



Power Cable Alliance

Initiative for Quality Infrastructure



WHAT IS PCA?

Power Cable Alliance is an association of organizations and individuals working together to promote the creation of safe and reliable infrastructure in India through the use of copper power cables, in line with international standards and best-practices. The PCA will bring together some of the country's leading power cable and rod manufacturers, infrastructure think-tanks, experts and decision-makers from across industries, consultants, contractors, designers, architects, and the civil society on one platform.

NEED FOR POWER CABLE ALLIANCE

India is the world's fastest growing economy. To sustain its fast-paced economic growth, India needs safe and reliable infrastructure. In an effort to achieve this, the PCA has been created as a platform where organizations and individuals collaborate to push for the creation of quality infrastructure through copper power cables. The PCA will work as a partner with companies across all sectors, the government and regulators, to help bring about positive change for the creation of quality infrastructure which will support India's growth.

VISION

The PCA aims to help improve overall electrical safety in India by leveraging national and international experiences and best-practices. We will support the Bureau of Indian Standards (BIS) to introduce stringent quality norms for power cables (in favor of copper power cables), and help ensure strict implementation of these norms.

MISSION

Power Cable Alliance leads a movement to create quality infrastructure in India. It advocates the widespread adoption of copper power cables, which deliver greater reliability, operational efficiency and electrical safety. The PCA shall aid in the development of standards mandating the use of copper power cables, and will work for the enforcement of these standards across industries.