



CONSUMER CAMPS

GRAHOKER MUKHO-MUKHI



Joint Initiative by CESC Ltd. And CUTS International

Interim Report

CUTS International
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Title: Grahoker Mukho-Mukhi

Objective: The main objective of the consumer's camp is to create a platform for one to one interaction between consumers and the service provider, CESC, with an aim to ultimately help consumers with their problems, grievances and hence improve customer satisfaction for CESC.

Target Groups:

Urban Consumer which comprises of

- Domestic consumer
- Industrial consumer
- Commercial. Consumer

Background and Status: Initially 3 camps were organised as a pilot to understand the feasibility and effectiveness of such camps. Following this CESC & CUTS agreed to jointly organise 50 camps in total over a period of 1 year. These Consumer Camps are being organised in collaboration with local clubs & associations in all areas that CESC caters to. Till date 8 camps have been organized.



Snapshot of Meetings organised so far:

<i>Sl No</i>	<i>Date</i>	<i>Meeting Place</i>	<i>CESC Districts</i>	<i>No. of Consumers</i>
1	26.08.10	41 Pally	South West	25
2	07.12.10	Ajeya Sanghati	South West	6*
3	20.12.10	MGR Bikash Seba Sangha	Calcutta Central	20
4	21.12.10	Mahua Club	North Suburban	25
5	12.01.11	Amra Sabai Club	North Suburban	30
6	19.01.11	Ruralnet	Serampore	12
7	28.01.11	Balaka Sporting Centre	Serampore	36
8	16.02.11	Society for Educational & Environmental Development	Howrah	35
9	24.02.11	Protect Environment and Nature	Howrah	15
10	05.03.11	Sampa Mirza Nagar Cooperative housing Society	West Suburban	8*
11	11.03.11	Samparka	Howrah	24
12	24.03.11	Swaviman Society	Calcutta North	14
13	25.03.11	Behala Samsad & Swaviman Society	South West	23

** These Camps had low participation due to incumbent weather conditions; however consumers came with their problems and were attended to.*

Feedback:

Feedback was collected from consumers during the camps and the problem raised by them were analysed CESC district-wise to help understand the extent and subject of the issues that exist. The overall experience so far indicates that consumers are mostly happy with CESC service in the recent times.

An analysis of the problems raised under different heads was also done to identify the main issues that consumers raised. The main heads have been categorised as Billing Problem, Meter, Tariff, Power Cut, Voltage and Others. The other category includes specific problems raised by consumers on issues like security deposit, load shedding, temporary connections, repair & maintenance, safety, etc. The analysis revealed that for most of the camps organised, consumers with “No Problems” constitute the majority. It was observed that so far most of the problems discussed were specific individual problems rather than systemic ones leaving out one or two instances.

Issues with implementation:

The camps were started off towards the end of August 2010. The ensuing months being puja months most of the clubs expressed inability to organise camps being busy with their puja preparations. Post the pujas what was observed was that many of the clubs recommended are more of Puja Committees than full fledged clubs and hence they have very little activity saving the organising of the pujas. Some others felt that they don't have enough issues in their locality to organise such an event.

To work past these issues it was suggested that areas with more problems could be targeted for a higher interest level. Accordingly Howrah & Srerampore were targeted and that proved to be

fruitful. It was also observed that consumers in the outskirts were more interested to participate than those in proper Kolkata. Further the CUTS team felt that in addition to clubs other associations like NGOs and VCOs could be targeted for this. This change in strategy helped to increase the frequency of the camps and in the last four months, viz. December, January, February & March a total of eleven (11) camps were successfully

Plan Ahead:

The new strategy to approach NGOs and VCOs along with clubs will be continued. A few more camps are already in the pipeline and now thrust will be given to cover those districts of CESC that have not been covered alongside focusing on the more problem prone areas as already suggested by CESC officials. In the next two months camps are expected in the CESC Districts of Howrah, Calcutta North, Northern, South-West, Southern and Serampore.

Annexure

<i>Sl No</i>	<i>Date</i>	<i>Meeting Place</i>	<i>CESC Districts</i>	<i>Participants from CESC</i>	<i>Participants from CUTS</i>	<i>Participants from CLUB</i>	<i>Number of Consumers</i>
1	26.08.10	41 Pally	South West	Dilip Samajpati. R.anjan Banerjee. Ranita Chanda Gopal Patra.	Prithviraj Nath. Susanta Banerjee. R. Prasant.	Amal Banerjee Secretary Dipankar Chatterjee	25
2	07.12.10	Ajeya Sanghati	South West	Ranjan Banerjee. Gopal Patra.	Prithviraj Nath. Susanta Banerjee.	Hillol Ghosh Secretary	6
3	20.12.10	MGR Bikash Seba Sangha	Calcutta Central	Gopal Patra. Sraboni Sett	Prithviraj Nath. Susanta Banerjee.	Ruma Ghosh Secretary	20
4	21.12.10	Mahua Club	North Subarban	Gopal Patra. Tarun Chakraborty Sumit Bhattacharya	Prithviraj Nath. Sumanta Biswas. R. Prasant.	Swapan Ghosh Secretary	25
5	12.01.11	Amra Sabai Club	North Subarban	Gopal Patra. Soumabrata Majumdar.	Susanta Banerjee. Sumanta Biswas.	Sumit Biswas	30
6	19.01.11	Ruralnet	Serampore	Gopal Patra.	Susanta Banerjee. Sumanta Biswas.	Samar Bhowmik Secretary	12
7	28.01.11	Balaka Sporting Centre	Serampore	Gopal Patra.	Prithviraj Nath. Susanta Banerjee.	Tapan Saha Secretary	36
8	16.02.11	Society for Educational & Environmental Development	Howrah	Gopal Patra. Subhra Chatterjee	Susanta Banerjee. Sumanta Biswas.	Kishor Sribastav Asst. Secretary	35

9	24.02.11	Protect Environment and Nature	Howrah	Somnath Bhattacharya Gopal Patra	Susanta Banerjee R. Prasant	Sailendra Jaiswal Asst. Sec.	15
10	05.03.11	Sampa Mirza Nagar Cooperative housing Society	West Suburban	Ranjan Banerjee. Ranita Chanda Gopal Patra	Susanta Banerjee N. K. Sinha	Chinmoy Samajdar President	8
11	11.03.11	Howrah Samparka	Howrah	Santosh Sharma Gopal Patra	Prithviraj Nath Susanta Banerjee	Soma Ghosh Secretary	24
12	24.03.11	Swaviman Society	Calcutta North	Sumit Bhattacharya Gopal Patra	Sumanta Biswas R. Prasant	Sanchita Mitra Secretary	14
13	25.03.11	Behala Samsad & Swaviman Society	South West	Ranjan Banerjee Gopal Patra	Prithviraj Nath R. Prasant	Sanchita Mitra Secretary	23