



HIMACHAL PRADESH STATE ELECTRICITY BOARD LIMITED

(A State Govt. undertaking)

Registered office: Vidyut Bhawan, HPSEBL, Shimla-171004
 Corporate Identity Number: U40109HP2009SGC031255
 GST No.: HPSEBL 02 AACCH4894EHZB
 Telephone Number: 0177-2803600, 2801675 (Office)
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OFFICE ORDER

Himachal Pradesh State Electricity Board Limited is pleased to approve the launch of a Public Interaction Programme through various instruments of public interaction for the Financial Year 2025-26, pursuant to the approval of the Hon'ble Himachal Pradesh Electricity Regulatory Commission, Shimla, vide letter No. HPERC-I(1)-3/2024-2254 dated 21.08.2025, as detailed below:

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, souvenirs by the Board/licensee will be issued on consumer right, consumers obligations, information related to tariff order/demand side management, energy saving, awareness, direction of Board/licensee and commission, grievance Redressal Mechanisms-where consumers can know how to file complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email, etc and further consumers can approach to CGRF/Ombudsman 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 right, obligations, information related to tariff order, National electricity policy, Energy conservation, National tariff policy, energy saving, Safety measures, grievance Redressal Mechanisms-where consumers can know how to file complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email, etc and further consumers can approach to CGRF/Ombudsman etc., Directions of Commission and licensee/HPSEBL, any other issue related to consumer interest/queries/problems.	PRO	3,00,000/-	Executive Director (Pers.)
2	<u>Social Media</u> Social media has been included in the Public	Consumer right, obligations, information related	PRO/SE(IT)	10,00,000/-	Executive Director (Pers.)

	Interaction Programme being it is an effected media to penetrate information these days.	to tariff order, National electricity policy, Energy conservation, National tariff policy, energy saving, Safety measures, grievance Redressal Mechanisms-where consumers can know how to filed complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email, etc and further consumers can approach to CGRF/ Ombudsman etc., Directions of Commission and licensee/HPSEBL, any other issue related to consumer interest/queries/problems.			
3.	<u>Electronic Media</u> HPSEBL will continue to initiate the programme on Doordarshan, Radio, FM, private Channels, Cable network & audio-video advertisement at the ST Bus Stands to educate the consumers on the complaint Redressal Mechanism, tariff rates, procedure for taking new connections, power availability certificates etc. 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	Consumer right, obligations, information related to tariff order, National electricity policy, Energy conservation, National tariff policy, energy saving, Safety measures, grievance Redressal Mechanisms-where consumers can know how to filed complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email, etc and further consumers can approach to CGRF/ Ombudsman etc., Directions of Commission and licensee/HPSEBL, any other issue	PRO	3,75,000/-	Executive Director (Pers.)

	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	related to consumer interest/queries/problems.			
4.	<u>Energy Clubs</u> The awareness meetings will be organized in Schools, colleges and other educational institutes. At least one educational institute will be taken for awareness under each Operation Circles, Electrical Division during the year 2024-25 to create awareness about consumers right, obligations, information related to the tariff order, demand side management, energy conservation, direction of Board, commission, grievance Redressal Mechanisms-where consumers can know how to filed complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email etc or any other important consumers related issue because the schools and colleges have social backgrounds. The Public Relations Officer will be the nodal officer of the activity.	Consumer right, obligations, information related to tariff order, National electricity policy, Energy conservation, National tariff policy, energy saving, Safety measures, grievance Redressal Mechanisms-where consumers can know how to filed complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email, etc and further consumers can approach to CGRF/ Ombudsman etc., Directions of Commission and licensee/HPSEBL, any other issue related to consumer interest/queries/problems.	PRO Concerned Sr.XEN	-NIL-	Executive Director (Pers.)
5.	<u>Urja Mela</u> As per practice adopted in the past, it is proposed that State level and International level Melas be covered by the HPSEBL as Urja Melas exhibition during this year also. Urja Mela may be organized specially as an	Consumer right, obligations, information related to tariff order, National electricity policy, Energy conservation, National tariff policy, energy saving, Safety	PRO Concerned SE's(Op)/ Sr.XENs	12,50,000/-	Executive Director (Pers.)

	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. grievance Redressal Mechanisms-where consumers can know how to filed complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email etc or any other important consumer related issues. The works related to making films, documentaries, printing of pamphlets and other photographs along with any 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.	measures, grievance Redressal Mechanisms-where consumers can know how to filed complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email, etc and further consumers can approach to CGRF/ Ombudsman etc., Directions of Commission and licensee/HPSEBL, any other issue related to consumer interest/queries/problems.			
6.	<u>Jan Sampark Gram Sabha Meeting</u> To redress grievances	All issue relating to	SE's	Nil	CE's(Op)

	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/official will participate. By participating in Gram Sabhas, 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.	consumers interest/queries/problem.	concerned		
7.	<u>Quarterly Consumer Awareness Programme</u> To consumer awareness programme will be out atleast once in every quarter in each Electrical Operation Circles by involving gram panchayats and local bodies public representatives. It is clear that after becoming HPSEBL, the HPSEBL company has been converted, purely as consumers 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	Consumer right, obligations, information related to tariff order, National electricity policy, Energy conservation, National tariff policy, energy saving, Safety measures, grievance Redressal Mechanisms-where consumers can know how to file complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email, etc and further consumers can approach to CGRF/ Ombudsman etc., Directions of Commission and licensee/HPSEBL, any other issue related to consumer interest/queries/problems.	PRO/ Concerned SE's	9,75,000/-	Executive Director (Pers.)

in each operation circle level workshops may be organized for the Panchayats, Panchayats, local bodies or their representative's at least once in every quarter. In which Panchayats and local representatives may be aware about the schemes or general information related to electricity supply along with publicity of special campaigns or grievance Redressal Mechanisms-where consumers can know how to file complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email etc and further consumers can approach to CGRF/Ombudsman etc. 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 Public Relations Officer will be the nodal officer for the purpose. The participants may be facilitated with at least 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, redress grievance etc. or any other important consumer related issues. Lunch & Tea @Rs.300/-per person. Representatives about 83 Nos. in a quarter per Circle. No. of Circle = 13 No. No. of representatives = 250 (3 quarters) Lunch & Tea @ Rs. 300/-per person. 12x250x300 = Rs. 9,75,000/-				
8.	<u>Quarterly Safety Awareness Programme.</u> To organized the safety awareness in each circles to create awareness about precautions against lightening, what to do if someone is struck by lightning, first aid for victims of lightening/electrical shock/electrocution, to educate/promote "electrical safety practices, electrical safety precautions etc" as well as use of safety gears among the field staff of HPSEBL while carrying out the maintenance work, attending fault etc or working on HT/LT line pole or close proximity of GO switch blades while doing work on feeder/DTR so that mishap could be avoided, minimized the chance of any accident due to flow of leakage current via poles, transformers etc and directed to patrol the lines falling under the jurisdiction of AEs/JEs to identifying whether or not any building being constructed close to lines or tree has fallen beneath or close to lines etc.	All issues related to Safety awareness about electrical accidents/electrical fire & precautions against lightening, /electrical shock/ electrocution etc & to educate/promote "electrical safety practices/ precautions etc"	concerned SEs	-Nil-	CE(P&M)

9	<u>To celebrate consumer & energy awareness week/safety awareness week.</u> To organized the consumer & energy awareness week/day in each circles to create awareness about consumers related information, latest policies and programmes of the board alongwith safety awareness programmes to promote the use of safety gears among the field staff so that to avoid the accidents occurs while working on HT/LT line pole or close proximity of GO switch blades while doing work on feeder/DTR.	To initiate consumer awareness campaigns to help consumer rights , obligations, information realted to tariff, Govt.policy etc, and issues related to Safety awareness about electrical accidents/electrical fire & precautions against lightening, /electrical shock/ electrocution etc & to educate/promote "electrical safety practices/ precautions etc"	PRO/Concerned SEs	-Nil-	Executive Director (Pers.)
10	<u>Division based in house information management meeting.</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 2024-25 will be organized in each operation Division under HPSEB Ltd. I 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 will be	Consumer right, obligations, information related to tariff order, National electricity policy, Energy conservation, National tariff policy, energy saving, Safety measures, grievance Redressal Mechanisms-where consumers can know how to filed complaints & contact the officers, if their grievances are not redressed through customer care centres, websites, email, etc and further consumers can approach to CGRF/ Ombudsman etc., Directions of Commission and licensee/HPSEBL, any other issue related to consumer	PRO/concerned Sr.XEN	-Nil_	Executive Director(Pers.)

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 PRO will be nodal officer.	interest/queries/problems.			
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Say Rs.39,00,000/- (Rs. Thirty nine lacs) only.

(Isha Thakur)
Executive Director (Pers.)
H.P State Electy. Board Ltd.,
Vidyut Bhawan, Shimla-4.

No.HPSEBL (SECTT)/HPERC/PIP/2025:- 41623-705 Dated:- 2-9-2025

Copy forwarded to:

1. All the CEs/SEs in HPSEBL.
2. The Chief Accounts officer, F&A Wing, HPSEBL, Shimla.
- ✓ 3. The SE(IT) Cell, HPSEBL, Shimla for uploading the same on the web site of HPSEBL.
4. All the 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 executive activities at their end as per office order.
5. Company Secretary of HPSEBL w.r.t. agenda item No.165.03 endorsed vide U.O.Note No.HPSEBL/SECTT/CS/165th WTDs-443 dated 22.07.2025.
6. All the Deputy Secretaries/Under Secretaries/Section Officer in Board's Sectt.
7. The Spl./Sr.PS/Ps to Chairman/Managing Director/Directors of HPSEBL.
8. The Public Relations Officer, HPSEBL, Shimla-4 for necessary action please.

Executive Director (Pers.)
H.P State Electy. Board Ltd.,
Vidyut Bhawan, Shimla-4.