



20 October 2015

MEMORANDUM No. 2015-037

TO : ALL ELECTRIC COOPERATIVES (ECs)

SUBJECT : ENHANCED ROLE OF THE MULTI-SECTORAL ELECTRIFICATION ADVISORY COUNCIL (MSEAC)

The Implementing Guidelines on the Organization of Multi-Sectoral Electrification Advisory Council (MSEAC) was issued on 04 September 2006 to help strengthen the role of the ECs member-consumers as important players in the rural electrification program under the changes and challenges of the EPIRA environment. The MSEAC was created to serve as effective complement in the institutional strengthening of the ECs by providing the network for active participation and solidarity of member-consumers.

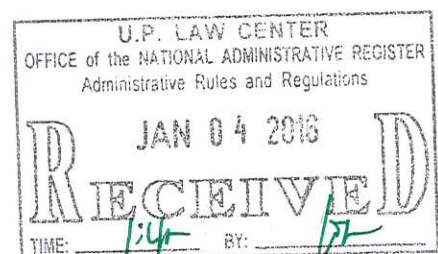
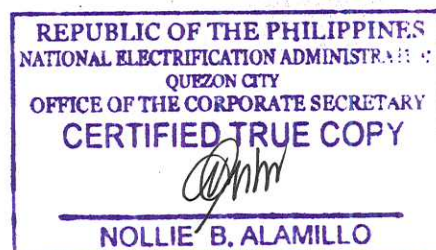
Pursuant to said guidelines, the MSEAC was utilized as information channels in the dissemination of EC programs and policies and served as effective catalysts in harnessing member-consumers efforts in support of activities contributory to improvement of operations.

The following are the MSEAC's functions/areas of concern:

1. Policy Recommendation
2. Campaign for Improvement of Collection
3. Campaign for Non-pilferage of Electricity
4. Membership Information and Education Program
5. Membership Meetings
6. Campaign for Energy Conservation and Safety Measures
7. Representative of Member-Consumers in CBA/CNA Negotiations
8. Other Service-Oriented Activities

However, ECs have to effectively cope with new tasks and higher standards of performance brought about with the following realities:

- Laws mandating reforms in the management and over-all operations of the ECs
- Power Industry has become even more complex
- Regulators are imposing stringent compliances
- Power generators becoming more cautious and discriminatory in their choice of patrons
- Technology is developing at a high speed which may lead to obsolescence
- Member-consumers are demanding for more efficient electric service



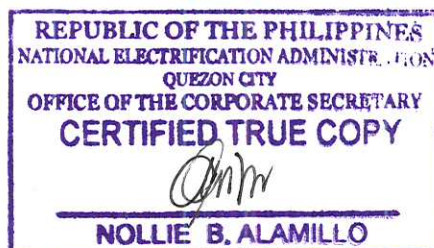
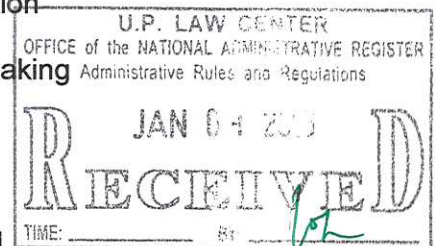
Thus, to complement the ECs initiatives to improve and sustain operations, the MSEAC's concerned Sectoral Representative can be tapped to undertake the following:

1. Help secure right of way and provide assistance to facilitate the grant of permits/clearances of beneficiaries of the **Sitio Electrification Program/Barangay Line Enhancement Program** from the LGUs and other concerned parties;
2. Assist for the approval by the General Assembly of the EC's **Capital Expenditures (CAPEX)** as required by the ERC;
3. Campaign for House Connection under the SEP and BLEP Projects;
4. Observe/participate during deliberations of the Board and Management regarding **Power Supply Agreements/Contracts (PSAs/PSCs)**;
5. Assist in the development of **Renewable Energy (RE)** sources within their districts;
6. Assist in the identification/listing of public schools/class rooms for service connection in support to the **Schools Electrification Program**;
7. Assist in the identification and development of **Livelihood Programs** for the marginalized member-consumers such as, organic farming, mini ice plant and processing of spring water for drinking;
8. Participate in public hearings regarding **Power Rate application**; and
9. Observe/participate during the conduct of bidding process in accordance with the provisions of the **Procurement Guidelines**.

To competently perform their enhanced role, relevant trainings/seminars should be offered and attended by the concerned representatives. Government as well as private training providers can be tapped to conduct the activities required which can be held on an EC or regional level.

The training seminars shall include the following:

1. EPIRA Series (101, 201, 202)
 - Electric Power Industry, Market, Structure and Regulation
 - Power Supply Contracting
 - Distribution Utility CAPEX-OPEX Planning and Rate Making
2. CMC Series (1,2,3)
 - Directorship of ECs and Good Governance
 - Entrepreneurial, Problem Solving and Decision Making
 - Managerial Proficiency through the Experiential Approach
3. Procurement Guidelines



With the active involvement of the MSEAC, strong base of member-consumers is created, feedback mechanism is established, good governance is ensured and institutional sustainability is guaranteed.

Thus, MSEACs should be actively engaged in cooperative affairs to be able to serve as solid supporters of ECs. Finally, they should be recognized for their contributions for the overall success of the program.

The implementation of the Enhanced Role of the Multi-Sectoral Electrification Advisory Council (MSEAC) shall take effect fifteen (15) days after filing with the University of the Philippines (UP) Law Center pursuant to the Presidential Memorandum Circular No. 11, dated October 9, 1992.

For your guidance.

Edita S. Bueno
EDITA S. BUENO
Administrator

