

## New initiatives implemented in KESCO

Few new unique initiatives have been implemented in KESCO targeted at:

- (i) Improved Consumer Satisfaction
- (ii) Enhanced Revenue Realization, aiming at a financially independent KESCO

The salient features of these unique initiatives are being briefly mentioned herein:

- (i) INITIATIVES TO IMPROVE CONSUMER SATISFACTION:
  - a) Urja Mitra is first IVR based initiative in country to provide free information about power restoring /cuts/breakdown/shutdown to consumers, at their doorsteps, through voice calls (hindi) and sms (English), on their landline/mobile phones and hence establish mutual trust between citizens-officials.
  - b) Dissemination of personalized voice calls (in MDs voice) to groups of consumers as well as officers, right up to Junior Engineer level, motivating them to avail benefit of new schemes and perform their duties sincerely.
  - c) Distribution of KESCO Priority Card to selected non defaulter, supportive consumers entitling them to special privilege status and benefits by KESCO

- d) Single Window Solution has been launched in all divisions of KESCO to expedite new services connections, permanent disconnection, and load enhancement facility.
- e) Web Self Services ([www.kesco.co.in](http://www.kesco.co.in)) wherein consumers can make online bill payments (bulk as well as small consumers), check disposal status of complaints, new connection and PD, lodge online theft and general complaints, download various informative tools and forms, register their phone numbers to avail calls/sms of various schemes etc.

In addition to above major changes, few more Initiatives to improve consumer satisfaction have been implemented, as in 24 \* 7 Consumer Call center, Fast Transformer replacement, Establishemnt Upbhokta Sewa Kendra etc.

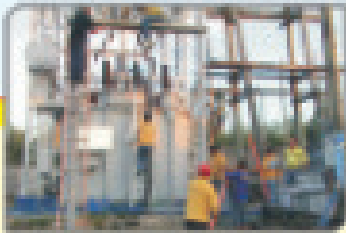
(ii) INITIATIVES TO ENHANCE REVENUE REALIZATION:

- a) M-DRISHTI is a unique, only of its kind, mobile phone base real time tracking system of in-field revenue oriented activities of raids, meter replacement and disconnections.
- b) New options for bill payment
  1. Net Banking and Payment Gate way
  2. Payment through Mobile Phone
  3. Payment through ATM
  4. Pay from home

- i. For consumers non-Bulk through Meter readers, through doorstep cheque collection.
  - ii. For selected non defaulter Bulk consumers by KESCO employees through doorsteps cheque collection.
5. In addition, SMS are being sent to update consumers about their bills.
6. Drop Down boxes for cheque collection.



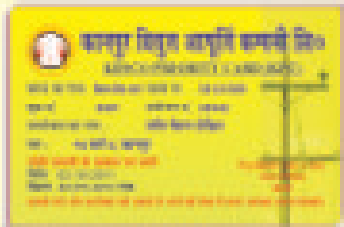
# KANPUR ELECTRICITY SUPPLY CO. LTD. (KESCO)



ELECTRICAL SUB-STATION



URJA MITRA



KESCO PRIORITY CARD



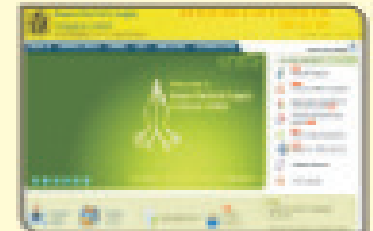
KESCO HEAD QUARTER



M-DRISHTI



24X7 DEDICATED CALL CENTRE



WEB SELF SERVICES

आपके घरों और कारोबार को उजाले से भरने की सेवा में तत्पर...

आपका अपना केस्को



## **Message from MD Desk**

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Power is central to achieving economic, social and environmental objectives of sustainable human development. India has the fifth largest generation capacity in the world with an installed capacity of 173,626 MW as in March 2011. However, despite the Indian power sector having shown substantial growth during the post-independence era, the sector has been ailing from serious functional problems during the past few decades.

In this backdrop, Power sector reforms were first initiated in India in 1992 by the Ministry of Power (MoP) to invite private investments in power generation to bridge the demand supply gap. In the power sector reform process, Distribution segment was identified as the key area for reform for putting the sector on the right track. Two key issues emerge as far as performance and reforms of any distribution company are concerned:-

1. Revenue realization which means reduction of ATC Losses
2. Consumer satisfaction

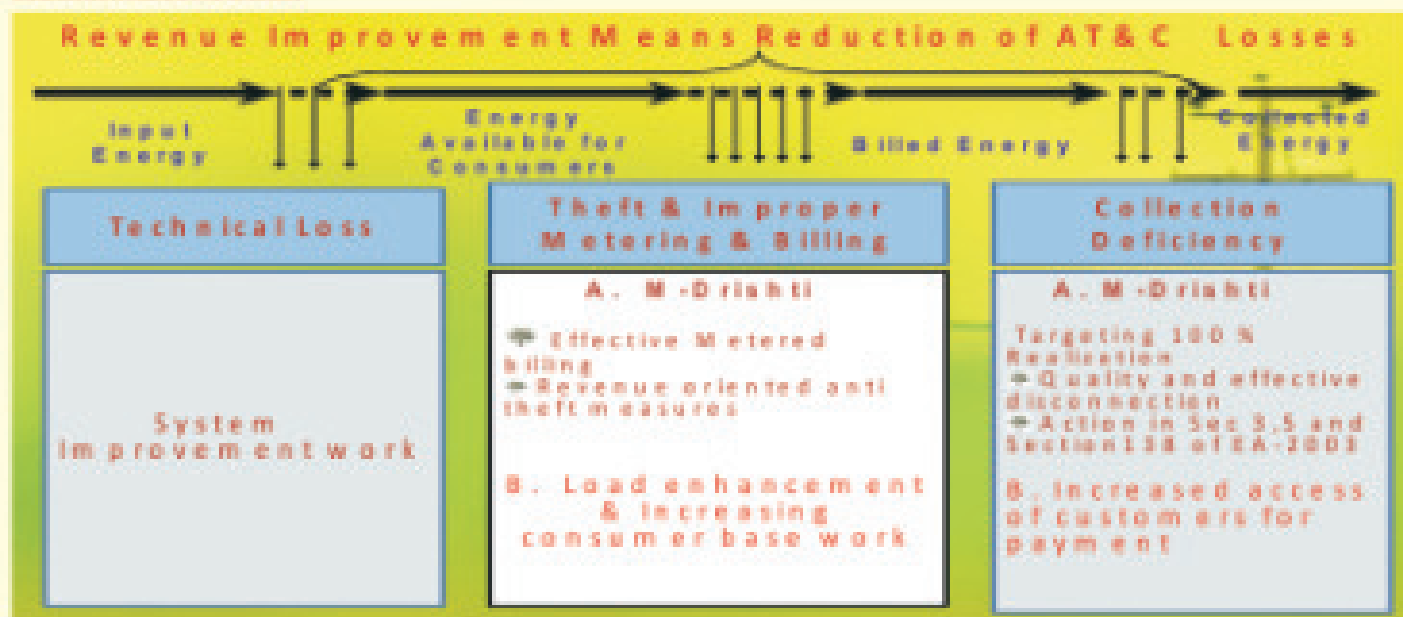
The above factors are mutually reinforcing whereby improvement in one leads to the same for other as well. Technology has emerged as a major enabler of any reform process and this holds true for power sector reforms as well. New technological initiatives have been taken by many states especially in the distribution sector which have aided performance of the distribution companies therein.

This brochure seeks to throw light on how the above key issues are being addressed through the use of e-governance mechanisms in KESCO (Kanpur Electricity Supply Company Ltd.). We believe that, it will help people in better understanding of KESCO functioning and thus increased belief in its sincerity and commitment.

**RITU MAHESHWARI, IAS**  
Managing Director, Kesco

# KESCO INITIATIVES

## 1. M-DRISHTI



High ATC losses are one of the biggest challenges for revenue realization. Kesco also, like other distribution utilities has high ATC losses (29% as of march 2011). There was no end-to-end tracking of thefts, raids and subsequent revenue assessment/ realization. Even for billed but non paying consumers, there was no accurate record of disconnections and subsequent action. Against this backdrop, a unique mobile phone based, **(M-Drishti)** realtime, end-to-end tracking system of infield revenue activities of Raids, Disconnection and Meter Replacement, has been introduced in KESCO

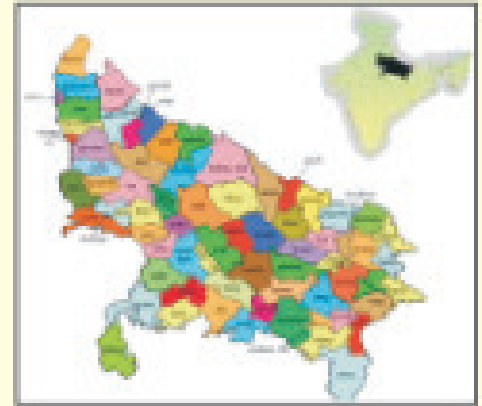
Objectives and Impact of M-Drishti as is well evident above can be seen in terms of key associated activities:

Raids	Meter Replacement	Disconnection (Sec.138)
<ul style="list-style-type: none"> <li>✓ 3G wise pin pointed tracking of raids</li> <li>✓ Knowledge of actual time of each raid</li> <li>✓ Monitoring and comparison of provisional vs. actual assessment</li> <li>✓ Specific monitoring of actual realization Vs assessment</li> </ul>	<ul style="list-style-type: none"> <li>✓ Real time information of daily meter replacement</li> <li>✓ Linkage with meter advice leading to reduction in time from 3-4 months to 2-3 days</li> </ul>	<ul style="list-style-type: none"> <li>✓ Check on misreporting</li> <li>✓ Actual time of disconnection</li> <li>✓ Actual Num &amp; Amt Vs Num &amp; Amt of Revenue realized</li> <li>✓ Action to be taken against defaulter consumers under sec 138</li> </ul>

Under M-Drishti, 3G internet services have been activated on the official mobile numbers of all distribution officials right from Junior Engineer to Chief Engineer. Separate User Id and Passwords have been created to login the mobile M-Drishti interface and fill in details of field activities undertaken by the officials. Screen shot of the mobile phones for various activity options is as shown :-

# KESCO OVERVIEW

Kanpur Electricity Supply Company Ltd., Formerly KESA, was restructured as a company on 14 January 2000 under U.P. Electricity reform act 1999. This company is registered for distribution of electricity in the area under Kanpur City (Urban). KESCO is serving more than 5 lacs consumers in and around Kanpur area



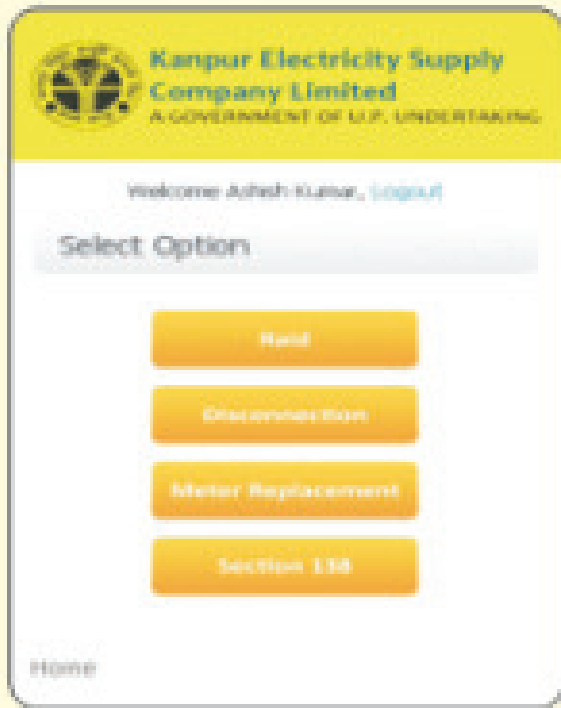
Particulars	Numbers
Bulk Consumers	700
Domestic Consumers	454329
Commercial Consumers	91829
Sub Station	72
Peak Demand	540 MW
Feeders	367
Turn Over (Annual)	Rs. 1000 Crs.
No of Employees	1890

# KESCO OBJECTIVES

KESCO believes in bringing organizational reforms centered around :-



- ✓ Better Revenue Realization
- ✓ Better Consumer Satisfaction
- ✓ Maintaining highest standards of Professionalism and ethics in the organization.



So whenever there is a raid, a brief report is filled on the spot and sent via mobile handset to the central server. Similarly, for any disconnection against electricity dues or FIR lodged under section 138 of Electricity Supply Act, real time information of action taken on the spot is sent to the central database. At the server end the collected information is updated by the concerned division. Once the assessed revenue at the field level has been entered, the editing and entry of final assessment can be undertaken by the concerned division. The same process holds true for disconnections, the amount realized therein, action taken in terms of non-realization etc. as well.

The Software generates various MIS reports whereby day/month/JE/Division wise performance with respect to above four activities can be monitored

**Raid and Meter replacement form**

The link used to avail these facilities & MIS by M-Drishti is as under :-  
<http://md.kesco.eye.co.in> (Mobile)  
<http://kesco.eye.co.in> (System)



## 2. URJA-MITRA

Urja-Mitra is first IVR based initiative in country to provide free information about power roastering/ cuts/breakdown/shutdown to consumers at their doorsteps on their landline/mobile phones and hence establish mutual trust between citizens-officials.

Hence Urja Mitra :

- ✓ Provides consumer-specific information about power roastering/specific sub-station/feeder breakdown along with expected redressal time
- ✓ Information provided both through voice calls (Hindi) and SMS English
- ✓ Consumer can register their phone numbers online on KESCO website, through billing agencies & in division offices as well.
- ✓ All Citizens of Kanpur can view Live status of Breakdown, Shutdown and roastering of all 33/11KV. feeders through the link "**Live Information of Supply Interruption**" available on Kesco website [www.kesco.co.in](http://www.kesco.co.in)

The link address through which Urja Mitra operates is as under

<http://urjamitra.kescoeye.co.in>

The typical format of voice calls is as under :-

- 📞 "नमस्कार कंसेलर की निवृत्तक ऊर्जा मित्र योजना में आपका स्वागत है।  
1. 33 केलवीड \_\_\_\_\_ फीडर ब्रेक डाउन में है अतः विद्युत आपूर्ति लगभग \_\_\_\_\_ घण्टे तक बाधित रहेगी। कार्य प्रारम्भ हो गया है। अनुमिषा के लिये खेद है। कंसेलर"
- 📞 "2. फिर सबस्टेशन में ब्रेक डाउन के चलते विद्युत आपूर्ति लगभग \_\_\_\_\_ घण्टे तक बाधित रहेगी। कार्य प्रारम्भ हो गया है। अनुमिषा के लिये खेद है। कंसेलर"

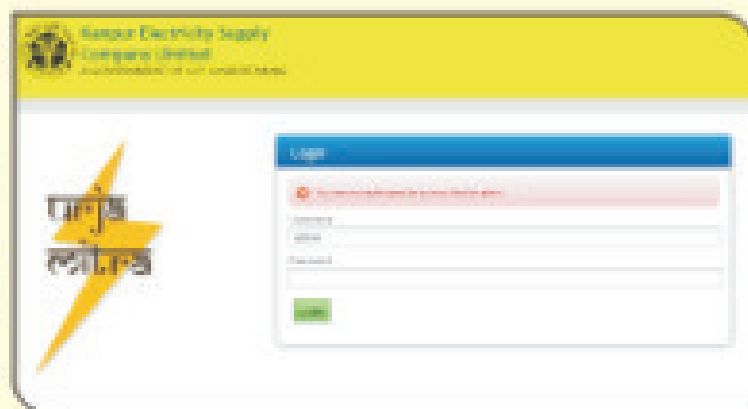
The typical format of SMS is as under:

"Welcome to Urja-Mitra, KESCO

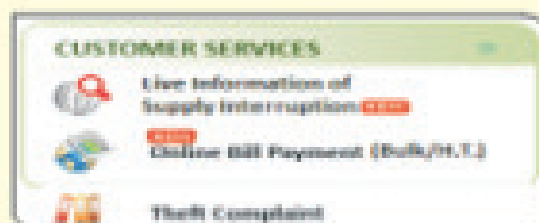
Power supply will be affected for approx .....hrs due to 33 KV ..... Feeder in break down.

Sorry for inconvenience"

There has been a positive response to the initiative. Citizens are enthusiastically enrolling themselves to get the information via Urja Mitra and the general complaints about behavior of division/substation officials at the time of power interruptions have reduced along with the connected law and order issues.



The typical screen snap shot is as demonstrated below



Website : Snap shot of the Link

### 3. Kesco Priority Card

To build a steady harmonious relationship with consumers a unique initiative by the name of Kesco Priority Card has been introduced. In this scheme, all customers who have been regularly paying their electricity bills for the last five years, have electronic meter installed, have never been involved in theft, and have an accurate consumption pattern are entitled to avail benefits



KPC distribution by MD, KESCO

#### **Unique features of KPC:-**

- ✓KPC is issued to consumers who paid his/her bill payment regularly on time.
- ✓Card holder can pay their bill on priority basis without standing in queue.
- ✓Card holder get priority services in bill revision, complaint attending and meter replacement

### 4. Dissemination of personalized Voice Calls.

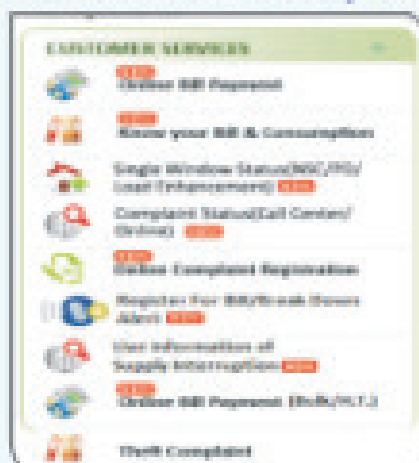
Pre-recorded voice calls (in voice of M.D.) are being sent on the mobile of consumers to make them aware about all kind of information regarding new ways of bill payment, about energy conservation encouraging them to pay their bills on time. Through similar software the officers of Kesco are also send voice calls for better entrepreneurship and for working hard to achieving their targets.

The typical format of one of the sent calls is as under: -

“आज सभी सम्मानित उपभोक्ताओं से मेरा अनुरोध है कि अपने विद्युत बिल का बुगतान समय से सबस्टेशनों पर, घर बैठे कंस्को की वेबसाइट पर या आपके घरों या कारोबार पर जा रहे मीटर रीडर को चेक देकर कर सकते हैं। कंस्को आज सभी उपभोक्ताओं को निवार्य विद्युत आपूर्ति देने के लिये कटिबद्ध है। कृपया समय से बिल जमा करे जिससे प्राप्त धनराशि से आपको दी जा रही सुविधाओं में बढ़ोतरी की जा सके। कृपया ज्यादा से ज्यादा संख्या में अपने मोबाइल नं० कंस्को को उपलब्ध करावे जिससे ऊर्जा मित्र योजना के माध्यम से आपको विद्युत व्ययानो की सूचना दी जा सके। अगर आपको कोई भी शिकायत है अथवा विद्युत चोरी के सम्बन्ध में सूचना देने हेतु हमारे TOLLFREE No. 18001885111 पर सम्पर्क करें।”

### 5. Web Self Services (www.kesco.co.in)

Kesco's web interface provides various customer services as demonstrated below :-



Hence the website enables consumer not only to know & pay their Bills online but also informs them the updated status of complaints registered on Call Center & applications registered on Single Window System. Apart from that, it has facility to register Online General as well as Theft complaints. Consumer can download various forms, register their phone numbers to avail services under "Urja Mitra Scheme" as well as "Bill Reminder Alerts". Two tools by the name of "Energy Conservator" and "Bill Calculator" are also being developed which can be downloaded from this website for integration into one's PC/Mobile phone. The above tools would support consumer's efforts for Energy Conservation by depicting comparison indices and enable him/her to have an idea of estimated monthly bill by inserting meter readings.

## 6. Ease in Bill Payment

Convenience and Innovation are becoming extremely impretive and both are the lifelines of any company. There can't be a better/ easier mode of transacting compared to Electronic Transactions. Hence apart from Cash Collection Centers at division offices and substations new payment options for consumers have been introduced:-



Launch of Online Payment Services by M.D., KESCO

### A. Online Payment

Consumers can log onto KESCO website [www.kesco.co.in](http://www.kesco.co.in) and pay their electricity bills through payment gateway/ Net banking. They will get a receipt of payment made of which a printout can also be taken.

### B. Payment through mobile phones

Every customer's mobile phone will now be ready to pay, accept and transfer money and every KESCO's PC/Mobile/Landline/FWP will now act as a POS terminal. This secure platform will change the way people transacts. There are various options to pay through phones:-

a. Through calling on pre-circulated Helpline number (through IVR)-**0512-3934900**

b. Direct Mobile based payment services through downloading -

[www.atomtech.in/download.aspx](http://www.atomtech.in/download.aspx) on Mobile Phone

c. Billing SMS : Dear Customer your Bill Amount Rs..... for your A/c No.....and Due Date.....please pay your Bill before the due date. These specific SMS are being regularly sent as reminders to all consumers before the due date of payment.

### C. Payment through ATM

KESCO has tied up with PNB initially for payment of electricity bills through ATM outlets. Any PNB consumer can goto PNB ATM, which has "KESCO Bill Payment" as an added option. Future options to pay bills through debit cards of other banks/ATM of other banks are also being negotiated.

### D. Pay from Home

KESCO consumers can make payment in cheque to the billing agency i.e. Meter reader who generates bills for consumers through handheld machines at their doorsteps. A handheld generated receipt is also given to the consumers there itself.

## 7. Single Window System

Ease in access to new consumer services of New Connection, Permanent Disconnection and Load Enhancement are the key links of consumers with any distribution company and ease and promptness in access to them not only enhances consumer satisfaction but is also the most important source of revenue enhancement therefore a new activities by the name of "Single Window System" has been launched in all divisions of KESCO.

- ✓ Consumer with complete forms of all the activities can apply on the window, pay the required fees, and won't need to come back for his work.
- ✓ New Connection upto 4KW Load has to be released in 7 days and for load enhancement the request is processed on same day.
- ✓ Registration number and confirmation of work completed is communicated via SMS on consumer mobile number.



Inauguration of Single Window at KESCO HQ by MD



- ✓ System generates MIS reports of Division wise, Officer wise pendency lists of all work and thus timely and smooth functioning of the service is ensured.
- ✓ KESCO named 10th and 20th of each month as Urja Diwas to promote this service. Camps are being organized to increase awareness of this programme.

Below is a SMS in Hindi as it goes to the consumer:-

- "आपके नये संयोजन की पंजीकरण की संख्या 05128318 है।"
- "आपके नये संयोजन का खाता संख्या 15136397 एवं संयोजन संख्या 91000 है।"

Similar SMS are sent to JEs to remind them of the task to be done.

- "JE KESCO पंजीकरण संख्या 0158320 का संयोजन एक सप्ताह में जारी करे।"

## 8. Dedicated 24x7 Consumer Call Centre

A centralized , call centre has been launched to improve customer services, efficiency and Single Window clearance of all types of customer complaints. This system is also integrated with SMS facilities for consumers/officers at the time of registration as well as redressal.

SMS send by call centers is as follows:-

**“आपकी शिकायत दर्ज कर ली गयी है  
संख्या है – TCM811-108”**



## 9. Customer Service Centre (उपभोक्ता सेवा केंद्र) at KESCO HQ

The Centre seeks to ensure :-

- ✓ Registration of complaints and timely redressal.
- ✓ Providing all kind of forms.
- ✓ Collecting the contact numbers of the consumer for Ujja Mitra Yojna and for giving them required.
- ✓ Information through voice calls.
- ✓ To make them aware about various initiatives of KESCO.
- ✓ To teach them about energy conservation.
- ✓ Collecting contact number of consumers interested in doorstep cheque collection facility.



**Customer Service Centre Inauguration**

Software to stay in touch with emnt-

से चार स

# शहर की बिजली

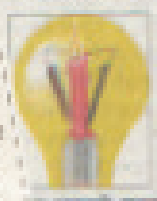
## नया बिजली कनेक्शन एक अब एक हफ्ते में

एन.टी.एस.ए. के तहत बिजली कनेक्शन का प्रसारण तेजी से चल रहा है।

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- प्रथम चरण में इंडस्ट्री की बिजली सुधरेगी
- सात महीने को वैज्ञानिक करने में निरीक्षण



10 सिग्नल विंडो इसी सप्ताह

बिजली कनेक्शन का प्रसारण तेजी से चल रहा है।

## घर बैठे जमा करें बिजली का बिल

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## ESCO TO SEND MESSAGES ABOUT POWER FAULTS



## एम-ट्रिस्टि और ऊर्जा मित्र सुविधा शुरू

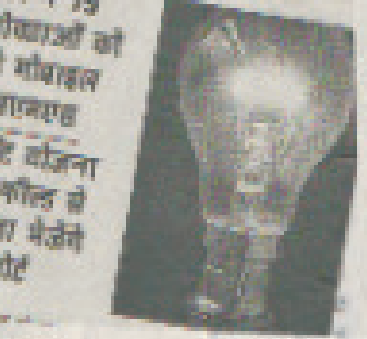
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## सॉरी सर, आपका बिजली जाने वाली



**NEWS YOU CAN USE**

**NOW YOU CAN PAY POWER BILLS THROUGH ATMs**

## सब स्टेशनों पर खुले कलेक्शन सेंटर



# बिजली बिल एटीएम से भरें, कटौती की सूचना मोबाइल

उपभोक्ताओं को अपना नंबर टैस्को की वेबसाइट से दर्ज करना होगा, सारी गतिविधियां ऑनलाइन हुईं, 'एम-ट्रिस्टि' साफ्टवेयर का



## ELECTRICITY HOUSE, KESCO

### Concept and Idea

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**आपके घरों और कारोबार को उजाले से भरने की सेवा में तत्पर...**

**आपका अपना केंसको**