



विद्युतरंग

चौवेपुण्ड्र

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राष्ट्रीय प्रशिक्षण कार्यक्रम का न्यूजलैटर NEWSLETTER OF NATIONAL TRAINING PROGRAMME

विद्युत वितरण यूटिलिटीयों के विद्युत वितरण फ्रैंचाइजियों और ग एवं घ कर्मचारियों के लिए
For Electricity Distribution Franchisees and C&D Employees of Power Distribution Utilities

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Shri Devender Singh, Joint Secretary (RE), MOP spells out challenges and concerns in Franchisee Deployment as Vidyutarang talks to him



In an exclusive interview with 'Vidyutarang', Shri Devender Singh, Joint Secretary (RE), Ministry of Power spoke at length on wide ranging issues pertaining to challenges in franchisee deployment, HRD initiatives and overall status in the country. Among other things, he mentioned that there is no alternative to deployment of franchisee and that it will help Utilities serve consumer better, improve realization and reduce losses.

Here are excerpts from the interview.

Que. Ministry of Power (MOP), GOI has launched RGGVY, an ambitious plan of Rural Electrification and also capacity building of Electricity Distribution Franchisee as one of its components? What are the challenges faced to implement capacity building of Franchisees. Are you satisfied with the progress made so far?

Ans. As you are aware MOP, GOI launched RGGVY as its flagship programme in April'05 with the objective to build rural electrification infrastructure, achieve 100% rural electrification and provide electricity access to all rural households. Considering the shortage of manpower with utilities for managing such huge Electricity Distribution Infrastructure and for sustainable operations and maintenance of this infrastructure, appointment of Rural Electricity Distribution Franchisees has been mandated as part of this Scheme. This will also provide employment opportunity to rural youth. Under the Capacity building programme for Franchisees, contractual/temporary employees of the utilities, retired employees of the utilities are also covered as they possess technical skills and experience. However, the educated youth, willing to work in Electricity Distribution, can also register with Utilities/Training Institutions to take part in the training programmes. Initially, we faced the following challenges in implementing the franchisee training programmes.

1. Non-availability of trained faculty
2. Non-availability/Inadequate training infrastructures with some of the utilities
3. Lack of awareness about the benefits of Electricity Distribution Franchisees among utilities/Unions
4. Lack of awareness among public

Since more than 2 years of its launch, we could train about 32000 potential Franchisees across the country against the target of 40000 set to be achieved by March, 2012. Franchisee Training programmes are organized in almost all states. We are satisfied with the progress. However, efforts are being made to cover the states, wherever, no progress is made and also to train more franchisees across the country.

We have started targeting these programmes to cover final year students of Engineering, Polytechnic, ITI etc. with electrical background, in order to encourage the youngsters with technical skills to take up Rural Electricity Distribution Franchising as one of the career options.

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Que. How is the deployment of rural distribution franchisee beneficial to Rural Electricity consumers and power distribution utilities?

Ans. The Rural Distribution Franchisees enhance consumer service and consumer satisfaction as they are accessible round the clock. They bring awareness about energy conservation and Demand Side Management among consumers. Due to their local presence, they can collect the electricity Bills even in the late hours, thus enhancing the revenue realization of the utilities. They can reduce energy theft by constant vigil in the assigned territory and help in loss reduction.

The Rural Distribution Franchisees enhance consumer service and consumer satisfaction... they bring awareness about energy conservation and demand side management among consumers.

Que. What are the steps taken by MOP for capacity building of existing and potential franchisees and their deployment?

Ans. Rural Electrification Corporation (REC)/Central Institute for Rural Electrification (CIRES) have been appointed as Nodal Agency for the implementation of National Franchisee Training Programmes. The Programmes are delivered either by Training Institutes of Power Distribution Utilities or by Independent Training Institution empanelled by REC/CIRES for the purpose. CIRES/REC is also extending faculty support to utilities in conducting first one or two programmes of Franchisees. All the franchisee training programmes are conducted under the financial support of Ministry of Power, GOI by reimbursing an amount of Rs. 1 Lakh for each batch of 40 existing/potential Franchisees. The utilities are given option to translate the materials in to local language, wherever required, and trainings are delivered in local languages.

Advertisements are also issued in news papers for registering the persons interested to take part in Franchisee Training Programmes. A short duration film was also developed to share the success stories of franchisees working in various states, and also to share public opinion about benefits of existing / working franchisees. Regional seminars have been conducted in Lucknow, Varanasi, Hyderabad, Guwahati and Pune, where case studies/best practices were presented by successful Franchisees to motivate entrepreneurs, which drew enthusiastic response. We have also written to all utilities requesting them to use the services of trained franchisees under this scheme

Que. What is the role of REC in Franchisee Deployment and how they are performing?

Ans. Under RGGVY scheme, deployment of franchisees for the management of Rural Electricity Distribution is mandatory. The release of final installment of RGGVY project is linked to Franchisees Deployment. Utilities are being continuously advised, and educated in this regard by REC.

Que. What are the challenges ahead in implementing franchisees and how to overcome them?

Ans. The biggest challenge in implementing Franchisee deployment is political will and mindset of concerned State Government Officials and management of Power Distribution Utilities. The employees/unions and consumers are to be taken on board by explaining to them and making them aware about benefits of Franchisee deployment for electricity distribution in these areas. A national workshop is proposed to be organized at New Delhi to discuss the issues and challenges of implementing Electricity Distribution Franchisees. Similarly, regional workshops are also proposed to be conducted at important cities in different regions of our country.

Vidyutarang launched by Dir (Tech), REC

The Ministry of Power, Government of India has launched Rajiv Gandhi Gramin Vidyutikaran Yojana (RGGVY) as one of the flagship program in April 2005 with an objective to electrify over one lakh un electrified villages and to provide electricity to 2.34 crore rural BPL



households. Under this programme two mega training and capacity building initiative have been launched, National Training Programme for C&D employees with target to train 75000 C&D Employees across Power Distribution Utilities and National Training Programme for Franchisee to train 40000 existing and potential franchisee across the country till the end of 11th plan period i.e. March 2012. REC/ Central Institute for Rural Electrification, Hyderabad is the nodal agency for its implementation. Till June 2011, 57446 C&D Employees in 2369 batches and 32717 franchisee in 905 batches were imparted training.

The quarterly News Bulletin in its new avatar titled "VIDYUTARANG" focused to the two National Training Programme was launched by Shri P J Thakkar, Director (Technical), Rural Electrification Corporation (REC) on 9th June, 2011 at REC Corporate Office. On this occasion Senior Officers of REC were also present. Shri Thakkar complimented Shri Vinod Behari, Executive Director (HR) and his team for achieving training delivery much

beyond the MOU target and expressed that targets set for the year 2011-12 and also 11th plan would be achieved. The Quarterly News Bulletin will reach out to all stake holders i.e. Ministry of Power, Power Distribution Companies, training Institutes etc and is intended to update them on the achievement of targets, latest developments success stories etc.

Workshop on "Franchisee Arrangements" for East and North Eastern zones held at Guwahati



Workshop on "Franchisee arrangement" for the East/ North Eastern Region was held on 19-4-2011 at Hotel Nakshatra, Guwahati.

Shri S.C. Das, IAS, Chairman, Assam Power Distribution Company Ltd (APDCL) inaugurated the workshop in his Inaugural address he stated that in order to reduce AT&C losses, reduce travelling of long distances by consumers and provide good service in the Rural areas, a need was felt for franchising electricity distribution in the state. He mentioned that Assam introduced Single Point Supply System (SPSS) model in 2004. Notwithstanding the initial problems, the model, which is same as revenue based input model, is a success. He further stated that the franchisees are bringing awareness on energy conservation and also feeling accountable. Encouraged by the success of SPSS, he indicated that Assam is now proposing to go in for Input Based Franchisee (IBF) Model to cover 11 kv feeder(s).

Shri A.K. Singh under secretary (RE) Min. of Power said that deployment of Franchisees for Rural Electricity Distribution is a mandatory requirement RGGVY Programme. He further stated that the grant provided for the projects sanctioned may be converted to loan in case this condition is not complied.

Presentations:

Shri J.P. Singh, Maa Bhagawati Sewa Sansthan, Barabanki (UP), an existing Franchisee from UP, spoke about his experiences in implementation of Franchisee in Rai Bareli District of UP. He has ensured sending of bills to each customer, introduced one-time settlement scheme to recover arrears, provided training to their staff members, organized refresher training periodically, organized camps for revenue realization.

Shri Nurul Islam, Individual Entrepreneur and General secretary of association of franchisees, Assam gave a Presentation on successful implementation of SPSS model of Franchising in Assam Power Distribution Company Limited (APDCL). The franchisee adopted consumer indexing, contained pilferage, changed meters, did timely billing, reduced technical losses, and brought

down AT&C losses from 58% to 20% since taking over thereby increasing revenue realization four fold.

Shri Namheu, DY.E.E, Nagaland explained about franchising in Nagaland through Village Electricity Management Boards (VEMB). The Communitisation of Public Institutions and services act 2002 has provided the necessary framework and the impetus for utilization of the community in the matter of Governance of village and the dept. of power communitised Electricity management through VEMB. The policy envisages a single point metering (SPM) for the entire village. A single bill is served to VEMB which in turn is segregated into individual bills by VEMB based on connected load and the responsibility for collection of revenue from the individual consumers rests with VEMB. VEMB has to make payment of SPM bill to dept of power. For non payment of bill by VEMB disconnection is done at SPM.

Recommendations:

- To study reasons for success and failure of franchisees
- To frame National guidelines for bidding of franchisees
- To provide guidelines on standardizing models and customizing to local requirements
- To workout methodologies facilitating working capital to prospective/potential franchisees through Banks/ Financial institutions.
- To reduce Security deposits to encourage un-employed / budding entrepreneurs

National Franchisee Training Program" in WBSEDCL

Considering the importance of involving local people with the revenue management system, WBSEDCL has taken a policy of engaging Self Help Groups (SHG) at the rural areas of West Bengal as revenue franchisees. Members of the groups, mostly female, are engaged for different revenue management activities e.g mobilization of consumers, meter reading, delivery of energy bill, and at some areas, even for minor O&M activities. At present nearly six hundred SHGs are engaged and such groups are covering more than six lakhs rural consumers. Such engagement also contributes to the 'Corporate Social Responsibility' of WBSEDCL as most of the members of SHGs are from BPL families who can earn their livelihood from such engagement. WBSEDCL had already organized a numbers of training sessions for capacity building of the members of the SHGs, including 06 weeks residential technical training programme. The "National Franchisee Training Programme", as launched by Ministry of Power and organized by WBSEDCL, helped such members of the working SHGs to understand the meaningfulness of RGGVY, types and role of franchisee in power sector, and related issues. It made them aware about how they can contribute to the rural consumers as well as WBSEDCL. WBSEDCL so far organized 36 sessions of "National Franchisee Training Programme" with total numbers of 1010 participants. For convenience of the members of the SHGs, such sessions were conducted at district head quarters. (Source: Samir Banerjee, AGM(HR&A), WBSEDCL)

MPPaKVCL, Indore shares its feedback on C&D Employee and Franchisee Training Programme

“ We have started seeing the benefits of REC training programs for Franchisee & C&D employees. The feedback of the training is not only positive but outstanding. It is well known that the technology in the workplace is changing very rapidly and the companies that can't keep up will drop out of the competition. Thus, training plays a very vital role and in this context the REC training program for Franchisee, C&D employees have helped the organization to achieve its overall goals and objectives. After Franchisee Training program most of the participants said that it is a very positive step ahead towards the growth of the villagers along with improvising the services of distribution of electricity. A number of participants have shown interest and desire to become a part in taking the electricity distribution Franchisee work as their carrier.

C&D training program - Variant I has created a sense of belongingness & security. It has also motivated our employees to work more efficiently by brushing up their existing knowledge and giving an opportunity to interact with their supervisors and colleagues. It will be worth emphasizing that this comprehensive training of Variant I has tremendously helped to reduce number of electrical accidents as it provided a solid platform for sharing practical knowledge and innovative ideas.

C&D Training program - Variant III has brought wonders to the organisation. It is worth mentioning here that this is one of the most important trainings which were not happening very frequently. This training inculcated

multi purpose approach among the employees where by they have now knowledge of various streams like Establishment, Revenue, Book Keeping, Works, Stores etc., This has now helped the organization to create a back up for each position and help in developing a succession planning.

It's our pleasure to organise the training program of REC as this has benefited the organization by creating a harmony between employer and employees. It also establishes us as socially responsible organization.”

(Source: M.R Natarajan, HR Manager)

Web Portal of National Training Programme for C&D Employee and Franchisee

The scope of National Training Programme include separate Web Portals for C&D Employee Training Programme and Franchisee Training Programme. These portals will manage all activities related to training delivery such as training calendar and venue, enrollment of participants, Monitoring and management of Training venues, Faculty, Memorandum of understanding between REC/CIRE and Utilities, delivery of training programmes, participants details, billing and payment, participants feedback, generation of MIS reports etc. It will also be a collaboration platform for Power Distribution Utilities /Training Institutes. Rural Electrification Corporation/ CIRE, C&D Employees of Utilities or Franchisees as the case may be and independent Training Institution and will provide a robust web enabled IT platform for real time data capture, processing it into meaningful MIS inputs, dissemination across large number of users and stakeholders, It will have all safety features preventing unauthorized access.

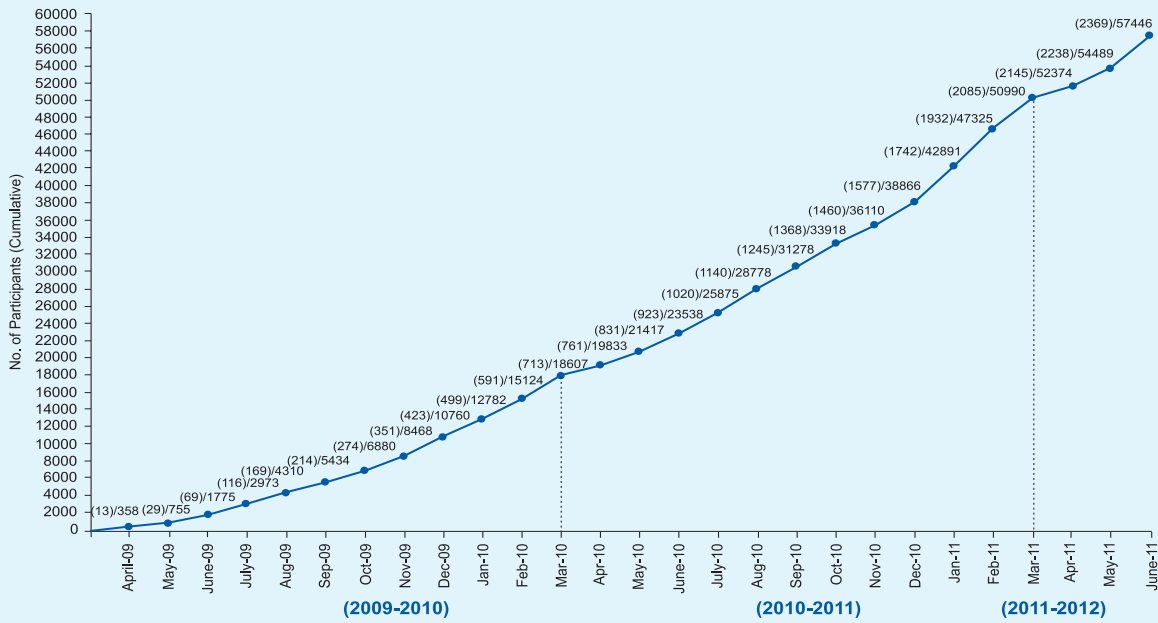
आंकड़े और सांख्यिकी / DATA AND STATISTICS

C&D EMPLOYEE TRAINING PROGRAM

ग एवं घ कर्मचारी प्रशिक्षण कार्यक्रम - उपलब्धि (राज्य वार) / C&D Employee Training Program - Achievement (Statewise)

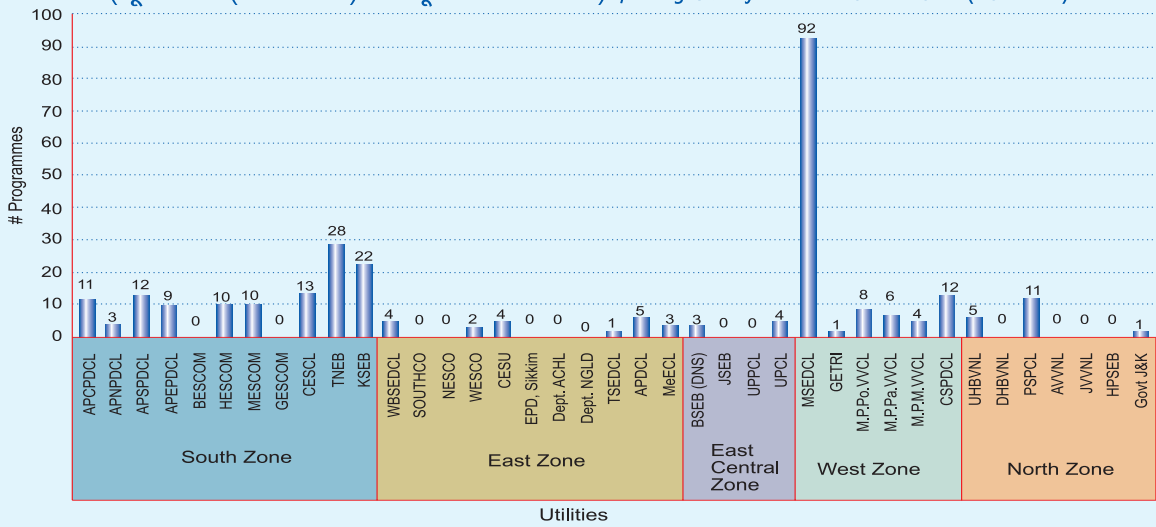
State	(2009-10)		(2010-11)		(2011-12) Upto 30/06/2011		Cumulative Upto 30/06/2011		
	No. of Program	No. of Participants	No. of Program	No. of Participants	No. of Program	No. of Participants	No. of Program	No. of Participants	Training Man Days
Andhra Pradesh	46	1176	193	4610	35	751	274	6537	19611
Arunachal Pradesh	10	246	0	0	0	0	10	246	738
Assam	12	292	58	1403	5	114	75	1809	5427
Bihar	5	97	10	217	3	63	18	377	1131
Chattisgarh	8	127	72	1337	12	152	92	1616	4848
Gujarat	49	1653	40	1136	1	22	90	2811	8433
Haryana	8	195	16	321	5	95	29	611	1833
Himachal Pradesh	10	288	13	300	0	0	23	588	1764
J&K	3	109	0	0	1	70	4	179	537
Jharkhand	1	30	0	0	0	0	1	30	90
Karnataka	118	2957	249	5776	33	786	400	9519	28557
Kerala	60	1567	79	1915	22	515	161	3997	11991
M.P	59	1565	88	2002	18	425	165	3992	11976
Maharashtra	76	1818	196	4240	92	2028	364	8086	24258
Meghalaya	12	298	11	269	3	76	26	643	1929
Orissa	34	1125	37	1180	6	203	77	2508	7524
Pondicherry	6	120	0	0	0	0	6	120	360
Punjab	5	125	26	650	11	254	42	1029	3087
Rajasthan	9	229	17	425	0	0	26	654	1962
Sikkim	0	0	3	75	0	0	3	75	225
Tamil Nadu	144	3668	232	5800	28	694	404	10162	30486
Tripura	6	150	5	125	1	25	12	300	900
U.P	7	166	7	168	0	0	14	334	1002
Uttarakhand	14	341	1	25	4	100	19	466	1398
West Bengal	11	265	19	409	4	83	34	757	2271
Total	713	18607	1372	32383	284	6456	2369	57446	172338

संचयी प्रगति महीने के अनुसार / Cumulative Progress - Month Wise



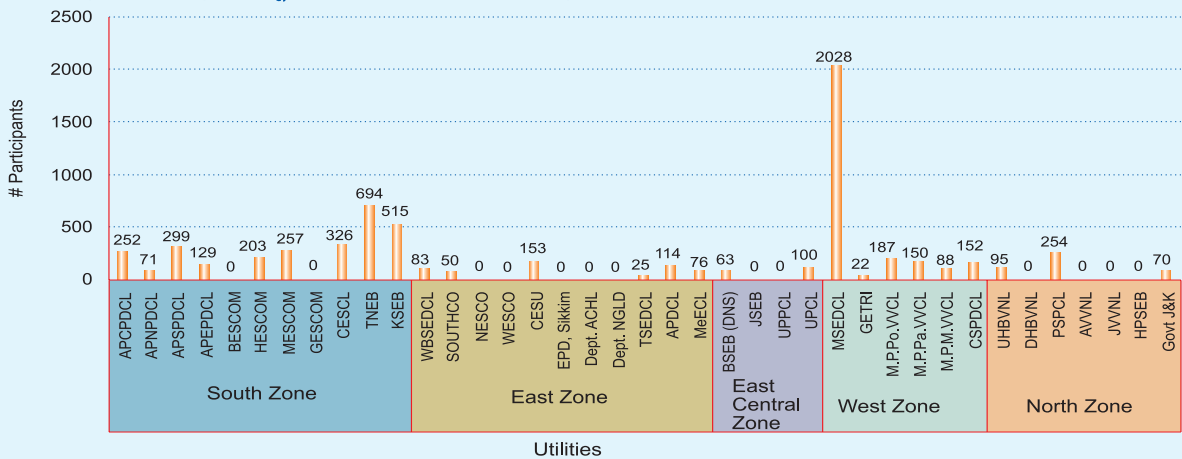
- Figures in bracket shows cumulative number of programs conducted.
- Figures without bracket shows cumulative number of participants trained.

वितरण कंपनी वार आयोजित ग एवं घ कार्यक्रमों की सं. Number of C&D programmes Organised Distribution Company wise. # (जून 2011 (2011-2012) तक यूटिलिटी वार प्रगति) / Prog Utility Wise till June 2011 (2011-12)

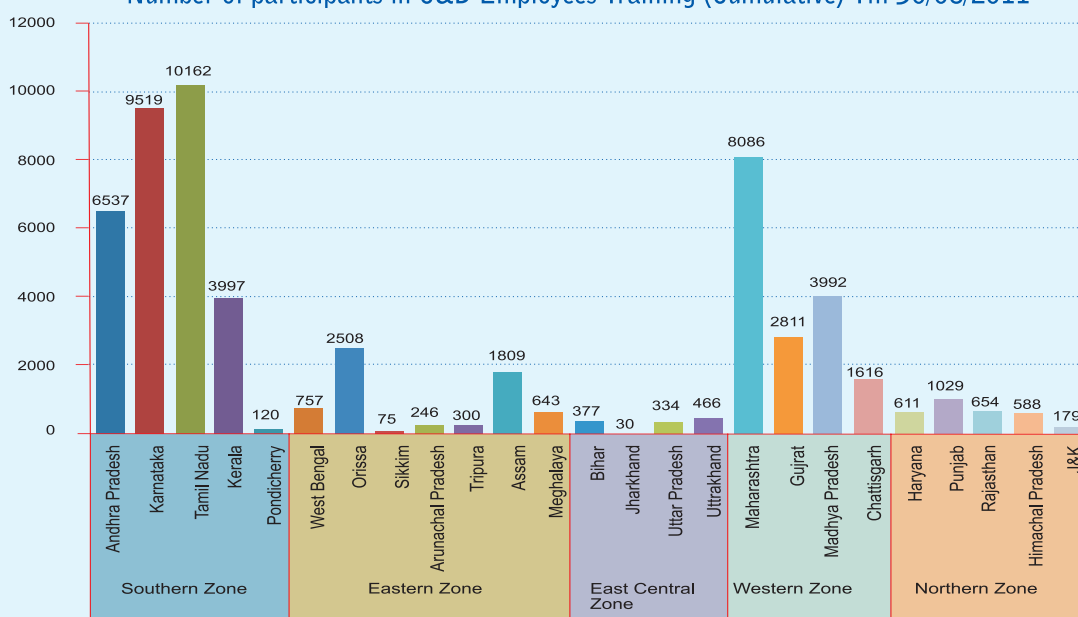


वितरण कंपनी वार प्रशिक्षित ग एवं घ कर्मचारियों की सं. Number of C&D employees Trained Distribution Company Wise

(जून 2011 (2011-2012) तक यूटिलिटी वार प्रशिक्षित प्रतिभागी) / Participants Trained Utility wise Till June '2011' (2011-12)



30.6.2011 तक ग एवं घ कर्मचारियों के प्रशिक्षण में प्रतिभागियों की संचयी सं.
Number of participants in C&D Employees Training (Cumulative) Till 30/06/2011

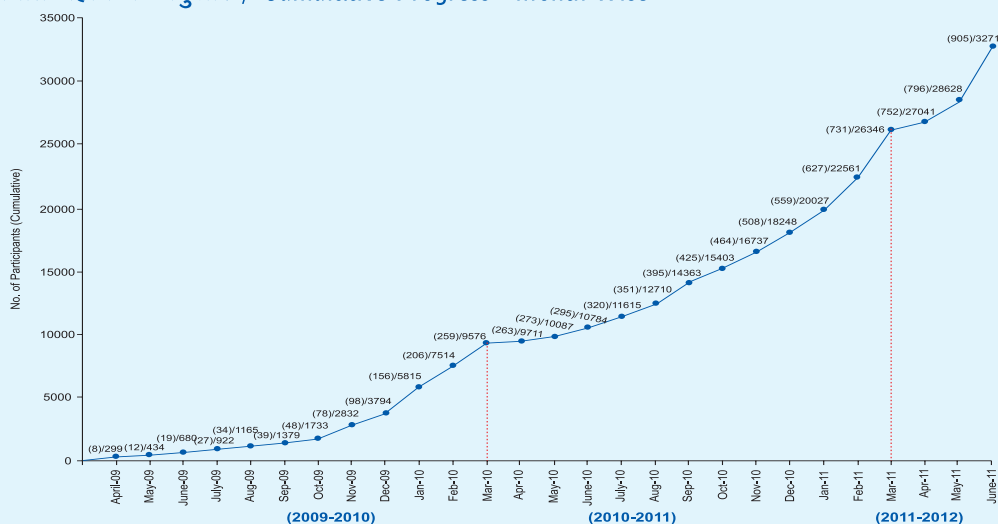


FRANCHISEE TRAINING PROGRAM

फ्रैंचाइजी प्रशिक्षण कार्यक्रम - उपलब्धि (राज्य वार) / Franchisee Training Program - Achievement (Statewise)

State	(2009-10)		(2010-11)		(2011-12) Upto 30/06/2011		Cumulative Upto 30/06/2011		
	No. of Program	No. of Participants	No. of Program	No. of Participants	No. of Program	No. of Participants	No. of Program	No. of Participants	Training Man Days
Andhra Pradesh	31	1180	89	2886	27	908	147	4974	14922
Assam	2	80	15	506	0	0	17	586	1758
Bihar	58	2346	17	586	24	864	99	3796	11388
Chattisgarh	4	151	0	0	0	0	4	151	453
Gujarat	4	122	4	100	0	0	8	222	666
Haryana	4	100	1	28	0	0	5	128	384
Jharkhand	1	40	15	624	5	200	21	864	2592
Karnataka	62	2213	36	1175	6	121	104	3509	10527
M.P.	9	296	18	641	2	37	29	974	2922
Maharashtra	25	917	126	4452	12	386	163	5755	17265
Meghalaya	1	40	4	161	0	0	5	201	603
Nagaland	1	54	0	0	0	0	1	54	162
Orissa	23	1014	34	1451	10	422	67	2887	8661
Punjab	0	0	5	200	0	0	5	200	600
Rajasthan	0	0	4	160	0	0	4	160	480
Sikkim	0	0	1	40	0	0	1	40	120
Tamil Nadu	1	31	65	2600	75	3000	141	5631	16893
U.P.	10	260	20	681	12	410	42	1351	4053
Uttarakhand	6	224	0	0	0	0	6	224	672
West Bengal	17	508	18	479	1	23	36	1010	3030
Total	259	9576	472	16770	174	6371	905	32717	98151

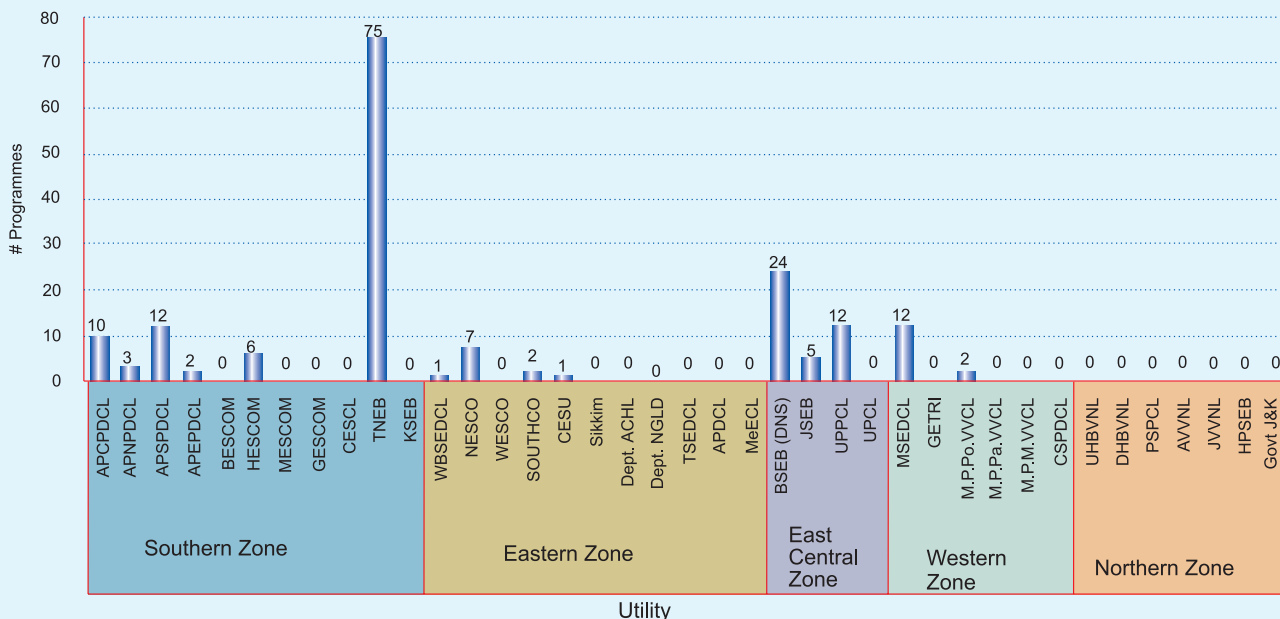
संचयी प्रगति महीने के अनुसार / Cumulative Progress - Month Wise



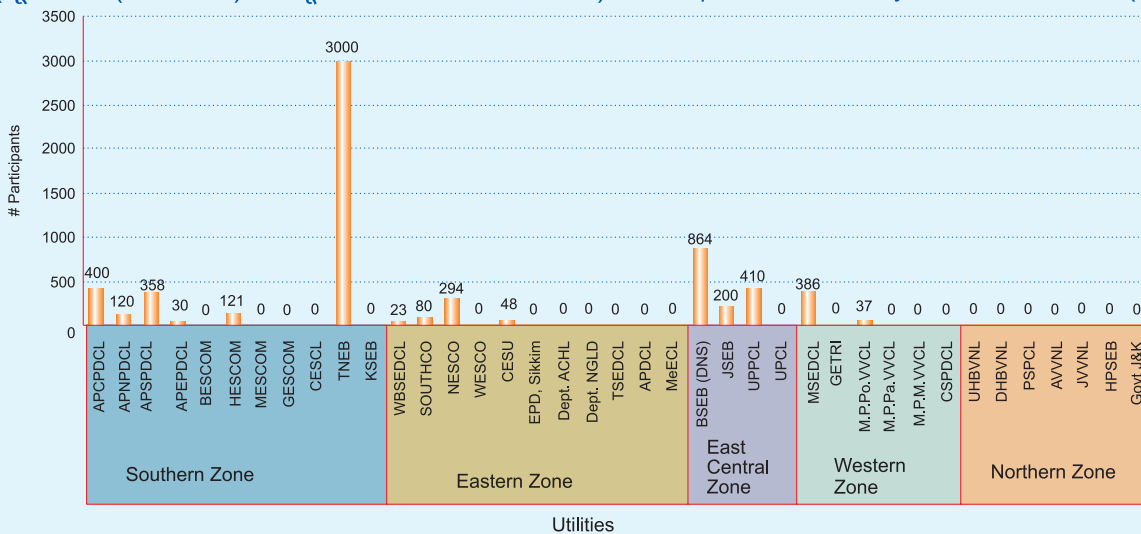
- Figures in bracket shows cumulative number of programs conducted.
- Figures without bracket shows cumulative number of participants trained.



वितरण कंपनी वार आयोजित फ्रैंचाइजियों की सं.
Number of Franchisee Programmes Organised Distribution Company wise.
(जून 2011 (2011-2012) तक यूटिलिटी वार प्रगति) / Prog Utility Wise till June 2011 (2011-12)



वितरण कंपनी वार प्रशिक्षित फ्रैंचाइजियों की सं.
Number of Franchisee Trained Distribution Company Wise
(जून 2011 (2011-2012) तक यूटिलिटी वार प्रशिक्षित प्रतिभागी) / Participants Trained Utility wise Till June '2011' (2011-12)



30.6.2011 तक फ्रैंचाइजियों के प्रशिक्षण में प्रतिभागियों की संघी सं.
Number of Participants in Franchisee Training (Cumulative) Till 30/06/2011

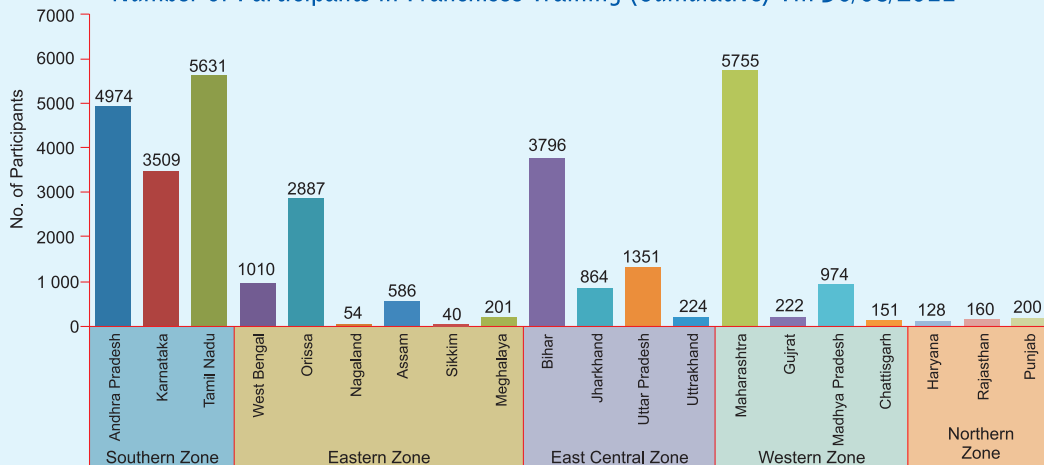


PHOTO GALLERY



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