

Government of Orissa
Department of Women & Child Development
Department of Energy

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RE (RGGVY)-30/2011

From:

Ms. Arti Ahuja, IAS
Commissioner-cum-Secretary to Government
Women & Child Development Department

G. Mathi Vathanan, IAS
Commissioner-cum-Secretary to Government.
Energy Department.

To

All Collectors
CMD, OPTCL/GRIDCO
Director, Social Welfare-cum-Ex Officio Addl. Secretary, W&CD Dept.
Chairman-cum-Chief Executive Officer, CESU, Bhubaneswar
MD NESCO, WESCO & Director SOUTHCO
Chief Executive Officer, NESCO, Balasore
Chief Executive Officer, WESCO, Burla
Vice President, SOUTHCO, Brahmapur.
Chief Project Manager, REC, Bhubaneswar

**Sub: SEFA (SHG Energy Franchisee Arrangement) - Involvement of
SHGs in Franchisee development in energy distribution**

Madam/ Sir,

Government have been pleased to approve the proposal of engaging Women's Self Help Groups (SHG) in Energy Franchisee Arrangement (SEFA) for collection of energy revenue and allied activities in rural areas. As you all know that SHGs are community based groups drawing their membership from the cross section of the society with entrenched involvement in the local issues. It is envisaged that involving the women's SHGs having community level presence in collection of energy revenue, grievance redressal and generating public awareness on energy conservation and prevention & control of energy theft will not only strengthen the Women's SHG movement in the State but also diversify the traditional role of Women's SHG to activities like energy

distribution and collection of revenue till now handled by skilled MANpower. This will also generate scope for better income for the members of the SHG. Involvement of SHGs in Energy Franchisee Arrangement (SEFA) is expected to result in the following:

- (a) Involve community in energy distribution management
- (b) Enhance energy revenue collection
- (c) Reduce energy theft
- (d) Strengthen Women's SHGs by diversification
- (e) Enhance the income of SHGs.

The arrangement may follow the following broad guidelines:

1. Women SHGs will be entrusted with the responsibility of meter reading, billing, collection of revenue including arrear revenue, facilitation for new connection and theft detection & prosecution, facilitating consumer grievance redressal by DISCOMs etc.
2. Gram Panchayat will be the unit area of operation of Women SHG on behalf of the DISCOMs with around 400 consumers by each SHG to make the venture financially viable.
3. Mission Shakti & their Federations at various levels will be involved in this.
4. The SHGs will receive a pre-determined remuneration for various activities involved including performance based incentives & penalty system.
5. Efforts will be made to minimise and simplify the documentation requirement to enable the SHGs to maintain account and keep information on energy revenue collection, grievance redressal, new service connections and arrear payments etc. without many difficulties.
6. The security deposit taken from the SHGs at the time of engagement by the DISCOMs will receive simple interest @ 6% per annum or as per the norm fixed by OERC from time to time.

The Implementation of SEFA will be carried out at State, District and Block level as detailed below.

State level:

1. A working group constituted at the State level will prepare the training contents for different orientation and training programme for master trainers, trainees & SHG members as well as facilitators at the District level such as BDOs, CDPOs, DSWOs, POs, LBO of the block etc)

2. An orientation programme will be organised at the State level involving State level officials of Energy Department, GRIDCO/OPTCL, DISCOMs, Collectors or their representatives, District Social Welfare Officers, Project Officers of Mission Shakti, President and Secretaries of Mission Shakti Federations.
3. A State Level Training for the Trainers (ToT) programme of the DISCOMs will be organised at Bhubaneswar on 29.09.2011. The DISCOMs will nominate two trainers per district to participate in the training programme. The master trainers for the ToT programme will be provided by CESU. GRIDCO will look after the logistics and facilitate conduct of the ToT programme including venue arrangement and provision of accommodation for the outstation participants. Sri N.N Swain, DGM, CSO of SOUTHCO/WESCO/NESCO will look after nomination and participation of trainers from the DISCOMs under it. Sri Joginath Pradhan of REC Bhubaneswar will coordinate with different agencies & ensure successful conduct of the programme.

District level:

4. A one-day district level training programme will be organised under the Chairmanship of Collector in the 4th week of October between 22nd to 29th October 2011. The Block Development Officers (BDO), District Social Welfare Officers (DSWO), Child Development Project Officers (CDPO), Executive Engineers (EE) and Junior Engineer (JE) of the DISCOMs, President and Secretary of the District Federation of Mission Shakti and Project Officers of Mission Shakti will attend this training programme. The key officials of TRIPTI programme will also be invited to attend the programmes in TRIPTI implemented districts. DSWO will coordinate and facilitate to conduct this training programme.
5. The district level orientation/training programmes will be supported by Mission Shakti.

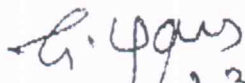
Block level:


6. A block level preparatory programme will be conducted involving CDPO, ICDS Supervisor, Project officers of Mission Shakti, TRIPTI officials (wherever applicable).
7. A selection committee will be constituted under the chairmanship of Block Development Officer with Executive Engineer of DISCOM & CDPO as members. Block level SHG federation will be involved in the scrutiny of applications & selection of groups will be done by the above

committee. The following steps will be taken for selection of SHGs for SEFA.

- (a) ICDS Supervisor will intimate the details of the selection process to the SHGs member in the sector meeting in 1st week of November, 2011.
 - (b) Applications from the Interested SHGs will be collected before 15.11.2011
 - (c) Screening of applications will be completed by 20.11.2011.
 - (d) Selection of SHGs will be completed by 30.11.2011.
8. Training of selected SHGs member (two from each selected SHGs) will be conducted at the Block & GP level taking about 40 participants in one training session with effect from 01.12.2011.
 9. The duration of training programme may be 2-3 days. The training programme including 15 days of field training, signing of agreement, and issue of work order will be completed by 31.12.2011.
 10. The training programme shall be arranged by the DISCOMs; Mission Shakti will facilitate attendance of selected SHG members in the training programme. The DISCOMs may coordinate with REC for financial support for such programmes under National Franchisee Training Programme.

Yours faithfully,


23/9/11
Commissioner-cum-Secretary
Department of Energy


Commissioner-cum-Secretary
Department of Women & C D