





## Citizens' Voice Project

Grant Agreement No. CVP 060

# **Baseline Perception Survey Report**

# Enhancing Citizens Voice and Accountability in Service Delivery by DISCOs

#### Disclaimer:

Citizens' Voice Project is being implemented with support from the American People through the U.S. Agency for International Development (USAID). The contents of this report are the responsibility of Techno Green Associates, and do not necessarily reflect the views of USAID or the U.S. Government.

## **List of Acronyms**

TGA - Techno Green Associates

GEPCO - Gujranwala Electric Power Company

DISCOs - Distribution Companies

NEPRA - National Electric Power Regulatory Authority

CSO - Civil Society Organization

PMEP - Performance Monitoring and Evaluation Plan

CVP - Citizen's Voice Project

TDEA - Trust for Democratic Education and Accountability

TAF - The Asian Foundation

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#### A. BACKGROUND

In order to assess the issues related to NEPRA regulatory environment and citizen's perception regarding GEPCO service delivery, a perception/baseline survey of the citizen's / households carried out in the urban and rural areas (one tehsil only) of Gujranwala. This survey reflected the peoples' satisfaction level on the performance, key issues and problems related with GEPCO /NEPRA, status of complaint redressal and recommendations for the improvement in the governance of energy sector.

The findings of the perception survey shared with all the key stakeholders. The results compiled on the basis of perception survey helped to identify the issues that are hampering the smooth and sustained supply of electricity as per defined quality parameters. It has also helped to identify the knowledge gaps among the citizen's and civil society organizations. The identification of knowledge gaps was beneficial in organizing the knowledge sharing seminars for the members of CSOs and citizens and also helped in formalizing recommendations for policy dialogues with the service providers and other relevant supply side stakeholders.

#### B. Perception Survey Methodology and Description

After developing and getting approval of Perception Survey Questionnaire, TGA started conducting perception survey in Rahwali (Urban Tehsil) and Badhoki (Rural tehsil) areas of district Gujranwala. Total 4 enumerators, 2 each for urban and rural area were hired and trained for data collection.

Total 200 respondents were interviewed, 100 each from both targeted areas in Gujranwala city using a structured questionnaire format. Respondents of perception survey were mixed from individuals/household consumers, commercial and industrial sectors. Personal face to face interviews had been conducted. On average the duration of each interview lasted for 30-40 minutes.

The questions included in the interviews were both open (generated qualitative data) and close ended (generated quantitative), were neutral and clear to the interviewee and mainly covered:

- Behavior / experience
- Opinion or belief
- Feelings
- Knowledge
- Sensory
- Background / demography

The following guidelines were provided to TGA Team for conducting perception / baseline survey:

#### Before Interview:

- Set the meeting dates, times and location
- Make a reminder phone call

#### During interview:

- Greet your informant in a culturally appropriate way
- Start by introducing the subject and interview based on the introduction
- Assure that the person(s) being interviewed understands and trusts that the responses will be confidential
- Record only brief notes during the interview
- Remember phrases that the respondent uses and use them for your questions
- Follow the flow of the discussion
- Ask probing questions
- Write answers down on each questioning sheet (i.e. paper copy)
- Take adequate notes, yet remain in eye contact with the interviewee, i.e. be engaged and listen actively, do not only look at your interview questionnaire & notes.
- Avoid passing opinions or judgments, treat the respondent as an equal
- Thank the respondent at the end and leave time for questions

#### After Interview:

- Immediately after the interview elaborate on notes
- Put notes into word document template (i.e. electronic copy)
- In the unfortunate case that certain sections or questions were not answered (e.g. forgotten) and this is realized when inserting the data into the word template, contact the interviewee, explain the situation and ask that particular question over the phone
- Analyze the information at the end of each day of interviewing
- Finalize the electronic document
- Tabulate Results & Prepare a report on key findings

#### C. Data Analyses

#### Section 1

First section of the questionnaire was developed to collect respondents' personal information including name, designations, contacts, educational background and the areas where they live.

The area wise sample size of respondents is shown in following table.

AREA		SAMPLE	PERCENTAGE
RAHWALI			
DEMESTIC		70	35%
COMMERCIAL		20	10%
INDUSTRIAL		15	8%
BADHOKI			
DEMESTIC		78	39%
COMMERCIAL		11	6%
AGRICULTURAL		6	3%
	TOTAL	200	100%

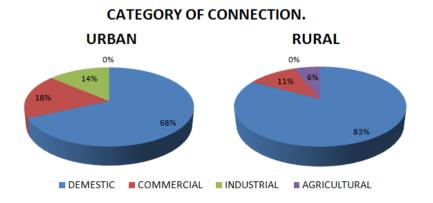
#### Section 2

Second section of Questionnaire was about details of power connections, i.e. category & Type of connections installed.

#### 2.1. Category of connection:-

In order to understand issues and problems of different categories of power consumers in urban and rural areas of targeted tehsils in distric Gujranwala, commercial, industrial and agricultural consumers were also included in survey in addition to domestic consumer.

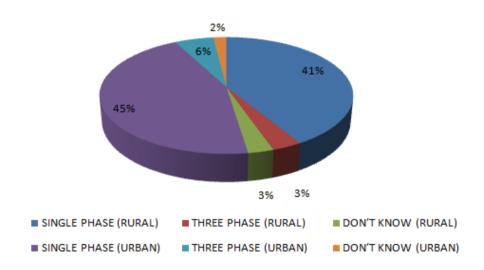
As per below graph, 68% domestic connections in urban area, 18% commercial connections and 14% industrial consumer respondents were surveyed. Whereas in rural areas 83% connections are domestic, 11% are commercial and 6% connections are agricultural while no industrial connections are present in rural areas.



#### 2.2 Type of Connection:

Most of the connection types were single phase in intervention areas as shown in below graph. Around 41% of surveyed connections in urban are single phase, 6% are three phase while 3% have no knowledge about their type of connection. On the other hand in rural areas 45% connections are single phase, 3% connections are three phase and 3% don't know about their type of connection. Generally we see that in both the areas Rahwali (urban) and Badoki Gosaian (rural) majority of the consumers are low electricity users.

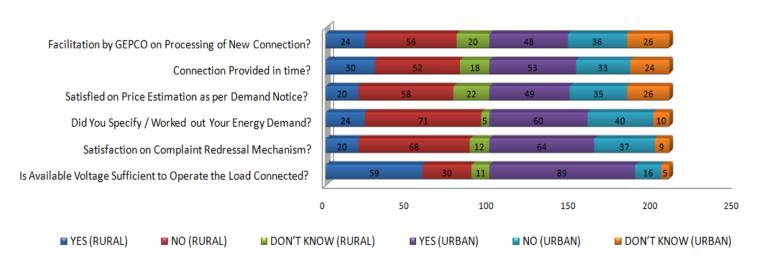
#### TYPE OF CONNECTION.



#### Section 3:

Consumer's Satisfaction Level was focused in this section including billing procedures, GEPCO complaint redressal mechanism, new meter connection and GEPCO working conditions.

#### CONSUMER'S SATISFACTION LEVEL



#### Processing of new connection

The survey analysis also showed that 24% of rural and 48% of urban people say that they were facilitated by GEPCO on processing of new connection. On the other hand 56% rural and 36% urban people say that they were not facilitated and 20% of rural people and 26% of urban people don't know whether they were facilitated or not so we can say that less than 50% of the surveyed people were facilitated at the time of new connection whereas more than 50% were not facilitated therefore GEPCO officials be encouraged to learn to facilitate people at the time of new connections.

#### Timely connection

Survey shows that about 30% of rural and 53% of urban people say that they were provided with the connection timely and on the other hand 52% of rural 33% of urban were not provided with the connection timely. 18% of rural and 24% of urban people don't know whether the connection was provided timely or not. Majority of rural people say that they were not provided with the connection in time whereas a majority of the urban people are satisfied with the timely provisioning of connections by GEPCO. Since the indicator is clearly evident of the fact that GEPCO is not treating rural people at par with the urban therefore the distribution company officials be motivated/encouraged to treat their consumers equally irrespective of their background and develop a customer friendly attitude.

#### Price Estimation

As obvious from above graph that 20% of rural and 49% of urban people is satisfied with the price estimation as per demand notice. On the contrary 58% of rural and 35% of urban people are not satisfied with the price estimation and 22% of rural and 26% of urban people don't know whether they are satisfied with the price estimation as per demand notice or not.

#### Energy Demand

About 24% of the rural and 60% of the urban people say that they did specify/worked out your energy demand while 71% of the rural and 40% of the urban do not agree with them. Also 5% of the rural and 10% of the urban people doesn't know whether they specify/worked out your energy demand or not.

#### Complaint Redressal Mechanism

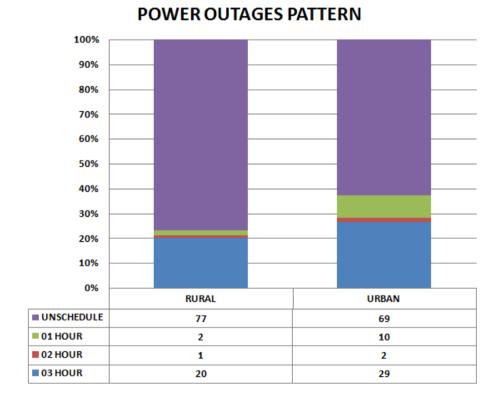
Around 20% of rural and 64% of urban say that they are satisfied with the complaint redressal mechanism and 68% of rural and 37% of urban are not satisfied with the complaint redressal mechanism. Whereas 12% of rural and 9% of urban don't know about their satisfaction levels, on complaint redressal mechanism.

#### Sufficiency of available voltage

59% of rural and 89% of urban people agree that the available voltage is sufficient to operate the load connected while 30% of rural and 16% of urban people don't agree with it. On the other hand 11% of the rural and 5% of the urban people doesn't know whether the available voltage is sufficient to operate the load connected or not.

#### **Power Outages Pattern**

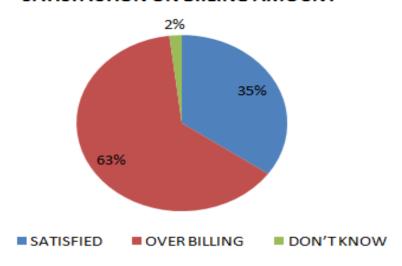
In rural 2% people say that the power outage is for 1 hour, 1% for 2 hours and 20% for 3 hours. Whereas in urban areas 10% people say that power outage for 1 hour, 2% for 2 hour and 29% for 3 hours. While 77% in rural and 69% in urban say that the power outages are unscheduled meaning thereby the pattern in power outages is unpredictable especially if we see nowadays about 12 hours load shedding is enforced in urban areas and 14 to 18 hours in rural areas.



#### **Satisfaction on billing Amount**

Collectively for urban and rural 63% people say that overbilling is done, 35% people are satisfied by their billing amount and 2% people don't know anything about their billing which shows that majority of the people are unsatisfied about their billing. This dissatisfaction level seems alarming and needs immediate remedial measures.

#### SATISFACTION ON BIILING AMOUNT



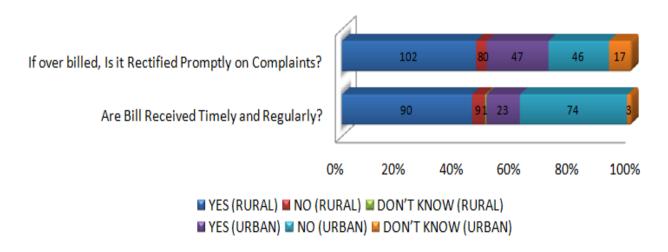
#### **Receival of Bills**

90% rural people say that they receive their bills timely and regularly and 23% of the urban people agree with them. About 9% of rural and 74% of urban people do not receive their bills timely and regularly and about 1% of rural and 3% of urban don't know.

#### **Rectification of bills**

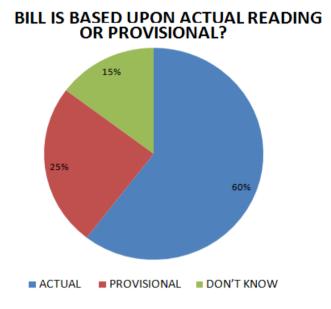
About 102% of rural and 47% of urban say that if over billed, the complaints are rectified promptly on time whereas 80% of rural and 46% of urban say that their complaints are not rectified promptly.17% of urban people don't know whether their bills are rectified promptly or not.

#### **BILLING PROCEDURE**



#### **Actual and Provisional Reading of Bill**

Collectively for urban and rural areas 60% people say that actual bill reading is done while 25% people say that provisional bill reading is taking place and 15% have no idea about their bill reading type.

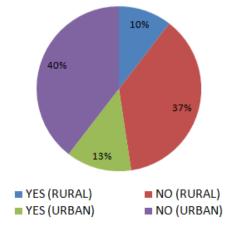


Consumer's Knowledge on GEPCO Working and Recommendations

#### Billing method/Tariff

About 10% of rural people have knowledge about Billing method/Tariff and 37% have no knowledge about it whereas in urban areas 13% know about Billing method and Tariff and 40% people does not know about it. Overall we can say that majority of the people have no knowledge about billing method and tariff. Therefore it is of utmost importance that regulator and GEPCO must acquaint people through public messages through media regarding billing method and tariff

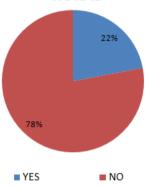




It can be further viewed in detail by taking into account rural and urban areas separately.

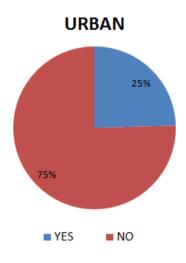
• **Rural:** About 22% of the rural area population says that they now about billing method/Tariff and the remaining 78% have no knowledge about it.

DO YOU KNOW BILLING METHOD / TARRIF?
RURAL



• **Urban:** About 25% of urban people have knowledge about Billing Method/Tariff while the remaining 75% which is a majority don't know about it.

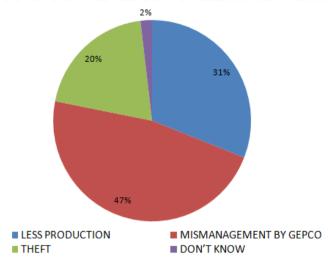
DO YOU KNOW BILLING METHOD / TARRIF?



#### Reason of Electricity Shortfall

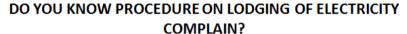
In response to this question 2% were totally unaware, 31% think it is due to less production, and 20% attributes shortfall to theft whereas the vast majority of about 47% thinks that it is all due to mismanagement on the part of GEPCO. General perception of the masses indicates that GEPCO requires an overhauling of its management mechanism for sustainable and affordable supply to its consumers.

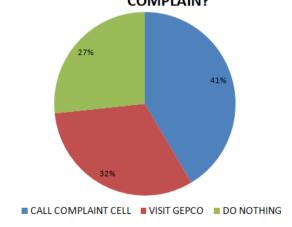
#### DO YOU KNOW THE REASON OF ELECTRICITY SHORTFALL?



#### Lodging of Electricity Complain

This indicator shows that about 27% people do nothing if anything goes wrong, 41% of the surveyed people call complain cell if anything goes wrong and 32% visit GEPCO office for lodging their complaint. It means more than two third of the masses, resort to one way or the other as per their commitment and availability, to lodge their complaint and are quite familiar to this initial step of lodging of electricity complain. It also shows that handsome number of surveyed people in this case 27% of them requires acquaintance with the first step at least to register their grievances.

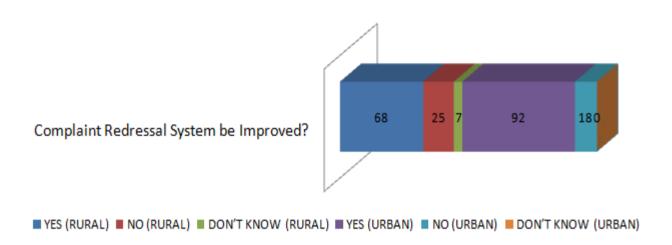




#### **Recommendation by Consumers**

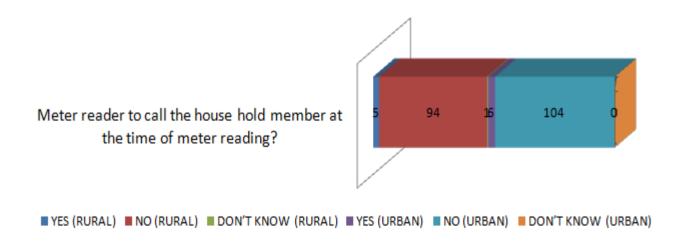
#### Improvement of Complaint Redressal Mechanism

About 68% of the rural and 92% of the urban people say that the complaint redressal mechanism should be improved and 25% of rural and 18% of urban people don't agree with them. Whereas 7% of the rural people don't know what to say.



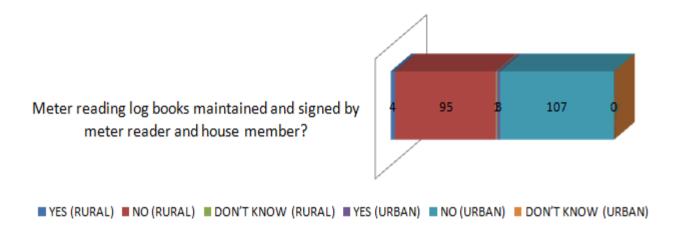
#### Meter Reading

About 5% of urban and 6% of urban people say that the meter reader call the house hold member at the time of meter reading and on the other hand 94% of rural and 104% of urban people don't agree with them. Also 1% of rural people don't know whether the meter reader call the house hold member at the time of meter reading or not.



#### Meter reading log books

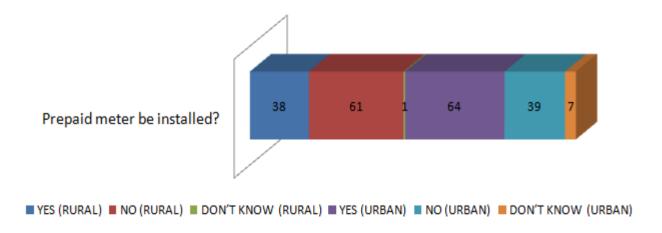
About 4% of rural and 3% of the urban agree that meter reading log books are maintained and signed by the meter reader and house member and 95% of rural and 107% of urban don't agree with them. On the other hand 1% of rural people don't know whether the meter reading log books are maintained and signed by the meter reader and house member or not.



**Figure 3.13:-**Meter reading log books maintained and signed by meter reader and house member?

#### Prepaid meter

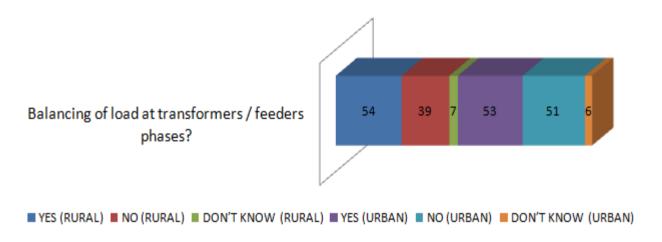
38% of the rural people and 64% of the urban people agree that the prepaid meter be installed while 61% of the rural people and 39% of the urban people don't agree with them. On the other hand 1% of rural people and 7% of urban people don't know whether prepaid meter be installed or not.



**Figure 3.14:-**Prepaid meter be installed?

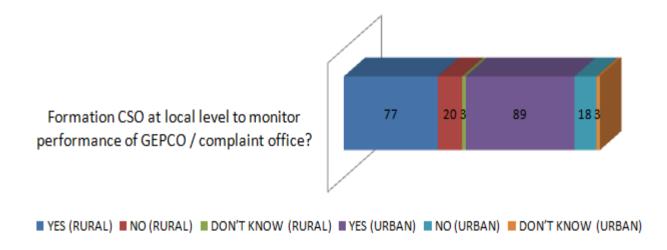
#### **Transformers/feeders phases**

It is obvious from below graph that 54% of the rural and 53% of the urban people agree of balancing of load at transformers/feeders phases and on the other hand 39% of rural and 51% of urban people don't agree with them. And 7% of rural and 6% of urban people doesn't know whether the loads should be balanced at transformers/feeders phases or not.



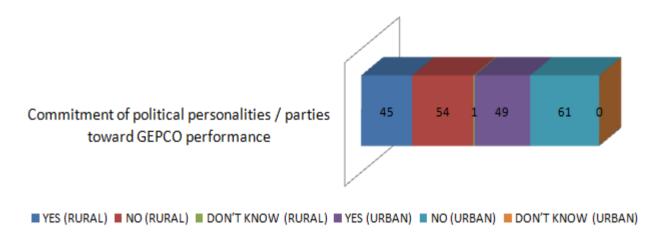
#### Formation of CSO at local level

Study also revealed that 77% of rural people and 89% of urban people say that formation of CSO at local level to monitor performance of GEPCO/Complaint office is a positive step while 20% of rural people and 18% of urban people don't agree with them. On the other hand 3% of rural and 3% of urban people doesn't know whether formation of CSO at local level to monitor performance of GEPCO/complaint office is a positive step or not.



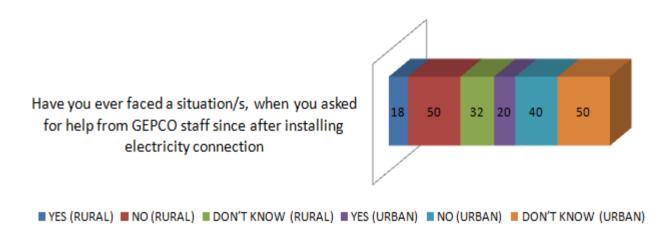
#### Political personalities/parties

About 45% of rural and 49% of urban people say that commitment of political parties/personalities toward GEPCO performance is a positive step whereas 54% of rural people 61% of urban people don't agree with them and 1% of rural people don't know.



#### Help from GEPCO staff

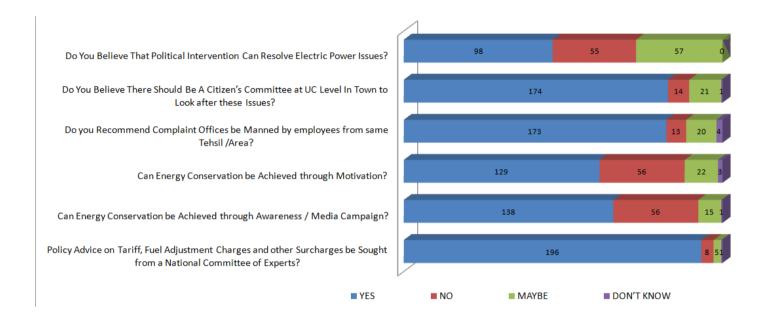
About 18% of rural people and 20% of urban people say that yes they have faced a situation/s, when they asked help from GEPCO staff since after installing electricity connection and 50% of the rural people and 40% of the urban people haven't encountered such a situation while 32% of rural people and 50% of urban people don't know.



#### **Actions to reduce electricity crisis**

#### **Policy Action**

- **Political intervention:** About 98% of the people believe that political intervention can resolve Electric power issue. On the contrary 55% of the people don't agree with it and 57% people said maybe.
- Citizen's committee: About 174% of the people believe that there should be a
  Citizen's Committee at UC Level in Town to look after these issues while 14%
  of the people don't agree with them. On the contrary 21% people said maybe
  and 1% doesn't know.



- Complaint offices manned by employees from same Tehsil/Area: About 173% of the people recommend that complaint offices should be manned by employees from same Tehsil/Area while 13% of the people don't agree and 20% said maybe and 4% of the people don't know.
- Energy Conservation through Motivation: About 129% of the people agree that energy conservation can be achieved through motivation and 56% of the people don't agree and 22% said maybe and 3% don't know.
- Awareness/Media Campaign: About 138% of the people agree that energy conservation can be achieved through Awareness/Media campaign and 56% of the people don't agree and 15% said maybe and 1% don't know.
- National Committee of Experts: About 196% of the people agree that policy advice on Tariff, fuel adjustment charges and other surcharges be sought from a National Committee of experts while the other 8% don't agree and 5% said maybe and 1% doesn't know.

#### D. Conclusion/ key findings:

We are at the point where energy crisis is considered to be the most serious problem that exist is Pakistan. We are in the grip of a serious energy crisis that is affecting all sectors of the economy and the various segments of the society. As the situation stands to-day, there are hardly any immediate solutions to resolve the issue.

A change of attitude and a change of life style is needed at the national level which should be triggered by the ruling elite, civil society groups, and followed by all segments of the society that have access to electricity. Our people have to draw a clear line between basic necessities and luxuries because there is not enough electricity to meet both requirements. At best there could be some short and long-term solutions to the crisis but they need immediate planning and execution with a massive investment. There is no any room for neglect or further delay.

The reasons behind energy crisis are poor management, uneven priorities of the concerned authorities and lack of accountability on part of those who stay at the rudder of affairs. It is also necessary to clear the point that if provincial governments are not capable to generate power or there is conflict among them on the issue, then federal government can play a role to support and resolve the concerns. Work on the development of small and large dams should be started immediately to reduce energy crises.

If load shedding is still unavoidable despite all these measures, GEPCO should organize the cuts in a sensible way to cause minimum discomfort. Load shedding schedules should be properly planned and announced.

We must try our best to adopt energy management as individual and at national level. We must help those societies and groups who are working for this cause.

#### E. PROBLEMS FACED:

- Usually people do not participate in such interviews because some of the officials have to take permission from their concerned authorities.
- Due to protests outside GEPCO Offices the officials were not available to spare any time for interview which resulted in delays.
- Respondents usually do not trust on such interviews due to their concerns about confidentiality of their personal information and other data.

#### F. STRATEGY USED TO RESOLVE ISSUES AND PROBLEMS:

- Project team ensured the confidentiality of the data to interviewees. Took interviews through proper channel by requesting higher authorities via different meeting and discussions.
- The team did proper follow up of every interviewee and managed time as per the interviewees' convenience.

#### G. <u>LESSONS LEARNED:</u>

Threat of energy crisis can be overwhelmed by government through making effective policies and its proactive implementation because energy crisis has, more or less, weighed down all sectors of Pakistan's machinery ranging from economy to industry, agriculture to social life, inflation to poverty and it is obstructing national progress very seriously. However, the role of Civil Society Organization will remain as important as other concerned departments' because change in our behaviors and lifestyles can make the difference.

## **Consumers Perception Survey on GEPCO Services - Gujranwala District**

Stall Florite					
Name of the Enumerator		-	Date:		/
Team A (Urban) /			Outreach		
Team B (Rural)			oordinator		
1. Particulars of the Co	onsumer	1		1	
1.1. Name of the respondent			1.2. Educat	tio	
	☐ Male		1.4. Fam	nil	
1.3. Gender	Female		y size		
	Terriale				
LOCATION					
1.5. Address (House # street #				1.6.	District
if exists, if not					
then village or Mohallah name)					
Wionanan name)			1.8. Un	ion	
1.7. Tehsil			Coun	cil	
	☐ Business M	lan; □ Govt. E	l mployee; □	Farmer	
1.9. Occupation	☐ Owner; □	Tennant			
					□ Other
		1.11 Name			Information
		In Case of			(Specify)
1.10. Name of unit /		Double			
Family Head		Occupancy			
1.12. Telephone			4.40 =		
Number			1.13. Ema	ii (if any)	
<ul><li>2. Power Connection</li><li>2.1 Category of Connection</li></ul>		tioned Load			
2.1 Category of Colline	Mon and Jane	doned Load			
□ Domestic ; k	⟨W □ Com	mercial;	- KW;	□ Industria	I; KW; □
Agricultural:	- KW				

2.2. Type of Connection?				
□ Single Phase	☐ Three Phase;	□ <b>M</b>	eter Type:	
Standard/ MDI / TODO				
2.3 Average Monthly Consumption				
	K/N/∐· Do	v Do		
2.3.1. Summer				
2.3.2. Winter				
2.4 Understanding on the Type of the	Connection and Ta	ariff?		
MDI reading ☐ Yes ☐ No	Tariff	□ Yes □ N	No Billi	ing
3. Consumer's Satisfaction Level				
3.1. Key Issues				
3.1.1. Facilitation by GEPCO on Pro	ocessing of New C	onnection?		
□ Yes	□ No	Comments if any	/	
3.1.2. Connection Provided in time?	)			
□ Yes	□ No Cor	nments if any		
3.1.3. Satisfied on Price Estimation	as per Demand N	otice?		
□ Yes	□ No ;	Paid in Pak	Rupees	
(Against Demand Notice) 3.1.4. Did You Specify / Worked out	Vour Energy Dom	and?		
3.1.4. Did 10d Specify / Worked out	Tour Energy Dem	anu :		
□ Yes	□ No			
3.1.5. Satisfaction on Complaint Red	ressal Mechanism	?		
□ Yes □ No.	Indicate Respons	e Time of GEPCC	) □ 1hr □ 2	?hr □3h
3.1.6. Power Outage after every :				
		<b>5.4</b> 1.		
	2hr	☐ 1hr		
3.1.7. Is Available Voltage Sufficient	t to Operate the Lo	au Connecteu?		
□ Yes	□ No			
3.1.8. How do you usually hear abou	ut power outages?			
☐ Neighbor ☐ GEF	PCO announcemer	nt in Newspapers	☐ Electronic media	a e a
T.V & Radio   Do not know				. J.y
3.1.9. Billing procedure				

3.1.9.1 Satisfaction on bil	ling amount?		
□ Satisfied	□ Over billing	☐ Do not know	
3.1.9.2 Are Bill Received	Timely and Regularly?		
□ Yes	□No		
3.1.9.3 Bill is Based upor	n Actual Reading by Me	ter Reader or Provisional?	
□ Actual	☐ Provision	nal	
3.1.9.4 If over billed, Is it	Rectified Promptly on C	Complaints?	
□ Yes	□N	0	
3.2 Consumer's Knowledge	on GEPCO Working a	nd Recommendations	
3.2.1 Knowledge			
3.2.1.2. Do you know billing	g method / tariff?		
□ Yes	□N	0	
3.2.1.3. Do you know reaso	ons of electricity shortfa	II?	
□ Less productio	n 🗆 Misı	management by GEPCO	□ Theft
3.2.1.4. Do you know prod	edure on lodging of elec	ctricity complain?	
□ Call complaint o	cell 🗆 Visit GE	EPCO office	o Nothing
3.2.1.5. How you Persuad	e Complaint Redressal?	<b>?</b>	
□ Call again	□ Obtain complaint n	ıo & remind □ Te	ll other users
3.2.1.6. Do you know abou	ut the Consumer Service	e Manual?	
□ Yes		□ No	
3.2.1.7. Have you ever atte	end public hearing arran	ged by NEPRA?	
□ Yes		□ No	
3.2.2. Recommendations by 3.2.2.1 Complaint Redressa			
□ Yes	□N	0	
How			

3.2.2.2. Meter reader to call the house h	nold member at the time of meter reading?
□ Yes	□ No
3.2.2.3. Meter reading log books mainta	ined and signed by meter reader and house member?
□ Yes	□ No
3.2.2.4. Prepaid meter be installed?	
□ Yes	□ No
3.2.2.5. Balancing of load at transforme	rs / feeders phases?
□ Yes	□ No
3.2.2.6. Formation CSO at local level to	monitor performance of GEPCO / complaint office?
□ Yes	□ No
3.2.2.7 Commitment of political persona	lities / parties toward GEPCO performance
□ Yes	□ No
3.2.2.8 Have you ever faced a situation/s installing electricity connection	s, when you asked for help from GEPCO staff since after
3.2.2.9 If you have faced such a situation Called at help line  Do Not know	n/s, how did you ask from GEPCO support services?  □ Went to GEPCO office to Complain

Policy Action	YES	No	May be
Do You Believe That Political Intervention Can			
Resolve Electric Power Issues?			
Do You Believe There Should Be A Citizen's			
Committee at UC Level In Town to Look after these			
Issues?			
Do you Recommend Complaint Offices be Manned			
by employees from same Tehsil /Area?			
Can Energy Conservation be Achieved through			
Motivation?			
Can Energy Conservation be Achieved through			
Awareness / Media Campaign?			
Policy Advice on Tariff, Fuel Adjustment Charges			
and other Surcharges be Sought from a National			
Committee of Experts?			

Recommendations / Suggestions to Improve o	n Electricity crises

1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	PAKISTAN	echno Gre	en Associ	ates
		of Enumerators for I	Perception Survey in	Gujranwala
		(Selection & H	iring) DATE	
Sr. No.	Name	CNIC	CONTACT NO.	SIGNATURE
1	Amtul Shafi	34101-505676-8	0331-41412,99	Stati
2	Shabilly Koyka	26101-1200 (42-18	0301-10448092	Shebilk
3	Hassan Naci	)(1)	0315-407028	Herran
4	Maryam Salim	34101-6660576		May
	Haris Azam	3461-0206190-3	0308-7080838	ant.
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