



## Maharashtra State Electricity Distribution Co. Ltd.

Prakashgad, Plot No.G-9, Bandra (East), Mumbai – 400 051

☎ (P) 26474753, (O) 26474211 / 26472131, Fax- 26472366, Website : [www.mahadiscom.in](http://www.mahadiscom.in)

No. P-Com/Photo Billing/ **35763**

Date: **16 NOV 2009**

### COMMERCIAL CIRCULAR No. 103

**Sub:** Guidelines for allotting the work of Photo Meter Reading and Bill Distribution to Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations.

**Ref:** 1) MD Review Meeting dated 20.02.2009.  
2) Suggestions / representations / complaints received from Mahila Bachat Ghats / Mahila Mandals / Women Welfare Associations, etc.

#### PREAMBLE:

During the Chief Engineers' Review Meeting dated 20.02.2009, it was unanimously decided to have Photo Meter Reading in a phased manner through women and use this as an women's empowerment as part of corporate social responsibility. This decision was taken in the best financial interest of MSEDCL (most of the Chief Engineers' had informed about the difficulties they are facing with regards to the delay in Photo Meter Reading as well as wrong photo meter readings done by the agencies to whom this work was allotted). This unanimous decision was taken also with a view to avoid monopoly of contractors and also to complete the massive metering schedule (and thereby realization of revenue of MSEDCL) every month, on time. Also, the field officers had informed that MSEDCL was finding it difficult to achieve the desired level of accuracy in photo meter reading, bill punching and also the distribution work was getting delayed. Complaints were received and are still being received from various consumer groups and individual consumers that either the photo of their meter is not taken, the photo printed on the bill is not clear, the reading is not legible and that the bills are not distributed in time, etc.

In view of the above facts, instructions were issued to the field offices to consider allocation of work to Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations women entrepreneurs who involve women in the actual process, so that the above issues are addressed and in parallel MSEDCL's revenue increases, consumers' grievances reduces, with also meeting the social responsibility of empowerment of women in the State.

Various instructions were issued and field officers were expected to take proactive action on the same, which inter-alia cover the aspects and concession that were to be considered for involving Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc. in MSEDCL's photo metering programme.

Also, it is informed that the Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc. had shown a keen interest and involvement and their desire to participate in this activity and they have been trying to become a part of this mass movement for the last six months.

Though some field officers have taken the instruction in true letter and spirit and have allocated work to Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc. and have allotted work to Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc., many field officers have not taken these instructions seriously and have not allotted the work to Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc. contrary to the instructions of H.O. for the reasons best known to them. The Management has taken a very serious note of the same.

**SUGGESTIONS, REPRESENTATIONS, ETC. RECEIVED FROM MAHILA BACHAT GATS / MAHILA MANDALS / WOMEN WELFARE ASSOCIATIONS, ETC.**

During various meetings at H.O., the problems faced by Mahila Bachat Gats / Mahila Mandals / Women Welfare Association, etc. are informed to this office. Also, various suggestions are made so as to make this movement successful. The suggestions and complaints received in this regard by this office are listed below:

- 1) The time allotted for completion of work shall be seven days instead of three days (Suggestion). Considering their limited expertise and the new nature of work, they should be allotted work in smaller lots instead of allotting a full P.C.
- 2) Apart from rural difficult and inaccessible areas, urban areas also be allotted to them.
- 3) Instead of only allotting bill distribution a consolidated work of photo meter reading, punching and bill distribution should be allotted to the Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc.
- 4) Training should be imparted to the Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc. so as to enable them to carry out the work effectively.
- 5) The rates should be increased to reasonable amounts.
- 6) In spite of completion of work in time, there is a delay in clearing their bills for one or the other reasons.
- 7) Distribution of bill suffers due to the data base of MSEDCL not being updated (bill is in the name of A,B,C and persons staying is X,Y,Z should refuses to accept the bill).
- 8) Field officers refuse to accept the bill returned back by Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc. employees.
- 9) Intimidating tactics by private contractors.
- 10) Delayed action / no action on the proposals submitted by Mahila Bhacahat Gats / Mahila Mandals / Women Welfare Associations, etc. and continuation of work to the contractors.
- 11) Guidance not available from field officers in the manner in which the work can be taken up by the Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc.
- 12) Demand of huge amount of S.D. against the orders given to the Mahila Bachat Gats / Mahila Mandals / Women Welfare Associations, etc.
- 13) Mandatory conditions of registration of the mechanism.



- 14) Non-allocation of work due to allocation of full years work to some or the other agency.

While generally considering the above suggestions / complaints, it is informed that the decision of the management to convert photo meter reading in to a mass womens empowerment movement with the help of Mahila Bachat Guts / Mahila Mandals / Women Welfare Associations, etc. needs to be taken up in the right perspective and any inaction by the field staff in implementing this decision will be viewed seriously and the concerned field officers will be held responsible for his acts.

As such, following directions are once again given for immediate implementation.

- 1] Considering the fact, that representatives of Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. do not have adequate experience of the Photo Metering Work, they may not be able to complete the allotted Photo Metering work within the stipulated period of 3 days as is generally expected from the outsourced agencies. It has been directed that, Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. shall be given a time limit of five days [instead of three days] for completion of their allotted work. This relaxation is for the period of three months from the date of allocation of the work or upto 31.03.2010, whichever is earlier.
- 2] Initially, the work order may be allotted for smaller numbers of consumers [instead of the complete PC] say about 2000 consumers in Rural areas and about 4000 consumers in Urban area. This allocation to be gradually increased to cover at least full PC.
- 3] The procedure for allocation of work to Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. shall be extremely simple and in any case, the work shall be allotted to them within a period of 15 days from the date of application and on satisfaction that work will be carried out only by women.
- 4] Considering, the limited allocation of work, it is directed that, at least 3% of the total work in Urban areas shall be allotted to Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. by the respective Circle.
- 5] Generally, the rates for the Photo Metering work including Photo Metering/ Punching and Bill Distribution is about Rs. 5/- per bill in Urban areas and Rs. 7/- per bill in Rural areas. As such, considering the rates received in the respective areas, Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. could be directly allotted the work on scheduled rates on the basis of the rates that are prevailing in that area.
- 6] All the legitimate payments for the work carried out by Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. shall be cleared within a period of 15 days from receipt of their bills. Thus, the necessary procedure for processing the bills as per rules shall be completed within 15 days.
- 7] Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. shall be allotted the complete work of Photo Metering/ Punching and Bill Distribution except in isolated cases where Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. have a limitation for carrying out all the three activities and they themselves request for individual works.
- 8] The field officers should actively participate in training representatives of Mahila Bachat Guts / Mahila Mandals/Women Welfare Association, etc. so as to enable women to take up the job effectively and give desired results as per expectation of MSEDCL.

- 9] Initially for first two billing cycle, departmental employees can assist them, till such time, the representatives of Mahila Bachat Guts / Mahila Mandals/Women Welfare Association, etc. become conversant with the work.
- 10] For allotting the work to Mahila Bachat Guts / Mahila Mandals/Women Welfare Association, etc. any basic documents to prove their entity as Mahila Bachat Guts / Mahila Mandals/Women Welfare Association, etc. may be considered. This may also included copy of the passbook of the bank, wherein the account is operational.
- 11] The EMD/ SD for this work may be recovered from Mahila Bachat Guts / Mahila Mandals/Women Welfare Association, etc. from their first three running bills.
- 12] All the bills shall be printed exclusively in Marathi.
- 13] All the Grievance redressal of Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc. shall be carried out immediately. No additional conditions shall be exclusively imposed on Mahila Bachat Guts / Mahila Mandals/Women Welfare Association, etc.

**It is informed that, extreme proactive steps are required to be taken to ensure Mass women participation of Mahila Bachat Guts / Mahila Mandals/Women Welfare Association etc., so that, MSEDCL is benefited at the same time, it meets its social obligation of women empowerment. All the above directions shall be implemented and also all such additional necessary decisions may be taken at local level so as to ensure allocation of work to Mahila Bachat Guts / Mahila Mandals/Women Welfare Association, etc.**

**The Chief Engineers of respective Zones shall ensure the deployment of women in the task of meter reading and also ensure that impediments are expeditiously removed.**

  
**Director [Operation]**  
**MSEDCL**

**Copy to all as per mailing list:**