



**MEMORANDUM No. 2018-044 TO ALL ELECTRIC COOPERATIVES**

**SUBJECT : NATIONAL LINE CLEARING DAY**

**DATE : 12 July 2018**

In view of the current realities of the agency, the need for active community involvement in the maintenance of key electricity infrastructure in the rural areas and the exigency for electric cooperatives as a sector to increase its public profile, relevant activities requiring a "whole-of-nation" approach needs to be established and institutionalized.

Patterned after the national observance in the Philippines of the International Coastal Clean-Up Day spearheaded by the Department of Environment and Natural Resources, and in pursuit of the general principles of Presidential Proclamation No. 470 s.2003, the National Line Clearing Day shall form part of the celebration of the 9<sup>TH</sup> National Electrification Awareness Month (NEAM).

It shall simultaneously be conducted in coverage areas of all 121 electric cooperatives on 31 August 2018 at 9:00 am to mark the beginning of the nationwide activity.

Among the goals enumerated in the preceding paragraphs, this event shall also be aimed at highlighting the importance of the involvement and participation of member-consumer-owners in line maintenance as the most effective way of addressing system losses, precluding distribution outages and improving services.

In view of the foregoing, all electric cooperatives are hereby enjoined to participate in this nationwide activity with the active involvement of EC employees and member-consumer-owners. Media coverage is encouraged for maximum impact.

For proper documentation, please submit your accomplishments, i.e photos and videos to Mr. Guillermo M. Paz, Manager, Consumer Development & Protection Division and Chair of the NEA-ECs Nationwide Tree Planting Program, or email at [nea\\_cdpd@yahoo.com](mailto:nea_cdpd@yahoo.com), or to Ms. Rosarita Salvador, Acting Manager, Corporate Communication and Social Marketing Office (CCSMO), or email at [pao\\_nea@yahoo.com](mailto:pao_nea@yahoo.com) on or before 30 September 2018.

We look forward to the usual cooperation the EC way.

Thank you very much.

  
**EDGARDO R. MASONGSONG**  
Administrator

NATIONAL ELECTRIFICATION  
ADMINISTRATION  
Office of the Administrator



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