



Republic of the Philippines  
National Electrification Administration

*"The 1st Performance Governance System-Institutionalized National Government Agency"*

16 December 2011

**MEMORANDUM No. 2011-023**

TO : **ALL ELECTRIC COOPERATIVES**  
ATTENTION : **BOARD PRESIDENTS AND GENERAL MANAGERS**  
SUBJECT : **MORE CONNECTIONS AS THE ECs' BANNER PROJECT FOR 2011**

As we near the end of 2011, there are two major feats that we should all achieve. These are:

- Electrification of 1,479 sitios in 90 days
- New Connections of not less than 35k from the above sitios

Are these achievable? Yes, these are achievable and can be delivered by the ECs. Much had been said about the ECs; some good, others not good. However, if there is something which cannot be denied, it is the fact that ECs have the capability to deliver on their commitments, particularly on rural electrification.

Doubly significant, at this point in time, is the President's response to rural electrification. P-Noy has recognized the program, and had included it as part of his socio-economic pillars during his presidency. The immediate evidence is the release of funds last September 22 to NEA to energize 1,479 sitios in 90 days or October to December this year, and we consider this as his test on our capability to undertake such. There had been obstacles these past three months, and there are still some which we continue to wrestle with. Though they are not as significant to cause worry, we cannot be complacent. We are on our last two weeks. There is no other way to go but hit our target sitios.

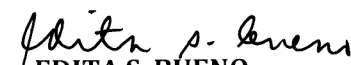
The next imperative is to deliver the actual number of beneficiaries, through a more aggressive connection program. While we have included an initial 20 connections per sitio in the project approval, this will not stop your initiative to connect to more. A potential consumer who will only need 2 bulbs-one outlet should be assisted to meet requirements for connection. We have issued out the necessary advisory to the ECs through our teams. You all know what to do.

A more focused connection program can be best done during the season of Christmas. This can be the most significant gift that we can all deliver to our marginalized communities - a more meaningful and colourful Christmas! This as well, will manifest our strong support to P-Noy's program, and make him more confident of the NEA-ECs partnership. Likewise, let us make DOE Secretary Jose Rene Almendras proud. He was the first one who gave his full support.

NEA is actively pushing for more connections, and is closely monitoring results. We are looking for SUNSHINE REGIONS and SUNSHINE ECs. Achievement of our sitio and connection targets means victory and recognition at the most appropriate time.

Let us celebrate the yearend with these twin feats as another feather in the cap for the Rural Electrification Program!

Thank you very much and more power!

  
**EDITA S. BUENO**  
Administrator

NATIONAL ELECTRIFICATION  
ADMINISTRATION

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*Ed*  
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