

JUSCO Established 2004

A public-private partnership, it delivers water and power services to eight states. From maintaining the water system of Mysore to distributing electricity in Jamshedpur, JUSCO has won the National Urban Water Award for 2009.

QUALITY CONTROL

The Jamshedpur Utilities and Services Company Limited (JUSCO), the ace water and power utility organisation, shares an extraordinary congruence with its tagline, Quality Services for Life. And that's what the utility major is delivering in eight states of the country where it thrives on private-public partnership (PPP) to run many projects, including operation and maintenance of the water system in Mysore (India's largest water service project on PPP), Haldia (West Bengal) where it started the first urban water sector PPP project on lease-cum-BOT (Build, Operate and Transfer) for 25 years and Kolkata where it is responsible for the operation and maintenance of the Naba Diganta Industrial Township authority.

JUSCO, a 100 per cent subsidiary of Tata Iron and Steel Company (TISCO), now called Tata Steel, came into being in April 2004 with the disbanding of TISCO's Town Division, which had been rendering civic services restricted only to the steel city. But going beyond has not diluted JUSCO's focus on Jamshedpur. It is the only company that handles municipal water services and power distribution there.

Between them, JUSCO general manager, G.S. Basu, 51, also shares a private yardstick with Pranay Sinha, 43, the chief of water management—that the Japanese drink directly from the tap in Jamshedpur—to stay assured of the water quality. JUSCO handles the municipal services in Jam-

“The idea is to stay human-centric. People are the key to everything that we do, and, therefore, our efforts at urban infrastructure development are aimed at improving the quality of life.”

63 per cent is the contribution of the urban sector to India's GDP now. It is likely to contribute 75 per cent to the GDP by 2021.

shedpur. The 550-km-long potable water network carries water to every home. It also operates India's first privately managed and GIS-mapped water and sewage system.

JUSCO is also India's first private power utility company to distribute electricity in Jamshedpur since 1923. The efficiency of the network is evident from the annual per capita power consumption of 1,714 KW per hour in over 60,000 homes where JUSCO-distributed power reaches—almost four times India's per capita consumption of 450 KW per hour. It's also

more than double China's annual per capita consumption of 800 KW per hour. Managing Director (MD) Sanjiv Paul has more in mind. An engineer by profession, Paul joined Tata Steel Limited, Jamshedpur, as general manager in December 2003. Eleven months later, he took over as the first MD of JUSCO. As of now, he is convinced that the Jawaharlal Nehru Urban Renewal Mission (JNNURM) will change the face of infrastructure. “The Centre is to grant around Rs 50,000 crore under JNNURM to urban bodies. We will be there with a matching zeal to take these projects to fruition,” he says. JUSCO's future course of action is true to its tagline: providing quality services to million others.

by Amitabh Srivastava



Sanjiv Paul 46, Managing Director

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