



Republic of the Philippines
National Electrification Administration

29 March 2006

NEA MEMORANDUM No. 2006-010

TO : **ALL ELECTRIC COOPERATIVES**

SUBJECT : **Conduct of Common Folk's Day**

As active partners in the government's thrust to accelerate national economic development through the rural electrification program, our commitment to bring to the people we serve can be more meaningful by conducting a Common Folk's Day. Thus, you are all directed to sponsor this one-day affair as an avenue for interaction and to make known, the Ec's accomplishments, plans and programs for continuous improvement in service delivery. Considering their community involvement and information network, the following groups should be invited:

1. MCEC Members
2. BAPA Officers
3. Community Organization
4. Other Sectoral Groups

The Common Folk's day shall be held every Friday starting April 2006, and shall be undertaken through the EC's Institutional Services department (ISD). Officials of the NEA, the EC Board of Directors, management and employees shall be involved in this event to enable the participants to have a thorough understanding and appreciation of the R.E. mission.

We also encourage the development of a Summer Work Program, already integrating this regular event.


EDITA S. BUENO
Administrator

NATIONAL ELECTRIFICATION
ADMINISTRATION

IN REPLYING, PLEASE QUOTE: #0A008299



NEA-0A008299

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3/30/06

NEA-EC *COMMON FOLK'S DAY* PROGRAM

I. DEFINITION

The **NEA-EC Common Folk's Day Program** is a joint activity that is aimed to bring the government's *rural electrification program* closer to the member-consumers and other stakeholders.

II. OBJECTIVES

It aims to develop a **well-informed** and **responsible** member-consumers by providing them with *enhanced information and education orientations* to invoke their **awareness** on the rural electrification program and the current government thrust in the power industry, as well as on operational framework of the ECs.

Through this continuing activity, NEA and the ECs will have closer **interaction** with the member-consumers and the public to solicit their **involvement** in EC activities for institutional strengthening.

III. COVERAGE

It covers the promotion of NEA's and ECs':

- mandate, vision, mission and corporate credo
- accomplishments over the years
- programs, projects and plans

IV. RESPONSIBILITY

It shall be a collaborative effort to ensure its success.

NEA:

- Sends an advisory to the ECs to prepare a schedule of activities for this purpose.
- Sends resource persons to this activity
- Prepares info kit

EC:

- Prepares schedule, program and venue
- Invites Member-consumers, sectoral groups and other public

V. TARGET AUDIENCE

- o Member-Consumers from remote barangays
- o Sectoral groups, Community Organizations, NGOs
- o Member-Consumers Electrification Committees (MCECs)
Members of Barangay Power Associations (BAPAs)

V. TIMELINE (April to June 2006 and onwards)

NEA will send the advisory to the ECs first week of April 2006. For the first salvo of this activity, NEA will give priority to some ECs in Regions III and IV. The following is the tentative schedule of the conduct of the Common Folk's Day:

DATE	TARGET AUDIENCE	EC	NEA Official
APRIL 1 st week	Members of MCEC, BAPAs	BATELEC II	Administrator/ Deputy Administrator/ Director/ Division Mgr.
2 nd week	BAPA, Community Organizations	BATELEC I	-do-
4 th Week	Sectoral Groups, Community Organizations	PELCO I, II	-do-
MAY 1 ST week	Sectoral Groups, MCECs	PELCO III, NEECO I	-do-
2 nd week	Sectoral Groups, NGOs	NEECO II	-do-
3 rd week	Sectoral Groups, BAPAs	TARELCO I	-do-
4 th week	MCEC, BAPAs Sectoral Groups	TARELCO II	-do-
JUNE 1 st week	Sectoral Groups, NGOs	PENELCO	-do-
2 nd week	BAPAs, MCEC	QUEZELCO I	-do-
3 RD week	Sectoral Groups	QUEZELCO II	
2 th week	MCEC, NGOs	ORMECO	-do-

Note. After June, the schedule of other regions will follow.