

## GUJARAT ELECTRICITY REGULATORY COMMISSION ABOUT LOGO



Power sector is critical to social and economic development of the country and alleviation of poverty and inequality. The objective of the Electricity Act, 2003 is to facilitate measures conducive to the development of the electricity industry, promoting competition therein, protecting interests of consumers, supply of electricity to all areas, determination of electricity tariff, ensuring transparent policies regarding subsidies, promotion of efficient and environment-friendly policies and to establish an effective regulatory system. In this context, the role of the Gujarat Electricity Regulatory Commission (GERC) is crucial in bringing about reforms in power sector, facilitating competition and efficiency in the sector, promoting renewable sources of energy and ensuring a balance between the interests of consumers and that of other stakeholders in the power sector.

The Gujarat Electricity Regulatory Commission was established in 1999 in accordance with the provisions of the Electricity Regulatory Commissions Act, 1998. Subsequently, Government of India enacted the Electricity Act, 2003. Prior to this, the Government of Gujarat had enacted the Gujarat Electricity Industries (Reorganization and Regulation) Act, 2003. The GERC, set up under the 1998 Act, was deemed to have been constituted both under the State Act of 2003 as well as the Electricity Act, 2003.

**The components of the logo of the GERC are :**

- A map of Gujarat at the centre : Golden yellow
- A symbol of lightening/electricity on the Gujarat map : Green
- Two concentric circles surrounding the map of Gujarat : Golden yellow and white
- Space around the map of Gujarat : White
- Inner ring showing the name of the Commission : Blue with white letters and a white dot
- Outer ring with spikes and dots representing consumers and other stakeholders forming a chain of people. : Golden yellow

The logo reflects the vision, aspiration and approach of the GERC. The jurisdiction of the GERC encompasses the state of Gujarat. Hence the focus of the logo is a map of Gujarat, embossed in a golden yellow colour indicating a Golden State on the threshold of celebrating its fiftieth year of existence. Across the map of Gujarat is a symbol of lightening/electricity representing the power sector and the activities of the GERC. Its green colour symbolizes the emphasis on and commitment to renewable energy and an eco-friendly approach to the power sector. There are two concentric circles surrounding the map. The inner circle in golden yellow indicates optimism and a positive future.

The white colour of the outer circle, the area surrounding the map of Gujarat, and also the GERC in white letters represent a neutral, unbiased, balanced and transparent functioning of the Commission. The dark blue background of the insignia represents commitment and dynamism. The outermost circle, a golden ring, consisting a chain of people represents partnership with all stakeholders, particularly consumers. In fact, the Commission seeks to include the entire community, which implies not only a balanced approach but also heightening public awareness and furthering community empowerment. The vision entails the prosperity and welfare of the society by bringing about a golden era in the power sector.

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