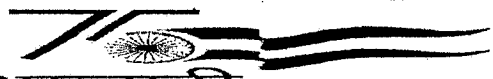


	HIMACHAL PRADESH STATE ELECTRICITY BOARD LIMITED (A State Govt. undertaking)	
 आज़ादी का अमृत महोत्सव		
Registered office : Vidyut Bhawan, HPSEBL, Shimla-171004(H.P.) GST No. : HPSEBL 02 AACCH4894EHZB Telephone Number : 0177-2803600,2801675(Office), 2813563(Fax)	Corporate Identity Number : U40109HP2009SGC031255 Website address : www.hpseb.in Email : md@hpseb.in & dir@hpseb.in	

"OFFICE ORDER"

Himachal Pradesh State Electricity Board Limited is pleased to approve launching of a Public Interaction Programme through different instruments of Public Interaction during the financial year 2023-2024 as under :-

Sr. No.	Instrument of Public Interaction.	Focus	Authority	Financial implication in (Rs.)	Monitoring authority center
1.	<u>Print Media</u> Under this activity, advertisements in the leading vernacular newspapers magazines and souvenirs by the Board/licensee will be issued on consumer right, consumers obligations, information related to tariff order / demand side management, energy saving, direction of Board / licensee and commission etc. through print media. PR office of the Board is already handling the issue of advertisements and in this case also, work will be executed by the PR Cell as per previous practice.	Consumer rights, obligation, information related to tariff order, National electricity Policy, Energy Conservation, National tariff Policy, Directions of Commission and Licensee/ HPSEB Ltd., any other issue relating to Consumer interest/quarries/ problems.	A.D (PR)	20,00,000/-	Executive Director (Pers.)
2.	<u>Social Media</u> Social media has been included in the Public Interaction Programme being it is an effected media to penetrate information these days.	Consumer rights, obligation, information related to tariff order, National	A.D(PR)/ SE (IT)	5,00,000/-	Executive Director (Pers.)

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		electricity Policy, Energy Conservation, National tariff Policy, Directions of Commission and Licensee/ HPSEB Ltd., any other issue relating to Consumer interest/quarries/ problems.			
3.	<u>Electronic Media</u> HPSEBL will continue to initiate the programme on Doordarshan, Radio, FM, private Channel and Cable network to educate the consumers on the complaint Redressal Mechanism, tariff rates, procedure for taking new connections, power availability certificates inlisted in focus. The communication programme like Jingles on Radio and spots on Doordarshan. F.M / Private Channel and Cable network are being Telecast / Broadcast to build knowledge of the people towards complaint Redressal Mechanism, energy conservation, safe usages etc. This media invoked a good response and assisted in the building of the image of the organization. Local cable network and private channels & scrolling will be covered strictly on / HP Govt. approved rates (Deptt. of IPR HP Govt.) DAVP rates.	Consumer rights, obligation, information related to tariff order, National electricity Policy, Energy Conservation, National tariff Policy, Directions of Commission and Licensee/ HPSEB Ltd., any other issue relating to Consumer interest/quarries/ problems.	A.D (PR)	20,00,000/ -	Executive Director (Pers.)
4.	<u>Energy Clubs</u> The awareness meeting will be organized in Schools, colleges and other	Consumer rights, obligation, information related to tariff	A.D(PR) Concerned Sr. Executive	-- Nil--	Executive Director (Pers.)

	educational institutes. At least one educational institute will be taken for awareness under each operation electrical Division during the year 2023-24 to create awareness about consumers right, obligations, information related to the tariff order, demand side management, energy conservation, direction of Board, commission or any other important consumers related issue because the schools and colleges have social backgrounds. The Add. Director PR will be the nodal officer of the activity.	order, National electricity Policy, Energy Conservation, National tariff Policy, Directions of Commission and Licensee/ HPSEB Ltd., any other issue relating to Consumer interest/quarries/ problems.	Engineer		
5.	<u>Urja Mela</u> As per practice adopted in the past, It is proposed that important State level and International level Melas be covered by the HPSEB Ltd. as Urja Melas exhibition during this year also. Urja Mela may be organized specially as a information management tactic. Exhibitions are proving the best way to share important information with the consumers. This activity will be performed by putting impressive exhibition representing issues like consumer right. Obligations, information related to the tariff order, demand side management energy conservation, direction of Board, Commission etc. or any other important consumer related issues. The works related to making films, documentaries, printing of pamphlets and other photographs along with any	Consumer rights, obligation, information related to tariff order, National electricity Policy, Energy Conservation, National tariff Policy, Directions of Commission and Licensee/ HPSEB Ltd., any other issue relating to Consumer interest/quarries/ problems.	A.D(PR), concerned SE's (OP)/ Sr. XENs	20,00,000/-	Executive Director (Pers.)

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	expenditure in respect of publicity will be covered under this activity. The codal formalities will be made by the concerned Sr. Executive Engineer / Addl. Superintending Engineer of the concerned Electrical Division for organizing the Urja Mela & for sanction actual expenditure will be put up through concerned Chief Engineers. Special Trainings are also included under this head subjects like safety measures, information management to employees and general public.				
6.	<u>Jan Sampark Gram Sabha Meetings.</u> To redress grievances of the consumers and to bring in awareness in them about initiatives undertaken by HPSEB Ltd in all the Gram Sabha Meetings HPSEB Ltd. officers / officials will participate. By participating in these Gram Sabha, which presently are organized every quarter of financial year, the message of HPSEB Ltd. can easily be conveyed to the masses and on the other hand this exercise can be proved as a grievance redressal activity.	All issue relating to consumers interest /quarries/ problem.	S.E's Concerned.	--Nil--	C.E's (OP)
7.	<u>Quarterly Consumer awareness Programme.</u> The consumer awareness programme will be carried out at least once in every quarter in each Electrical Circle by involving gram Panchayats and local bodies public representatives. It is clear that now after	Consumer rights, obligation, information related to tariff order, National electricity Policy, Energy Conservation, National tariff	A.D (PR) /Concerned Sr. XEN	7,20,000/-	Executive Director (Pers.)

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	becoming HPSEBL, the HPSEBL company has been converted purely as consumer based company. Now every consumer should be equipped with right and latest information on important subjects. Without the participation of the consumers, HPSEBL cannot achieve its goals of financial viability as well as satisfaction criteria. It is a fact that information system in urban area is stronger than rural areas and so for rural areas a different information system is required to be made more strengthened alongwith urban area. In view of this, it is proposed that in each operation circle level workshops may be organized for the Panchayats Pardhans, local bodies or their representatives at least once in every quarter. In which Panchyats and local representatives may be aware about the schemes or general information related to electricity supply along with publicity of special campaigns .In addition to this we may penetrate the information about the general rights and duties of the consumers so that in this field alternative goal of satisfaction may be achieved. Each operation circle will have to organize this workshop in every quarter once in a year with the maximum participation of public representatives The Additional Director PR will be the nodal officer for the purpose. The participants may be facilitated with at least high	Policy, Directions of Commission and Licensee/ HPSEB Ltd., any other issue relating to Consumer interest/quarries/ problems..			
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	tea and lunch. Pamphlets, posters, banners will be displayed on the important subjects or concepts representing issues like consumer right. Obligations, information related to the tariff order, demand side management energy conservation, direction of Board, Commission etc. or any other important consumer related issues. Lunch & Tea @ Rs. 300/- per person. Representatives about 50 Nos. in a quarter per Circle. No. of Circle = 12 No. No. of representatives = 200 (4 quarters) Lunch & Tea @ Rs. 300/- per person. $12 \times 200 \times 300 = \text{Rs. } 7,20,000/-$				
8.	<u>Division based in house training for attitudinal change in the field staff</u> It is proposed that to bring about latest information management in staff and officers of the Board Ltd in respect of programmes, concepts, aims, objectives and theme of the Board mainly related to consumers issues at least one meeting during the year 2023-24 will be organized in each operation Division under HPSEB Ltd. It will be a sort of training meeting / information workshop to update the officers and officials of the board on the policies aims and objective of the board. Before any electrical consumer our staff should be equipped with right information about the latest policies and programmes of the board. Field and office staff both	Consumer rights, obligation, information related to tariff order, National electricity Policy, Energy Conservation, National tariff Policy, Directions of Commission and Licensee/ HPSEB Ltd., any other issue relating to Consumer interest/quarries/ problems..	A.D (PR) /Concerned /Sr. XEN	-Nil-	Executive Director (Pers.)

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	will be covered under this activity. All the officers officials will be sensitized on the working culture, consumers related information, latest policies and programmes of the board alongwith other necessary information in respect of HPSEBL. The Additional Director (PR) will be nodal officer.				
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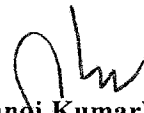
Say Rs. 72,20,000/- (Rs. Seventy two lacs twenty thousand) only.


(Manoj Kumar), HPAS,
Executive Director (Pers.)
HPSEBL, Vidyut Bhawan,
Shimla-4.

No. HPSEBL (Sectt.)/HPERC/PIP/2022-23- 370-470 Dated:- 1-4-23

Copy forwarded to:-

1. All the Chief Engineers in HPSEBL.
2. The Chief Accounts Officer, F&A Wing HPSEBL, Shimla-4.
3. The Addl. Director (PR), HPSEBL Shimla-4 for necessary action please.
4. All the Superintending Engineers (Operation) Circle, in HPSEBL.
- ✓ 5. The Superintending Engineers (IT) Cell, HPSEBL, Shimla-4 for uploading the same on the web site of the HPSEBL.
6. All Sr. Executive Engineers, Electrical Divisions in HPSEBL. They are requested to circulate the copy of this office order further to concerned Electrical Sub-Divisions for executing activities at their end as per office order.
7. All Deputy Secretaries / Under Secretaries / Section Officers in Board's Sectt.
8. The Sr./Spl.PS / PS to Chairman-Cum Managing Director / Directors of HPSEBL.


Manoj Kumar), HPAS,
Executive Director (Pers.)
HPSEBL, Vidyut Bhawan,
Shimla-4.