An entire village under Chopra Customer Care Centre Office (CCCO) of Uttar Dinajpur district was suffering from a blackout for three long months due to a damaged transformer. The villagers had approached the local CCCO Station Manager a number of times but were turned away on all occasions due to non-availability of a transformer. As the delay in procuring a transformer continued, so did their suffering with absolutely no access to a basic need like electricity. It was then that the villagers approached the CONASC coordinator of Chopra area and requested help. The coordinator took it up promptly and requested the villagers to attend the next Regional Office meeting with all papers. The case was heard in presence of the Divisional Manager, CGRO and Regional Manager. The Station Manager, who was also present for the meeting cited the non-availability of transformers and expressed helplessness on his part. The Divisional Manager & Regional Manager promptly communicated with the supplies department and placed a request to supply the transformer. Following this, the village transformer was soon replaced and the blackout ended. The whole process took about three weeks time. The case highlights that how a bit of awareness and proper guidance can effectively help common consumers to deal with everyday issues that face them.