



Republic of the Philippines  
**National Electrification Administration**  
Quezon City

21 October 2004

NEA MEMORANDUM No. 2004-023

TO : **ALL ELECTRIC COOPERATIVES**

SUBJECT : **REVISED QUALIFICATION STANDARDS FOR  
THE GENERAL MANAGERS OF ELECTRIC  
COOPERATIVES**

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I. **RATIONALE**

The deregulated and highly competitive energy industry brought about by the Electric Power Industry Reform Act (EPIRA) necessitates the employment of highly competent and credible people to lead and manage the electric distribution utilities. The electric cooperatives (ECs), in particular, need to employ a General Manager (GM) who can adapt and effectively lead the EC towards successful operations amidst the new challenges.

Thus, a revision of the qualification standards (QS) is in order to establish a comprehensive and improved set of Guidelines on the QS for EC GMs to help ensure that the industry standards set forth by the EPIRA will be met by those to be taken in to manage the ECs.

The revised QS forms part of the NEA Policy on Hiring and Selection of General Managers.

III. **QUALIFICATIONS**

A. **ENTRY AGE LEVEL:** 30 -50 years old for those who are entering the Rural Electrification Program for the first time. Those who have previously worked or is presently working for the program, age requirement is up to 55 years old.

B. **SEX** : Male or Female

## **C. ACADEMIC PREPARATION**

### **1. MINIMUM EDUCATIONAL ATTAINMENT**

1.a. possession of a bachelor's degree from accredited schools/universities preferably in any of the following fields:

- Engineering (preferably Electrical, Electronics and Communications, and Mechanical)
- Business Administration/Finance/Management
- Accountancy
- Behavioral Sciences

1.b. completion of a post-graduate degree or its equivalent, or with master's degree/s is preferable

### **2. SPECIAL TRAININGS/SEMINARS IN ANY OR ALL OF THE FOLLOWING AREAS:**

- Electric cooperative principles, supervision and/or management
- Strategic planning/organization and operation of business enterprises
- Values enhancement and leadership trainings
- Resource utilization, development and management
- Corporate governance
- Energy management
- Technology management

## **D. SKILLS REQUIRED**

- Communication proficiency (oral and written)
- Computer literacy
- Networking ability
- Effective public relations

## **E. WORK EXPERIENCES**

1. At least five (5) years experience with proven track record in the effective management of a successful electric utility-related business enterprise.

2. Must have held at least two or more senior management positions involving business leadership or managerial functions.
3. Must have no derogatory or adverse administrative record in any of his/her previous employment/s.

**E. PERSONALITY AND CHARACTER**

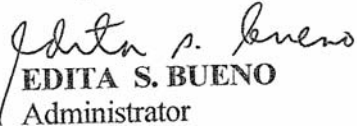
1. Sound physical and mental disposition
2. Strong leadership qualities
3. Ability to withstand pressure
4. Pragmatic and productive outlook in work
5. High sense of integrity
6. Logical reasoning and judgment
7. Enthusiastic and innovative work attitude
8. Profound values in humility and honesty

**F. OTHER QUALITIES**

1. Recipient of special awards or citations
2. With meritorious achievements
3. Noteworthy membership in religious and/or civic organizations

IV. Approved by the NEA Board of Administrators through Resolution No. 105, S. 2004 on 21 September 2004. This supersedes the qualification standards set forth in NEA Memorandum dated 21 July 1997 on the Amendment to NEA Bulletin No. 32 and 32.A on the Selection of a General Manager for Electric Cooperatives.

V. This policy shall take effect immediately.

  
**EDITA S. BUENO**  
Administrator

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ADMINISTRATION  
IN REPLYING, PLS. CITE: #OR005909



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