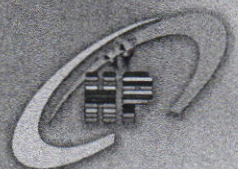


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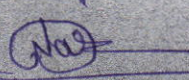
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वित्तविना शूद्र रवचले, इतके अनर्थ एका अविद्येने केले

-महात्मा ज्योतीराव फुले

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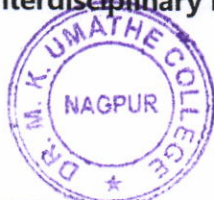
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A Study Of Consumer Services Facility Provided By Msedcl

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Abstract

Electricity is one of the basic necessities in today society. In spite of this, there seems to be little knowledge among the customer community about its system of operation, the acts and regulations governing it, as well as their rights and duties related to it. It is directly related to general public, so it must provide prompt services to the consumers. The dependence for electricity in one's day to day life is almost endless. Power distribution companies are struggling with low customer satisfaction, Electricity Distribution customers complain of higher power tariffs and low service levels. The results reveal that these customers were not satisfied and there was a good scope for improvement.

Keywords: Consumer Services, MSEDCL

Introduction

Electricity is one of the most vital services in modern society and is proving to be almost indispensable in all spheres of life. Its use ranges from lighting homes and streets, and running appliances, to pumping water in the farms, enabling communication and entertainment, and running industries and commercial establishments. Availability of

electricity and the extent of electrification is often related with the development status of a country.

The modern society is so much dependent upon the use of electrical energy that it has become a part of our life. Electrical energy is superior to all other forms of energy due to its cleanliness, convenient form, easy control, greater flexibility and high transmission efficiency.

Electricity is one of the basic necessities in today society. In spite of this, there seems to be little awareness among the consumer community about its system of operation, the acts and regulations governing it, as well as their rights and responsibilities related to it. There is also very little awareness about how the electricity company operates.

The Maharashtra State Electricity Board (MSEB), constituted in 1960 was the vertically integrated state-owned electric utility in the State of Maharashtra. Erstwhile Maharashtra State Electricity Board was looking after Generation, Transmission & Distribution of Electricity in the State of Maharashtra barring Mumbai. On enactment of Electricity Act 2003, MSEB was unbundled into 4 Companies viz. MSEB Holding Co. Ltd., Maharashtra State Electricity Distribution Co. Ltd. (MSEDCL or MahaDiscom or Mahavitaran), Maharashtra State Power Generation Co. Ltd. (MSPGCL or Maha Genco) and Maharashtra State Electricity Transmission Co. Ltd. (MSETCL or Maha Transco) on 6th June 2005.

Mahavitaran or Mahadiscom or MSEDCL (Maharashtra State Electricity Distribution Company Limited) is a public sector undertaking (PSU) controlled by the Government of Maharashtra. MSEDCL is the largest power distribution entity in India with consumer base of over 2.30 crore spanning over 3.08 lakh sq.km geographical area of Maharashtra. MSEDCL supplies electricity to the entire state of Maharashtra excluding the island city of



Mumbai. As it is most advancing sector and working of company and also is directly related to general public, so it must provide prompt services to the consumer and also consumer approach (as they suffers both mentally and economically) towards M.S.E.D.C.L. with positive attitude. MSEDCL provides various consumer services facility such as New Connection, **View & Pay Bills Online, Consumer Web Self Service, Prepaid Meter Online Recharge**, Go Green facility, Application Form, Distribution Open Access, Know Your Bill Format, Centralized Customer Care (CCC), Consumer Facilitation Centers.

Indian Energy Scenario

India ranks sixth in the world in total energy consumption, whereas more than 70% of its primary energy needs are being met through imports, mainly in the form of crude oil and natural Gas. Coming to the power generation in the country, India has increased installed power capacity from 1365 MW to over 112,059 MW since independence and electrified more than 550,000 villages. This achievement is impressive but not sufficient. The electricity consumption per capita for India is just 566 KWh and is far below most other countries or regions in the world. Even though 86% of villages are considered electrified, around 58% of the rural households and 11% of urban households, i.e. 85 million households in the country, do not have access to electricity. Electricity consumption in India is expected to rise to around 2282 BkWh by 2021-22 and around 4550 BkWh by 2031-32.

Objective of the study

- To study the 'consumer services facility' provided by MSEDCL and 'customer satisfaction'
- To know regarding how various services offered by the M.S.E.D.C.L.

Literature Review

Rekettye and Pinter (2000) conducted a study on customer satisfaction and price

acceptance in the case of electricity supply aiming at exploring the relationship between satisfaction and price acceptance in the case of a basic utility. The research was used a face-to-face questionnaire survey of a representative sample of randomly selected 1384 residential consumers in Hungary. The findings found that satisfied customers have higher price acceptance. While Rekettye and Pinter's study (ibid) was about customer satisfaction and price acceptance, this study is about assessing customer satisfaction on electricity conventional billing system in Tanzania.

Usman Abdullateef (2013), paper focuses on the determinants of electricity consumers satisfaction in selected electricity distribution zone in Nigeria. To achieve the objective, the paper designs a scheme for evaluating customer's satisfaction with a view to determine their level of satisfaction and in the process compute satisfaction index. The paper observed that consumers are at corner solution until the unbundling of the sector into DISCOs. It employed the Fussy Entropy to identify three classes of determinants of consumers satisfaction. The resulting indexes of consumers satisfaction shows that the consumers are not satisfied with the services of the DISCO. The paper concludes with policy recommendation to all stakeholders.

Research Methodology

The information collected from primary or secondary both. Primary data are those, which are gathered specifically for the project at hand directly e.g., through questionnaires and interviews. Primary sources include domestic consumers, agricultural consumer and commercial consumer. Secondary data generally published sources, which have been collected originally for some purpose.

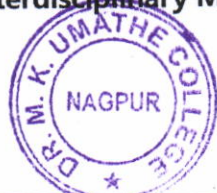


Table no 1.1 Sample size

Respondents	Actual	Received
Agricultural customer	150	141
Domestic customer	150	142
Commercial customer	150	139
Total	450	422

The process of data analysis

The hypothesis formed and questionnaire was prepared. For in-depth analysis further hypothesis were formed and tested using appropriate statistical tool. The area of research is Bhandara district Sample is drawn using Stratified random sampling. Pilot survey was done and questionnaire was further improved. The response then collected. Final number of response which were complete and without any error was selected for data analysis. Response from 422 respondents out of 450 were used for final data analysis.

Hypothesis

H₀: There is no significant relationship between the 'consumer services facility' provided by MSEDCL and 'customer satisfaction'

H₁: There is significant relationship between the 'consumer services facility' provided by MSEDCL and 'customer satisfaction'

The relationship between two the variables which are 'consumer services facility' provided by MSEDCL and 'customer satisfaction' were selected and response was taken on 5 point scale where 5 being Strongly agree to 1 being strongly disagree. And there correlation is tested using Pearson Correlation.

Table No 1.2 (Reliability Statistics H1)

Cronbach's Alpha	N of Items
.866	2

The table 1.2 Shows the alpha coefficient for the two items is .866, suggesting that the items have relatively high internal consistency.

Table No 1.3 (Correlations H1)

		'consumer services facility' provided by MSEDCL	'customer satisfaction'
'consumer services facility'	Pearson Correlation	1	.764**
	Sig. (2-tailed)		.000
	N	422	422
'customer satisfaction'	Pearson Correlation	.764**	1
	Sig. (2-tailed)	.000	
	N	422	422

** . Correlation is significant at the 0.01 level (2-tailed).

From Table No 1.3 we can see that the correlation coefficient between the 'consumer services facility' provided by MSEDCL and 'customer satisfaction' is 0.764 and the p value for two tailed test of significance is less than 0.0005. From these figures we can conclude that there is strong positive correlation between 'consumer services facility' provided by MSEDCL and 'customer satisfaction' and that this correlation is significant at the significance level of 0.05. Thus the Null hypothesis is rejected and we can accept the hypothesis that there is significant relationship between 'consumer services facility' provided by MSEDCL and 'customer satisfaction'.

Data Analysis And Interpretation

Data Analysis

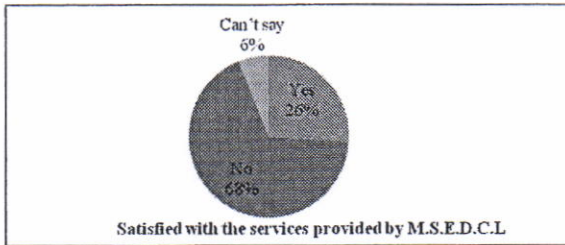
Analysis of data is a process of inspecting, cleaning, transforming the data with the objective of highlighting the most useful information and based on it suggesting conclusion which will help in decision making.



Table no 1.4 Satisfied with the services provided by M.S.E.D.C.L

Yes	26%
No	68%
Can't say	6%

Graph no 1 Satisfied with the services provided by M.S.E.D.C.L



Interpretation: Only about 26% respondents are satisfied with the services provided by M.S.E.D.C.L. while most of the respondents i.e. near about 68% respondents are unsatisfied about the services provided by M.S.E.D.C.L., 6% can't say anything for the same.

Conclusion

The study reveals that

- From the above mentioned table it is concluded that there is strong positive correlation between 'consumer services facility' provided by MSEDCL and 'customer satisfaction' and that this correlation is significant at the significance level of 0.05. Thus the Null hypothesis is rejected and we can accept the hypothesis that there is significant relationship between 'consumer services facility' provided by MSEDCL and 'customer satisfaction'

- The majority of the customers are not satisfied with the services offered by M.S.E.D.C.L.

- The MSDCEL has to work hard on increasing the awareness level. Sometime customer is not happy simply because he doesn't know that a particular service is available which will make life easy for both.

Suggestions

- As the nature and working of M.S.E.D.C.L. is vast and is directly related to general public and as the general public may

suffer a lot i. e. mentally, physically and economically through it, so if proper and particular distribution of work is allotted to any particular employee or officer, the employees overburden may reduce and then and only then employees in a position to provide prompt service to the customers.

- It is the duty of every consumer to make their bill payments from promptly to get good service from the company.

- Establishment of new Consumer facilitation cell or public relation cell at every Tahsil level will rectify the service related complaining problem of customers.

- M.S.E.D.C.L. employee's smooth relation with customers and customer's positive approach towards M.S.E.D.C.L. may solve the problem of M.S.E.D.C.L. to some extent.

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