



NATIONAL ELECTRIFICATION ADMINISTRATION

"The 1st Performance Governance System-Institutionalized National Government Agency"
57 NIA Road, Government Center, Diliman, Quezon City 1100



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4 July 2017

MEMORANDUM No. 2017-018

TO : ALL ELECTRIC COOPERATIVES (ECs)

SUBJECT : 8th National Electrification Awareness Month (NEAM) celebration

Proclamation Order No.1743 signed on March 16, 2009 declared August as the National Electrification Awareness Month (NEAM). This year is the 8th year celebration of NEAM with the theme: "*Ensuring the Gains of Rural Electrification through Enlightened Member-Consumer-Owners*". This will coincide with the 48th Foundation Day of the NEA.

NEAM is being celebrated to instill consciousness among electricity consumers on the status of electrification in the country particularly in the rural areas. It also aims to promote appreciation of the benefits that electricity brings in improving the socio-economic condition of the Filipinos.

As NEA's partner in pursuing the cause of the Rural Electrification (RE) Program, Electric Cooperatives (ECs) provide the necessary channel to reach to wider audiences and serve as effective instrument to raise their awareness.


In view of the above, we enjoin all ECs to actively participate in the month-long celebration of NEAM through the following initiatives:

- 1) organizing related parallel RE activities;
- 2) promoting NEA's social media account **@OfficialNEA** by Liking and Sharing the posts; and
- 3) posting/display of tarpaulins in the EC's respective offices.

The template of the NEAM tarpaulin is downloadable from the NEA website at www.nea.gov.ph. Further, may we earnestly request you to enjoin public/government offices, commercial and industrial member-consumers in your area coverage to participate in the celebration through the display of NEAM tarpaulin.

For any query, please contact the Corporate Communication and Social Marketing Office at Telephone No. (02) 929-2237 or 929-1909 local 153.

We look forward to your committed support in this undertaking.


EDGARDO R. MASONGSONG
Administrator

NATIONAL ELECTRIFICATION
ADMINISTRATION
Office of the Administrator



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