



September 21, 2018

**MEMORANDUM No. 2018-064**

**FOR : THE ELECTRIC COOPERATIVES**

**SUBJECT : 13 Million Consumer Connections in 2019**

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We need an additional 500,000 consumer connections to reach 13 Million!

Based on the current monthly trend in consumer connection, we will reach the 13 million mark by 2019 to coincide with NEA's 50<sup>th</sup> Founding Anniversary. It is planned that the Ceremonial Switch-on for this milestone will be one of the highlights of the celebration.

In this regard, we are again calling out for your support to:

1. Actively push electrification efforts to connect more consumers;
2. To regularly monitor and report accomplishments;
3. To develop programs that will generate interest and infuse enthusiasm among EC personnel and member consumers.

The ECs are likewise encouraged to set their own monthly targets and devise plans and programs that will facilitate the attainment of the set targets.

In time when challenges confront the NEA-ECs-MCOs alliance, let us take this opportunity to showcase our unified front as we continue to deliver rural electrification towards rural development through empowered member-consumer-owners.

  
**EDGARDO R. MASONGSONG**  
Administrator

NATIONAL ELECTRIFICATION  
ADMINISTRATION  
Office of the Administrator



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