

Background of Sri A.Chandra Sekhara Reddy,
Executive Director (General) in Power Sector

POSITION IN POWER SECTOR	DURING THE TENURES OF CHAIRMEN / CMD	PERIOD
Addl.PRO/ Media Officer in APSEB	Sri K.Balarami Reddy Sri J.Parthasarathi Sri A.K.Kutty, IAS	During 1994 to 15.6.2000
Asst. Secretary (Non-Cadre) (Media Relations) APTRANSCO	CMD, APTRANSCO Sri A.K.Kutty, IAS	During 16.6.2000 to 21.2.2002
Asst. Secretary (Cadre) (Media Relations) APTRANSCO (T.O.O(Per-GM/P) Ms.No.126, Dt.1.10.2001)	CMD, APTRANSCO Sri A.K.Kutty, IAS	
Deputy General Manager (Media Affairs)	CMD, APTRANSCO Sri P.Ramakanth Reddy, IAS	During 22.2.2002 to 18.4.2003
General Manager (Corporate Communications)	CMD, APTRANSCO Smt.Rachel Chatterjee,IAS	During 19.4.2003 to 11.5.2004
Chief General Manager (Corporate Communications)	CMD, APTRANSCO Smt.Rachel Chatterjee,IAS	During 12.5.2004 to 18.5.2005
Executive Director (General)/ APTRANSCO	CMD, APTRANSCO Sri Ajay Jain, IAS	During 21.2.2009 AN to till date
Member Secretary, Energy Co-ordination Cell, Energy Dept. Govt. of AP	Principal Secretary, Energy, Sri S Bhattacharya, IAS Sri Dinesh Kumar, IAS	During 19/01/2011 to till date
Chief Executive Officer, State Energy Conservation Mission, Govt of AP	Chief Secretary, Govt. of AP. Smt. Minnie Mathew, IAS Dr. P.K. Mohanty, IAS	During 26.09.2012 to till date
Chief Executive Officer, State Energy Conservation Mission Designated as "State Designated Agency", Govt of AP	Sri Ajay Jain, IAS Principal Secretary (Energy, I&I, CRDA) Govt. of AP	During 04.07.2014 to till date
Chief Executive Officer/ Managing Director Andhra Pradesh State Energy Efficiency Development Corporation Limited (APSEEDCO)	Sri Ajay Jain, IAS Principal Secretary (Energy, I&I, CRDA) Govt. of AP	During 01.06.2016 to till date

Background details of State Energy Conservation Mission(APSECM)

The State Energy Conservation Mission(SECM) was constituted by GoAP in 2012 to enhance awareness about Energy Conservation measures among the consumers etc., and was strengthened in 2014 as Society and was designated as the State Designated Agency(SDA) as per Energy Conservation Act 2001.

Executive Committee, General Body of SECM Society headed by Chief Secretary,GoAP and Prl.Secretary, Energy dept as the Vice-chairman, Staff structure of SECM have been constituted by the Govt. of AP.

The AP SECM has been vested with several responsibilities including Monitoring & coordination with different departments of GoAP in implementation of Energy Conservation & Efficiency (EC&EE) activities and has accordingly entered into an MoU with EESL, GOI for co-ordinating/ implementation of EC&EE activities.

So far AP has been leading in implementing Energy Efficiency activities in Lighting Sector(Domestic & Street lighting), Agricultural sector etc., and is moving ahead to lead even in Energy Conservation Building Code (ECBC) compliance.

Background of AP State Energy Efficiency Development Corporation (AP SEEDCO)

The Govt. of Andhra Pradesh has taken a vital decision to constitute AP State Energy Efficiency Development Corporation (AP SEEDCO), a Joint venture/ Special Purpose Vehicle (JV/SPV) with APTRANSCO, APGENCO, APDISCOMS, EESL and Government of Andhra Pradesh , exclusively for implementation of Energy Efficiency Activities , vide Go Ms No. 18 dated 1st June 2016.

The principal objectives of APSEEDCO is as following.

- Promoting & development of Energy Efficiency activities in the State.
- Investing in the Energy Efficiency Projects in ESCO model
- Carrying out Investment Grade Energy Audit for the clients.
- Bringing in necessary capital from the reputed Private firms /agencies for investing in Energy efficiency projects in the State.
- Develop commercially viable projects for third party funding that could be implemented to capture energy efficiency opportunities.
- Pool up the capital from debt and equity sources for taking investment grade energy efficiency projects.
- Promote local manufacturing capacity of energy efficiency appliances/ equipment and to create consumer awareness.
- Provide Energy Efficiency Consulting services to the Consumers of AP.