3 In the second meeting of the working group held on 11th March, 2016, NID presented two modified logo design concepts:



3.3.1 FOR is responsible for harmonization, coordination and ensuring uniformity of approach amongst the Electricity Regulatory Commissions across the country, in order to achieve greater regulatory certainty in the electricity sector.

Out of the two, the Working Group agreed on the second concept design for the FOR Logo as the logo depicted the nationalistic and holistic approach of the forum

- Circle in blue depicts the forum/ platform for discussion, knowledge creation, research and consensus building organization.
- Three dynamic arrows represent issues in SERC's, sharing of different practices and grants for research study of current topics.
- 30 ERC's are represented in the circle by white lines.
- Dynamic curve which is extending beyond circle is representing outcome of meetings as harmonization of issues, knowledge dissemination and sharing best practices through regular meetings.

3.3.2 The Working Group suggested addition of outer circle in one option and placing the name of the organisation in Hindi and English within two concentric circles.

The Working Group envisaged that the logo must cover the following issues:

- Bilingual notation
- Power Sector as nucleus
- Representation of collaborative approach of ERCs
- Representation of consensus decisions
- India at heart
- Values FOR stands for
- Clear, Simple yet Striking representation

3.3.3 NID reworked the second design as per requirements of WG and submitted the following drafts:

a). **Design One**



- Inner Circle represents forum/platform for discussion, knowledge creation/sharing, research, consensus building
- 30 White lines represent the Member ERCs
- Spark at nucleus represents Electricity sector
- Two dynamic converging sparks represent openness / acceptance to new ideas for research study of current topics etc.
- Dynamic arc emerging out and extending beyond circle represent outcome of harmonized decisions, knowledge sharing with external world, dissemination of best practices etc.
- Saffron, White, Green, Dark Blue represent colours of National Flag
- Black represents unambiguous / dispassionate / unbiased decision making.

b). Design Two



- Inner Circle represents forum/platform for discussion, knowledge creation/sharing, research, consensus building
- 30 White lines represent the Member ERCs
- Spark at nucleus represents Electricity sector
- Two dynamic converging sparks represent openness / acceptance to new ideas for research study of current topics etc.
- Dynamic arc emerging out and extending beyond circle represent outcome of harmonized decisions, knowledge sharing with external world, dissemination of best practices etc.
- Saffron, White, Green, Dark Blue represent colors of National Flag
Black represents unambiguous / dispassionate / unbiased decision making

c). Design Three



- Inner Circle represents forum/platform for discussion, knowledge creation/sharing, research, consensus building
- 30 White lines represent the Member ERCs
- Spark at nucleus represents Electricity sector
- Two dynamic converging sparks represent openness / acceptance to new ideas for research study of current topics etc.

- Dynamic arc emerging out and extending beyond circle represent outcome of harmonized decisions, knowledge sharing with external world, dissemination of best practices etc.
- Saffron, White, Green, Dark Blue represent colors of National Flag
- Black represents unambiguous / dispassionate / unbiased decision making.

4. Recommendations of the Working Group

The Working Group decided to place the aforesaid three options for consideration of the FOR.
