



TATA POWER-DDL

4 मार्च, 2025

लाइनमैन दिवस


सेवा • सुरक्षा • स्वाभिमान



**Lineman Diwas – an initiative to
honour the frontline workforce of
the power sector.**



Lineman Diwas 2025 – Felicitation of the frontline workforce of the power sector.

Fifth Edition of Lineman Diwas	The Central Electricity Authority (CEA) in collaboration with Tata Power Delhi Distribution Ltd (Tata Power-DDL) successfully organized the Fifth Edition of 'Lineman Diwas' on March 4, 2025 in New Delhi.
Appreciation by Ministry of Power	<p>Sh. Manohar Lal, Hon'ble Cabinet Minister of Power and Housing & Urban Affairs conveyed his special message of appreciation for the linemen through a video saying, <i>“Reliable access to electricity is the lifeblood of thriving industries, flourishing businesses, and vibrant communities. Linemen, our unsung heroes, work tirelessly to ensure an uninterrupted power supply, overcoming any challenge—be it weather, disasters, or adversity. Lineman Diwas on March 4th celebrates their unwavering dedication and fosters safety, collaboration, and innovation in the energy sector. A day dedicated to honoring their crucial role, especially during National Safety Week, underscores the importance of their safety and well-being.”</i></p> <div data-bbox="381 826 1441 1417"></div> <p>The Minister's message can be watched here Link</p> <p>Shri Shripad Yesso Naik, Hon'ble Minister of State for Power, also shared a video message applauding the services of the linemen. His message can be watched here Link</p> <p>The event was attended by the senior members of the CEA and other Transcos, Gencos and Discoms including Sh. A. Balan, Member (Planning), CEA, Sh. M. G. Gokhale, Member (Hydro), CEA, Sh. Hemant Jain, Member, (GO&D), Sh. A.K Rajput, Ex-Member (Power Systems), CEA, Sh. Praveen Gupta, Member, (Thermal), CEA, Sh. Pankaj Batra, ex-Chairperson, CEA, Ms Rishika Sharan, Chief Electrical Inspector, Sh. Gajanan Kale, CEO, Tata Power Delhi Distribution Limited, Sh. Amarjeet Singh, CEO, BSES Yamuna Power Limited, Sh. Abhishek Ranjan, CEO, BSES Rajdhani Power Limited, and other senior officials.</p>

Participation by Generation, Transmission and Distribution companies from across the country

Around 180 linemen from 49 State and Private Power Distribution, Generation, and Transmission Companies across India attended the event in the National Capital and shared experiences, challenges, and key moments in maintaining an uninterrupted power supply. Additionally, the event served as a vital platform for exchanging ideas, discussing best safety practices, and fostering collective learning among participants.

The event was also live telecast to all the power utilities so that they could join and celebrate the event simultaneously. <https://www.youtube.com/live/vlxBDIJHqb0>

Generation, Transmission and Distribution Companies that participated:

Thank You for Your Participation			
1	Adani Electricity Mumbai Limited	26	New Delhi Municipal Corporation
2	Adani Energy Solutions Limited	27	Nidar Utilities Parvel LLP
3	Ajmer Vidyut Vitran Nigam Limited	28	NIDP Developers Private Limited
4	Bangalore Electricity Supply Company Limited	29	Noida Power Company Limited
5	BSES Rajdhani Power Ltd.	30	North Eastern Electric Power Corporation Limited
6	BSES Yamuna Power Ltd.	31	Paschim Gujarat Vij Company Limited
7	Chhattisgarh State Power Distribution Co. Ltd.	32	Power Grid Corporation of India Limited
8	Dakshin Gujarat Vij Company Ltd.	33	Power Transmission Corporation of Uttarakhnad
9	Dakshin Haryana Bijli Vitran Nigam Ltd.	34	Punjab State Transmission Corporation Limited
10	Damodar Valley Corporation	35	Purvanchal Vidyut Vitran Nagar Limited
11	Eastern Power Distribution Company of Andhra Pradesh Ltd.	36	South Bihar State Power Distribution Company Limited
12	Gujarat Energy Transmission Corporation Ltd.	37	Tata Power Company, Mumbai
13	India Grid Trust	38	Tata Power Delhi Distribution Limited
14	J&K Power Transmission Corporation Limited	39	TP Ajmer Distribution Limited
15	Jaipur Vidyut Vitran Nigam Limited	40	TP Central Odisha Distribution Limited
16	Jharkhand Bijli Vitran Nigam Limited	41	TP Northern Odisha Distribution Limited
17	Jodhpur Vidyut Vitran Nigam Limited	42	TP Western Odisha Distribution Limited
18	Karnataka Power Transmission Corporation Limited	43	The Narmada Hydroelectric Development Corporation
19	Kerala State Electricity Board Limited	44	Tata Power Delhi Distribution Limited
20	Madhya Gujarat Vij Company Limited	45	Uttar Gujarat Vij Company Limited
21	Madhya Pradesh Pashchim Kshetra Vidyut Vitran Co. Ltd.	46	Uttar Haryana Bijli Vitran Nigam Limited
22	Madhya Pradesh Poorv Kshetra Vidyut Vitaran Co. Ltd.	47	Uttar Pradesh Power Corporation Limited
23	Madhya Pradesh Power Transmission Company Limited	48	Uttarakhand Power Corporation Limited
24	M.P. Madhya Kshetra Vidyut Vitran Co. Ltd.	49	West Bengal State Electricity Distribution Company Limited
25	Maharashtra State Electricity Distribution Co. Ltd.		

The Event: Focus on Safety

The theme for the 5th edition of Lineman Diwas celebration was ‘Seva, Suraksha, Swabhiman’, which aptly, signifies the Dedication, Service and Sacrifice of the frontline heroes of the power sector.

- Acknowledging the dedication and efforts of linemen, **CEA, in collaboration with Tata Power-DDL, released a Special Anthem on Lineman Diwas. This multilingual anthem, sung in 12 languages, honors their unwavering commitment and sacrifices in powering every corner of the country.**
Anthem can be watched here [Link](#)
- During the event, **four DISCOMs and five Linemen were recognised as high performing DISCOMs and Linemen** for their exemplary adherence to safety standards.
- During the celebrations, **Dr. Tripta Thakur, Director General of National Power Training Institute (NPTI)** delivered a special address, on adopting safety practices and regular training of frontline workers.
- An **informative presentation on Hotline Maintenance** was also delivered by Power Grid Corporation of India Ltd. focussing on the advanced techniques for hotline maintenance.

- A **special display of the various safety equipment and tools was arranged**, allowing the frontline workers to learn and share more about the best practices being implemented.
- **Safety videos** by various Gencos, Transcos, and Discoms were showcased at the event.
- After the event, **Linemen visited DOSEC (Distribution Operations & Safety Excellence Center)** which imparts training on CEA prescribed curriculum for O&M Staff at the levels of Workmen, Supervisor and Engineers.

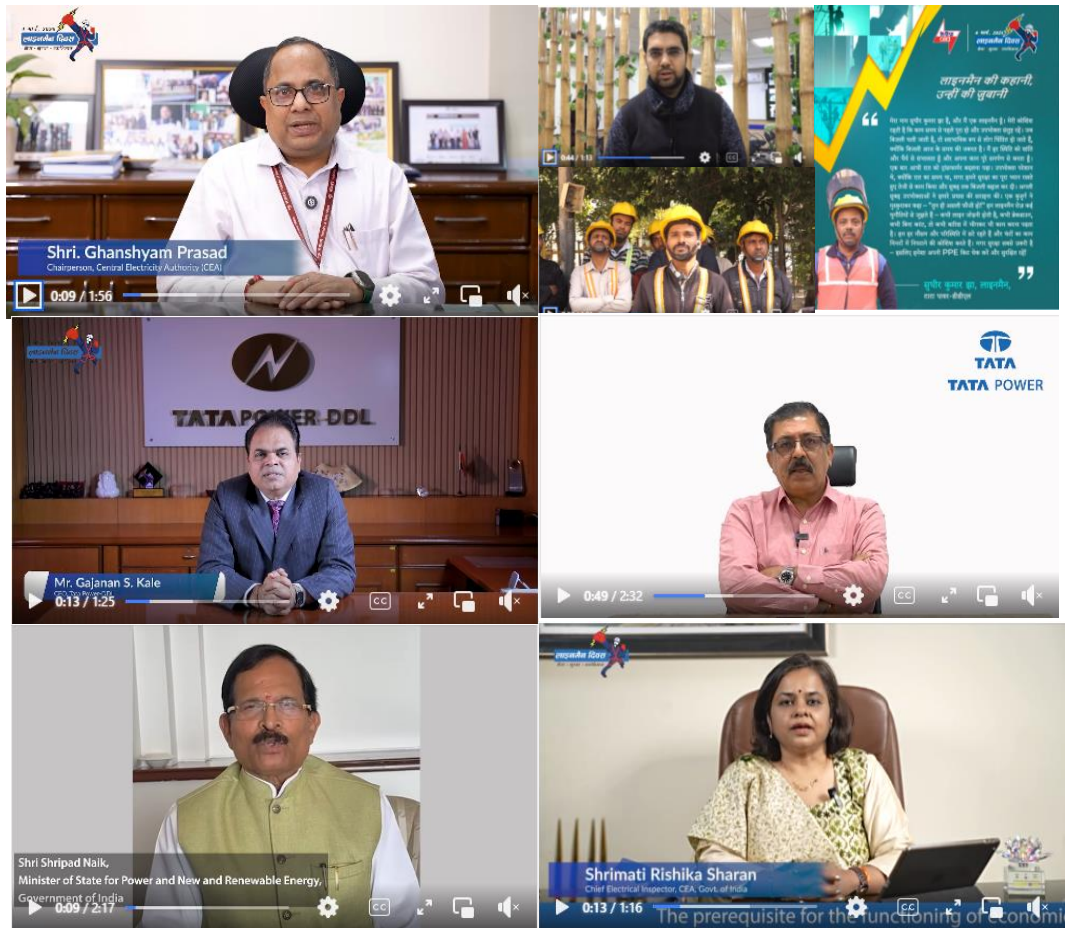
Extensive Media & Social Media Coverage

Celebration across the country: Besides the event in Delhi, several utilities organized Lineman Diwas event at their respective office locations to engage and honour their frontline workforce.

Digital and Social Media promotion plan: To raise awareness and highlight the crucial role of Linemen in maintaining a continuous power supply nationwide, a comprehensive digital and social media promotion campaign was carried out in the lead-up to Lineman Diwas with a **total reach of 1.4 Cr.**

Total Reach & Engagement on Company's Social Media Platforms			
No. of posts	Platforms	Total Engagement	Total Reach/Impressions
53	Facebook	4.7K	5,500,000
	Instagram	3.6K	9,000,000
	LinkedIn	2.2K	95,000





Media Coverage: Lineman Diwas garnered good Media Coverage both at the National & Regional level with a **Total Media Coverage in 508 publications. Print: 81, Online: 427.** Through Power Line magazine collaboration reached an audience of 100K+.

<p>Pre-event Story: Cutting-Edge Technology Revolutionizes Linemen's Work, Enhancing Safety: Tata Power-DDL. Coverage: 204 (Print 9, Online 195)</p>	<p>ANI</p>	<p>Link</p>
<p>Collaboration with PowerLine Magazine (Jan 2025 edition):</p> <ul style="list-style-type: none"> • Extensive Industry Reach – Power Line had established itself as India’s leading power sector magazine, ensuring exposure to key decision-makers across generation, transmission, and distribution. Through this collaboration, we successfully reached an audience of 100K+. • Exclusive Elecrama 2025 Distribution – The January 2025 issue was widely circulated at Elecrama’25, India’s top power sector show, maximizing brand visibility among industry leaders and stakeholders. Additionally, the magazine was distributed to all exhibitors, further expanding its reach. 	<p>PowerLine Magazine</p>	<p>Link</p>

	<p>High ROI & Cost-Effective Exposure – With extended circulation and a premium readership, collaboration in this issue provided superior value for money, making it a strategic investment in brand positioning.</p>		
	<p>Post-event Press Release: Central Electricity Authority to Honor Frontline Workforce of the Power Sector at Fifth Edition of Lineman Diwas on March 4, 2025</p> <p>Coverage: 304 Print 72 Online 232</p>	<p>PIB</p>	<p>Link</p>
		<p>Doordarshan Chhattisgarh News</p>	



बिजली लाइनमैन कार्य करते समय सुरक्षा निर्देशों का अवश्य करें पालन : घनश्याम

जलाना संवसदा, टॉपमैक रिजि: केडिग विद्युत उपकरण बिजली विभाग के अधिकारी के रूप में कार्य करते हैं। वे सुरक्षा निर्देशों का पालन करने के लिए हमेशा तैयार रहते हैं। बिजली लाइनमैन कार्य करते समय सुरक्षा निर्देशों का पालन करना सबसे अधिक महत्वपूर्ण है। बिजली लाइनमैन कार्य करते समय सुरक्षा निर्देशों का पालन करना सबसे अधिक महत्वपूर्ण है। बिजली लाइनमैन कार्य करते समय सुरक्षा निर्देशों का पालन करना सबसे अधिक महत्वपूर्ण है।

Lineman Diwas: Central Electricity Authority honors frontline workforce of power sector

OUR CORRESPONDENT
NEW DELHI: The Central Electricity Authority (CEA), a statutory body under the Ministry of Power, celebrated the invaluable contributions of linemen and ground maintenance staff with the Fifth Edition of Lineman Diwas on Tuesday at the India Habitat Centre. In collaboration with Tata Power DDL Distribution Ltd (Tata Power-DDL), the event recognized the efforts of over 160 linemen and line-women from more than 45 power distribution, generation, and transmission companies across India. This included participants from states like Andhra Pradesh, Gujarat, Maharashtra, and Uttar Pradesh, among others.

सेंट्रल इलेक्ट्रिसिटी अथॉरिटी ने 4 मार्च, 2025 को 5वें लाइनमैन दिवस पर बिजली क्षेत्र के फ्रंटलाइन वर्कर्स को किया सम्मानित

दिल्ली, 4 मार्च: सेंट्रल इलेक्ट्रिसिटी अथॉरिटी (सीईए) ने बिजली क्षेत्र के फ्रंटलाइन वर्कर्स को सम्मानित किया। यह कार्यक्रम बिजली क्षेत्र के फ्रंटलाइन वर्कर्स को सम्मानित करने के लिए आयोजित किया गया।

सेन्ट्रल इलेक्ट्रिसिटी अथॉरिटी 4 मार्च, 2025 पर नए ब्रांडमैन दिवस में पांचवां संस्करण का पावर सेक्टर का इन्टरनेशनल सम्मान कार्यक्रम आयोजित करेगा।

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Cutting-Edge Technology Revolutionizes Linemen's Work, Enhancing Safety: Tata Power - DDL

New Delhi (India), February 27: Linemen are the backbone of power distribution, working tirelessly in extreme conditions to ensure uninterrupted electricity supply to homes, industries, and essential services. From restoring power during emergencies and natural calamities to maintaining and upgrading infrastructure, their role is critical in keeping the nation powered. Despite the challenging and hazardous nature of their work, linemen remain committed to their duties, often risking their lives to serve the community.

सेंट्रल इलेक्ट्रिसिटी अथॉरिटी ने 4 मार्च, 2025 को 5वें लाइनमैन दिवस पर बिजली क्षेत्र के फ्रंटलाइन वर्कर्स को किया सम्मानित

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Adoption of Lineman Diwas as National Day

The proposal for the adoption of Lineman Diwas as a National Day on March 4th is currently under assessment with the Ministry of Power.

Lineman Diwas was first organized by the Central Electricity Authority in partnership with Tata Power-DDL in March 2021, with subsequent editions taking place in 2022, 2023, and 2024 to recognize the dedicated service of frontline heroes. The 5th edition this year continued the tradition of honoring linemen for their unmatched contributions, further expanding the event to a larger scale.

Previous Editions

- Fourth Edition of Lineman Diwas (2024)** celebrated on March 4, 2024 in New Delhi. Sh. Raj Kumar Singh, Minister of New and Renewable Energy, Govt. of India conveyed his message of appreciation for the line workers through a special video message.
 - Over 150 linemen and linewomen from over 40 State and Private Transmission and Distribution Companies participated in the event in Delhi.
 - 9 ambitious women comprising linewomen, technicians, and engineers from some Transcos & Discoms also participated.
 - Besides the central event in Delhi, several Private and State power Generation, Transmission, and Distribution companies celebrated Lineman Diwas at their respective locations to felicitate their frontline staff.
 - Extensive Media Coverage in 358 publications with Print: 145, Online: 213.
 - Total reach on Social Media: 7 million.

	<ul style="list-style-type: none">● Third Edition of Lineman Diwas (2023) celebration on March 4 2023 in Delhi.<ul style="list-style-type: none">➤ Over 100 linemen from 20 State and Private discoms from across the country attended the event in Delhi.➤ Around 100 organisations from the power sector including discoms across India celebrated Lineman Diwas at their respective locations, felicitating around 50,000 linemen.➤ Widespread media coverage in over 90 publications. ● Second Edition of Lineman Diwas (2022) Celebrated on March 4, 2022 during the National Safety Week on a wide scale across Tata Power’s Transmission & Distribution (T&D) cluster along with other discoms from Delhi, Odisha, Mumbai, Goa, Ajmer, J&K, UP, Jharkhand and Ajmer joining in wherein around 15,000 linemen were felicitated. ● First Lineman Diwas (2021) To recognise the contribution of our Linemen and to acknowledge their efforts in powering homes and lives, Tata Power-DDL under the guidance of Central Electricity Authority (CEA) initiated the First Ever Lineman Diwas of Indian power sector in March 2021. The theme of the celebration was ‘<i>Seva Suraksha Svabhimaan</i>’ signifying the Dedication, Service and Sacrifice of the frontline heroes of the power sector.
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(some images from Lineman Diwas 2025 celebration have been appended on the following page)

Some glimpses of Lineman Diwas 2025.



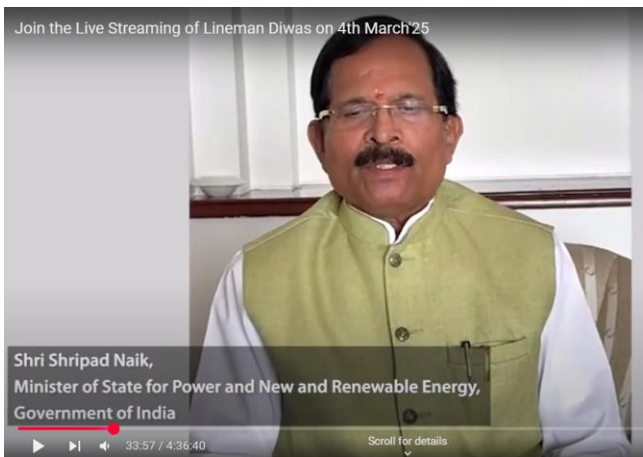
Mr. Ghanshyam Prasad, Chairperson, CEA along with dignitaries from CEA, Tata Power-DDL and BSES (BRPL & BYPL) at Lineman Diwas, March 4, 2025 in New Delhi.



Mr. Ghanshyam Prasad, Chairperson, CEA with Mr. Gajanan S Kale, CEO Tata Power-DDL at the event



Special video message from Sh. Manohar Lal, Hon'ble Cabinet Minister of Power and Housing & Urban Affairs



Video Message by Shri Shripad Yesso Naik, Hon'ble Minister of State for Power



Mr. Ghanshyam Prasad, Chairperson, CEA delivering a keynote address



Mr. Gajanan S Kale, CEO Tata Power-DDL addressing the audience at the event



High-performing DISCOM Recognition



Best Lineman Recognition



Felicitation of Linepersons at the event



Felicitation of Linepersons at the event



Felicitation of Linepersons at the event



Organising Team of CEA and Tata Power-DDL



Lineman Diwas celebration at locations in India



Lineman Diwas event at Kanpur Electricity Supply Company (KESCO)



Felicitation of Lineman at KESCO



Lineman Diwas event at Tata Steel, Seraikela & Kharsawan, Jharkhand



Felicitation of Lineman at Tata Steel



Lineman Diwas event at Tata Steel, Jamshedpur, Jharkhand



Felicitation of Lineman at Tata Steel, Jamshedpur



Lineman Diwas event at Chhattisgarh State Power Distribution Company Limited (CSPDCL)



Felicitation of Lineman at CSPDCL
