



CRITICAL STUDY OF M.S.E.D.C.L. SERVICES AND CUSTOMER RESPONSES TO THEM, WITH REFERENCE TO THE SELOO TAHSIL

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Abstract: *The aim of present investigation was to examine the critical study of M.S.E.D.C.L. services and customer responses to them, with reference to the Seloo Tahsil. The critical study of M.S.E.D.C.L. services were influenced by many factors like present condition of M.S.E.D.C.L., promotion of employees, working schedule, documentation part and fees structure for various categories of consumers, customer responses, area of improvement on the basis of customer complaining factor, services offered by the M.S.E.D.C.L., public retention cell...etc., most of such factor can be directly attributed to the working environment, need to be studied through a systematic research. Study comprises of hundred consumers of domestic, commercial, industrial, agriculture as well as others categories. The researcher employed a research design in which self-administered systemic questionnaires were used to collect data from a sample of 100 consumers. Data was analysed using the statistical package for social scientist (SPSS), and in particular, using means and the independent t-test.*

Results reflects, 82±0.12% of the customers are not satisfied with the M.S.E.D.C.L. services; only 09±0.89% customer agreed that sometimes they take political help to solve their electricity related problem; 28±0.91% customers can't give any information regarding the time period in which they got new connection; 90±0.44% customers are fully unsatisfied with the load shading programs implemented by M.S.E.D.C.L., about 83±0.44% customers had positive and helpful attitude towards M.S.E.D.C.L. employees, Positive thinking of customers (13±0.38%) that entry of any competitors in the market improve/rectify services,



41±0.42% customers shows pessimistic approach towards M.S.E.D.C.L., about 57±0.29% agreed employees don't follow any sort of wrong practices, while giving services to the customers; while 94±0.12% customers accept that most of agricultural and non-agricultural related problem resolved through section or sub-division office.

Keywords: Critical study, M.S.E.D.C.L. services, Customer responses, Seloo Tehsil

1. INTRODUCTION

The Maharashtra State Electricity Distribution Company Ltd. (MSEDCL) is a Company formed under the Government of Maharashtra General Resolution No. ELA- 1003/P.K.8588/Bhag-2/Urja-5 dated January 24, 2005 with effect from June 6, 2005 according to the provisions envisaged in the Electricity Act 2003 and the Electricity (Amendment) Act, 2007, No.26 of 2007.

The provisional Transfer Scheme was notified under Section 131(5)(g) of the EA 2003 on June 6, 2005, which resulted in the creation of following four successor companies and MSEB Residual Company, to the erstwhile Maharashtra State Electricity Board (MSEB), namely,

- a. MSEB Holding Company Ltd.,
- b. Maharashtra State Power Generation Company Ltd.,
- c. Maharashtra State Electricity Transmission Company Ltd. And
- d. Maharashtra State Electricity Distribution Company Ltd.

MSEDCL is in the business of distribution and supply of electricity in the entire State of Maharashtra, except the Mumbai licence area supplied by Brihan-Mumbai Electric Supply & Transport Undertaking (BEST), Reliance Infrastructure Limited (RInfra), and The Tata Power Company Limited (TPC), and the area supplied by MulaPravara Electric Co-operative Society (MPECS).

MSEDCL is also known as Mahavitaran or Mahadiscom. Mahadiscom is one of the largest public sector company engaged in the business of electricity distribution with annual turnover of Rs. 21,278 Crores. It serves 156.96 Lakh consumers in Maharashtra State with a committed pool of over 75000 employees.

Customer service

Customer service is the provision of service to customers before, during and after a purchase. The perception of success of such interactions is dependent on employees "who



can adjust themselves to the personality of the guest".^[1] Customer service concerns the priority an organization assigns to customer service relative to components such as product innovation and pricing. In this sense, an organization that values good customer service may spend more money in training employees than the average organization or may proactively interview customers for feedback.

Customer Satisfaction – Why necessary?

Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive.

What is Customer Satisfaction?

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the "moment of truth" as it is called in business literature) and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line—a definition that may apply just as well to public services. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid "satisfaction" as a measurement objective because it is "too fuzzy an idea to serve as a meaningful benchmark." Instead, they focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience. For example, reporting methods developed for health care patient surveys often ask customers to rate their providers and experiences in response to detailed questions such as, "How well did your physicians keep you informed?"



These surveys provide “actionable” data that reveal obvious steps for improvement. Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to “concentrate on a goal that’s more closely linked to customer equity.” Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable. In the public sector, the definition of customer satisfaction is often linked to both the personal interaction with the service provider and the outcomes experienced by service users. For example, the Urban Institute and Mathematica conducted customer satisfaction surveys for the federal child support enforcement system. The definition they developed addresses three aspects of customer satisfaction: satisfaction with client-worker interaction, whether in-person, by phone, or by mail; satisfaction with the support payment (e.g., its accuracy and timeliness); and satisfaction with the effect of child support enforcement on the child.

It was the consensus of the groups that lack of information often leads to low expectations. They further agreed that the process of obtaining a service and the way it is delivered can have a major impact on the users’ experience. The qualities of relationships and staff were central to positive outcomes.

Because customer satisfaction is a highly variable assessment that every individual makes based on his/her own information, expectations, direct contact and interaction, and impact, it makes sense to involve and consult consumers when designing customer satisfaction approaches.

Service Quality

Research identifies many characteristics that are associated with service quality. Business researchers Benjamin Schneider and David Bowen assert that “service organizations must meet three key customer needs to deliver service excellence:” security, esteem, and justice. Research identifies an array of service quality factors that are important for customers, including:



1. timeliness and convenience,
2. personal attention,
3. reliability and dependability,
4. employee competence and professionalism,
5. empathy,
6. responsiveness,
7. assurance,
8. availability, and
9. tangibles such as physical facilities and equipment and the appearance of the personnel.

Research shows that these characteristics also apply to citizen satisfaction with public service quality. Timely service is an especially strong determinant of quality across different types of public services. Fairness and outcomes are additional factors important to public service customers.¹⁰ Public sector quality improvement initiatives are on the rise worldwide as contracting and private service provision has become more common. At the same time, European researcher Dr. Jane Pillinger notes that consumer demand for more transparent, equitable, and consumer-oriented services has produced a quality gap: a gulf in perceptions of quality and the impact of services on the end user. She calls for rethinking quality initiatives to interlink quality improvement with user involvement and participation and with social equality and inclusion. The experiences of successful businesses both support this perspective and offer experiences, tools and lessons for putting customers first.

Purpose of the Study

- a. To know about the Electricity Consumer Rights
- b. To know the possible options for Energy Conservation and Safety.
- c. Awareness of consumers towards M.S.E.D.C.L.
- d. Approach and adaptability of consumers.
- e. To study the long term sustainable development program offered by M.S.E.D.C.L.
- f. To know about the estimated consumption.

2. RESEARCH OBJECTIVES

- a. To know regarding how various services offered by the M.S.E.D.C.L.



- b. To evaluate if present any provision for public retention cell.
- c. To highlight the documentation part and fees structure require for the various category of consumers.
- d. Finally to study the present condition of M.S.E.D.C.L.
- e. To suggest the area of improvement on the basis of customer complaining factor.

3. LITERATURE REVIEW

Dr. G. Yoganandan et al. (2015), has reported Job satisfaction of employees working in private sector banks at tiruchengode: an analysis of the contributing variables towards job satisfaction, This paper is aimed at the theme of work-life balance, and to explain the significance of the said subject. The study highlighted the demographic profile of the employees working in the private sector banks in the Tiruchengode town and points out that they are very much satisfied with their job. The banks need to the constantly emerging need of the employees and take utmost steps in ensuring those expectations are fulfilled so as to make them more satisfied with their job.

RiazUddin Ahmed, (2015), was studied, A comparative research on job satisfaction and HRM practices: Empirical investigation of few commercial bank employees in Bangladesh, This research study was focused on the effect of HRM practices namely recruitment & selection, training & development, salary & benefits, job security, reward and supervisory role on job satisfaction of few commercial bank employees of Bangladesh. The findings revealed that recruitment & selection, training & development, salary & benefits, and reward have positive effect on employees' job satisfaction whereas supervisory role and job security has adverse effect. It was recommended to the authorities of said banks that they should emphasize more on these two HRM practices to ensure sustainable growth and development of their organization.

Samuel Pule, et. Al., (2014), Human resource policy and job satisfaction of employees in knowledge-based enterprises: a comparative study of the indigenous and expatriate teaching staffs of Kampala International University, Uganda, This paper describes the differences in human resource policies and job satisfaction among the indigenous and expatriate staffs of Kampala International University (KIU). This study, recommends that the university management streamlines the rewards policy to create a sense of equity and



fairness amongst its teaching staffs. This will increase job satisfaction among the indigenous teaching staffs, which will consequently increase productivity in the university as whole.

KhushbuDoshi (2014),A comparative study on quality of work life balance and its impact on job satisfaction of private bank employees with special reference to ICICI and HDFC banks in Rajkot. The purpose of this paper is to demonstrate the significance of work life balance in private banking sector and also to know whether it affects the level of job satisfaction of employees or not. Here the aim is to find out various factors of work life balance and study their impact on employee's job satisfaction. Also a comparison is done between two reputed private sector banks that is ICICI and HDFC in region of Rajkot city (Gujarat).

VikramJeet et.al. (2014), reported, A study of HRM practices and its impact on employees job satisfaction in private sector banks: a case study of HDFC bank. This study is an attempt to examine and analyse the impact of human resource management practices on job satisfaction of private sector banking employees. In the study, the estimated regression model identified that the HRM practices like Training, Performance Appraisal, Team Work and Compensation has significant impact on job satisfaction. On the other hand Employee Participation has no significant impact on job satisfaction of the employees of HDFC banks.

Later on Dr. SuhaliaParveen and Azeem Ahmad Khan, (2014), has worked on, A study of employee satisfaction towards employer: a case study of ICICI bank,The purpose of this study is to find out the impact of certain dimensions on employees' job satisfaction in ICICI Bank. Authors hypothesized that Salary, Compensation & Benefits; Promotion; Career Development & Training; Interpersonal Relations and Working Conditions (Independent variables) and Job Satisfaction (dependent variable) play a significant role in employee satisfaction, resulting in increased employee satisfaction and loyalty. Result shows that in Model I, the high degree of positive correlation between the predictor variable (working conditions) and the dependent variable (Total Job Satisfaction). The multiple R in Model II indicated very high degree of positive correlation between the independent variables (working conditions and Career Development & Training) and the dependent variable Total Job Satisfaction.

4. RESEARCH METHODOLOGY

The study of this research was conducted with a self-designed structured closed ended questionnaire with five point Likert scale. Using purposive sampling method, questionnaires



were distributed to a sample size of 100 customers who were chosen randomly from different five categories: ONE Domestic category customer, commercial category customer, Industrial category customer, Agricultural category customer and other category customer. Though the researcher considered reaching a large size of sample, consumer willing and interest, the number was restricted to 100. Data collected from dependant and independent variables were assessed, analysed and interpreted with descriptive statistics, Pearson correlation matrix and multiple regression. All these statistical methods were applied with the aid of a well renowned statistical tool SPSS (Statistical Product and Service Solution).

5. RESEARCH HYPOTHESIS

Within the above overall objective, following hypothesis was found to be reasonable for the study being examined:

For maintaining the healthy and satisfactory services to the consumer's & harmony there should be a proper direction of grievance handling procedure. A good satisfactory services & procedure leads to satisfaction of the consumer's thus reducing the consumer's complaining attitude.

Need of the study

MSEDCL is also known as Mahavitaran or Mahadiscom. Mahadiscom is one of the largest public sector company and vast organization engaged in the business of electricity distribution with annual turnover of Rs. 21,278 Crores. It serves 156.96 Lakh consumers in Maharashtra State with a committed pool of over 75000 employees.

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 customers and also customer approach (as they suffers both mentally and economically) towards M.S.E.D.C.L. with positive attitude.

The main purpose of doing this project are as follows:

- a. To know about the Electricity Consumer Rights.
- b. To know the possible options for Energy Conservation and Safety.
- c. Awareness of consumers towards M.S.E.D.C.L.
- d. Approach and adaptability of consumers.
- e. To study the long term sustainable development program offered by M.S.E.D.C.L.



- f. To know about the estimated consumption.

Research Methodology

'Research Methodology' is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology. Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques are relevant and which are not, and what would they mean and indicate and why, Researchers also need to understand the assumption underlying various techniques and they need to know certain criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. All this means that it is necessary for the researcher to design his methodology for his problem, as the same may differ from problem to problem. For example, an architect, who designs a building, has to consciously evaluate the basis of his decisions, i.e., he has to evaluate why and on what basis he selects particular size, number and location of doors, windows and ventilators uses particular materials and not others and the like. Similarly, in research the scientist has to expose the research decisions to evaluation before they are implemented. He has to specify very clearly and precisely what decisions he selects and why he selects them so that they can be evaluated by others also.

a. Research Design

1. Aim

This research work aims at studying "Critical study of M.S.E.D.C.L. Services and customer responses to them, with reference to the SelooTahsil".

2. Geographical Dimension

The survey has been conducted in SelooTahsil.

3. Formulating the objective of the study which are as follows

- i. To know about the services offered by the M.S.E.D.C.L.



- ii. To know about any provision for public retention cell if present.
- iii. To know about the actual documentation part and fees structure.
- iv. To know about the efficiency of M.S.E.D.C.L.

b. Type of study

My research study falls under descriptive research. Descriptive research includes survey and fact finding enquiries of different kinds.

The major purpose of descriptive research is description of the state of affairs, as it exists at present. In social science and business research, we quite often use the term Ex post factor research for descriptive research studies. The main characteristic of this method is the researcher has no control over the variables; he can only report what has happened or what is happening.

c. Sampling Design

Sample design covers the method of selection, the sample structure and plans for analyzing and interpreting the result. Sampling is the process of selecting units (e.g. people, organization) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen.

d. Research Plan

The research plan is the main body or the blue print in which the researcher carries the research. The research plan consists:

- i. Data sources
- ii. Systematic sampling
- iii. Research approaches

i. Data source

The information may be 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 company agents, middlemen and consumers. Secondary data generally published sources, which have been collected originally for some purpose. They are not gathered specifically to achieve the objectives of government publication and report, private business firm's record, advertising media, university research organization and libraries.



In the present study the information is intended to be gathered from primary as well as secondary sources.

A. Primary Data: -

- Questionnaires
- Interviews
- Observation

B. Secondary Data

- Company Profile
- Company Websites
- Magazines
- Journals
- Newspapers

Data Collection

In this research, two types of data have been collected to gather the information.

1. Primary Data
2. Secondary Data

1. Primary data collection

a. Questionnaire method

To reduce the complexity in data collection, I constructed questions covering all my objectives in a single questionnaire. In all, I designed nine questions to cover all the aspects of my objectives. The method was to approach respondents visiting to the various consumers of M.S.E.D.C.L. at SelooTahsil. I experienced no problem while commencing through this procedure. We will have a look at a questionnaire at the end of this report.

b. Interview method

I have used personal interview method to explore needs, desires and feelings of some of the respondents. It has provided the great insight on my problems. I generally asked questions in a face-to-face contact to the respondents after filling their questionnaire.

The various customers (100 in numbers), who got interviewed are

- a. Domestic category of consumers.
- b. Commercial category of consumers.



- c. Industrial category of consumers.
- d. Agriculture category of consumers.
- e. Other consumer.

B. Secondary Data

- a. Company Profile.
- b. Company Websites.
- c. Magazines.
- d. Journals.
- e. Books.
- f. Newspapers.

ii. Systematic Sampling

An element of randomness is usually introduced into this kind of sampling by using random numbers to pick up the unit with which to start. This procedure is useful when sampling frame is available in the form of a list. In such a design the selection process starts by picking some random point in the list and the every nth element is selected until the desired number is secured.

iii. Research Approaches

The research approach applied in this project was personal survey approach. In which the researcher undertook observation of all related consumers and take personal interview of consumers.

Data Representation & Analysis

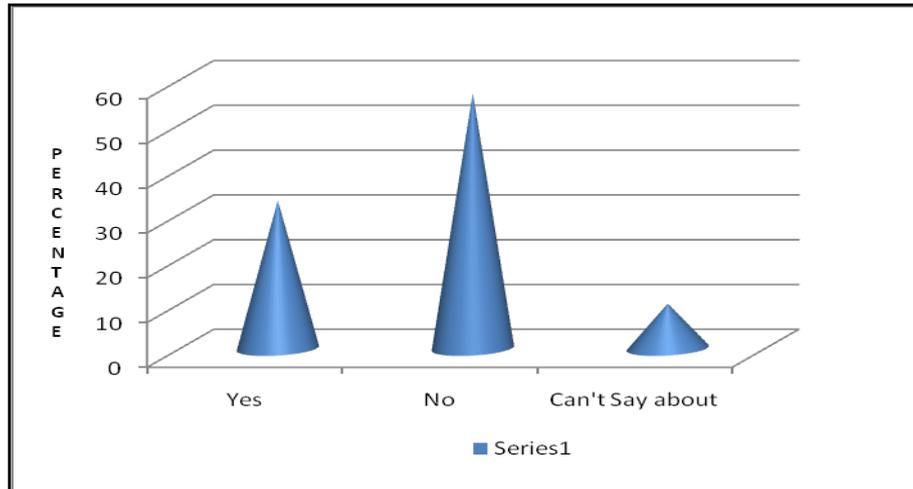
Data analysis is the process of systematically applying statistical and /or logical techniques to describe and illustrate, condense and recap, and evaluate data.

Que. No. 1- Do you think employees follow any sort of wrong practices, while giving services to the customers?

Yes No Can't say about

Yes	No	Can't say about
33±0.20%	57±0.29%	10±0.11%

(* Represents mean ± S. D.) (n=3)



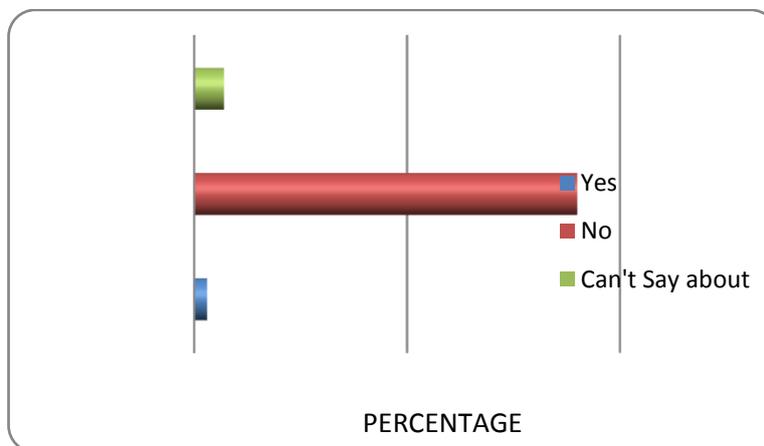
Interpretation: 33±0.20% of the customers think that employees follow any sort of wrong practices, while giving services to the customers while 57±0.29% customers think that employees do not follow any sort of wrong practices, while giving services to the customers and 10±0.11% customers can't say anything about it.

Que. No. 2- Are you satisfied with the load shading programme implemented by M.S.E.D.C.L.?

Yes No can't say about

Yes	No	Can't say about
03±0.090%	90±0.44%	07±0.26%

(* Represents mean ± S. D.) (n=3)



Interpretation: About majority of customers (i.e.90±0.44%) are unsatisfied with the load shading programme implemented by M.S.E.D.C.L. while 7±0.26% customers can't say anything about it.

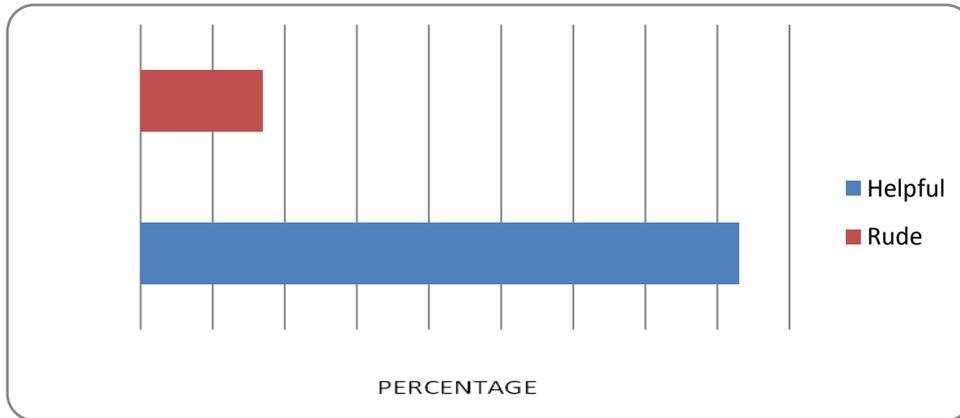
Que. No. 3- How is your attitude towards M.S.E.D.C.L. employees?



Helpful Rude

Helpful	Rude
83±0.23%	17±0.42%

(* Represents mean ± S. D.) (n=3)



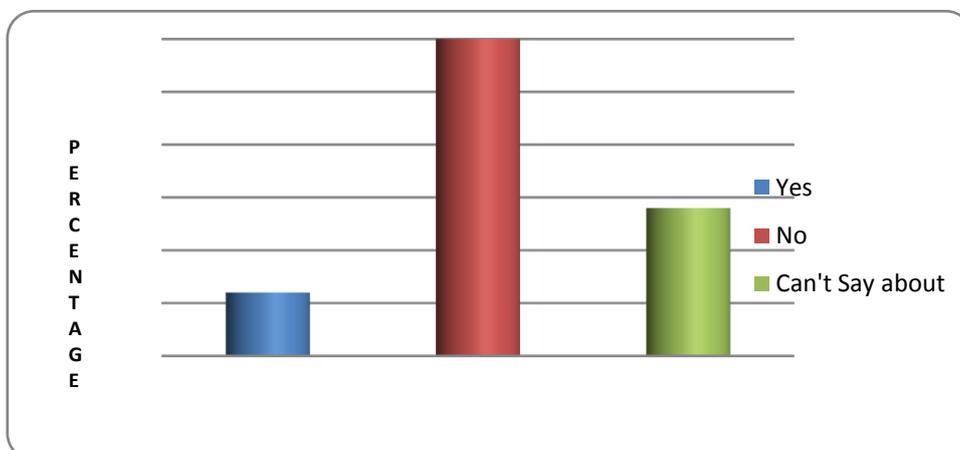
Interpretation: About 83±0.23% customers think that M.S.E.D.C.L. employees have helpful attitude towards them.

Que. No. 4- Are you satisfied with a new connection within stated period given in Standard of Performance?

Yes No Can't say about

Yes	No	Can't say about
12±0.68%	60±0.21%	28±0.91%

(* Represents mean ± S. D.) (n=3)



Interpretation: Near about 60±0.21% customers are unsatisfied regarding delay in new connection given in Standard of Performance, while 28±0.91% customers can't say anything about it.



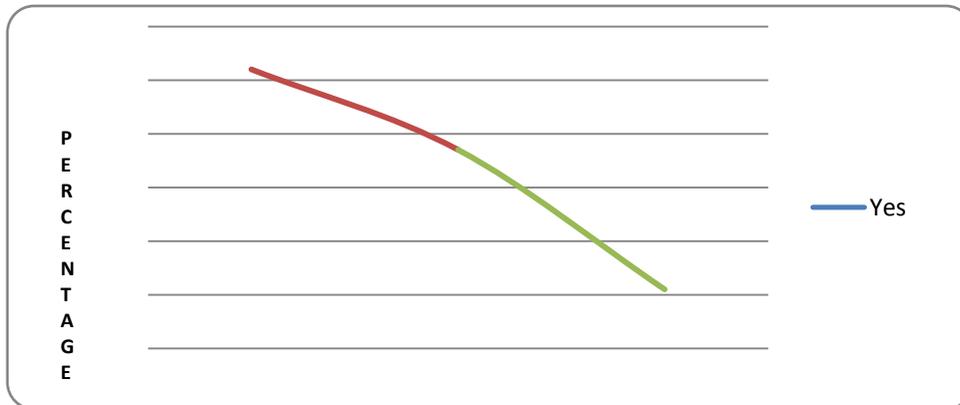
Que. No. 5- Do you think, your feedback is valuable for improving M.S.E.D.C.L. services?

Yes No can't say about

Yes	No	Can't say about
52±0.26%	37±0.12%	11±0.04%

(* Represents mean ± S. D.)

(n=3)



Interpretation:The percentage of customers who feel that their feedback is valuable for the improving M.S.E.D.C.L. services is 52±0.44% and those who are saying that their feedback is not valuable is 37±0.12%.

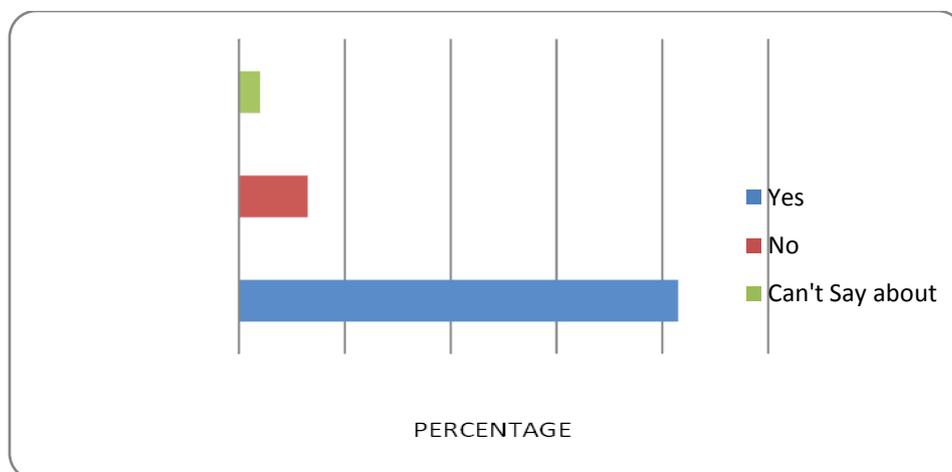
Que. No. 6- For improvement of M.S.E.D.C.L. services, do you think, will the entry of any competitors rectify the M.S.E.D.C.L. services?

Yes No can't say about

Yes	No	Can't say about
83±0.44%	13±0.38%	04±0.56%

(* Represents mean ± S. D.)

(n=3)



Interpretation: The percentage of customers who feel that the entries of any competitors rectify the M.S.E.D.C.L. services is 83±0.44% and those who are saying that the entry of any competitors will not rectify the M.S.E.D.C.L. services is 13±0.38%.



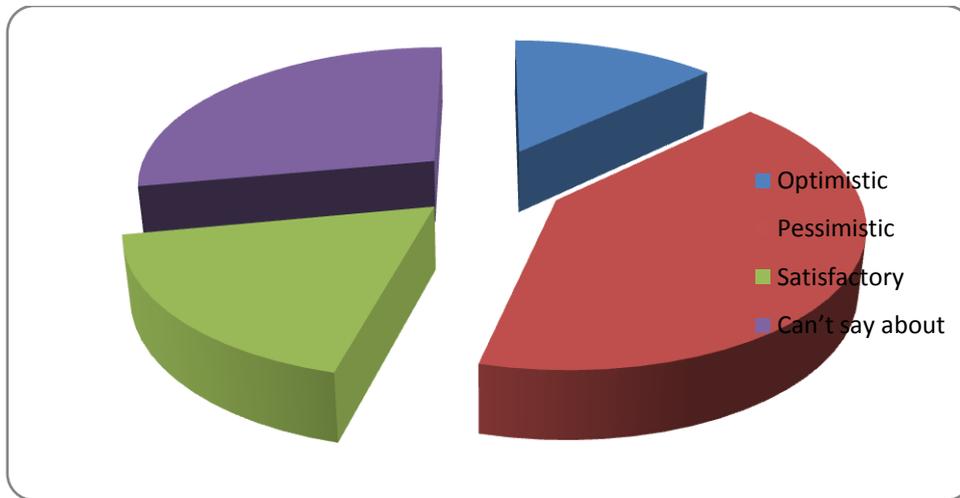
Que. No. 7 - What do you think, about the treatment given by M.S.E.D.C.L. employees during contacted for any other matter?

Optimistic Pessimistic Satisfactory can't say about

Optimistic	Pessimistic	Satisfactory	Can't say about
13±0.12%	41±0.42%	18±0.19%	28±0.87%

(* Represents mean ± S. D.)

(n=3)



Interpretation: Near about 41±0.42% customers are pessimistic about the treatment given by M.S.E.D.C.L. employees during contacted for any other matter, while 13±0.12% are optimistic, 18±0.19% are satisfactory and 28±0.87% customers can't say anything about it.

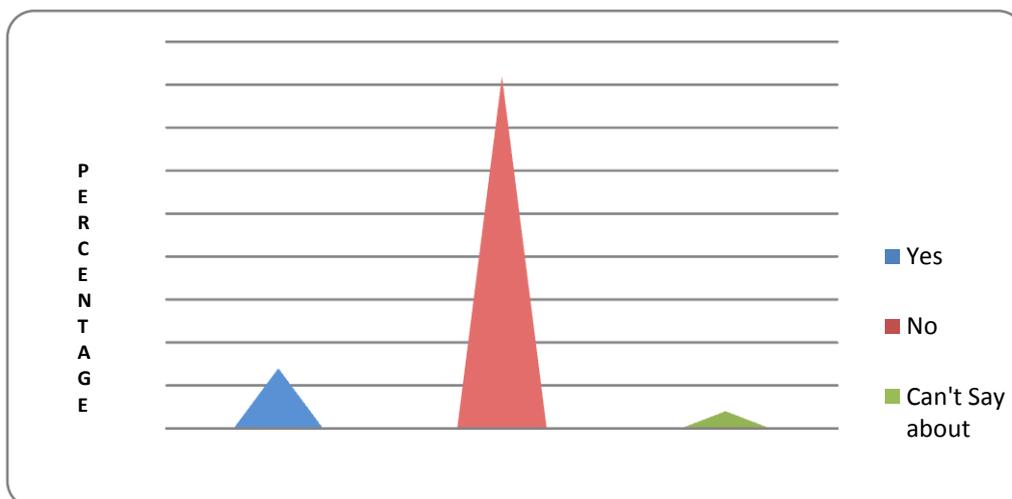
Que. No. 8- Are you satisfied with the services provided by M.S.E.D.C.L.

Yes No can't say about

Yes	No	Can't say about
14±0.12%	82±0.52%	04±0.02%

(* Represents mean ± S. D.)

(n=3)





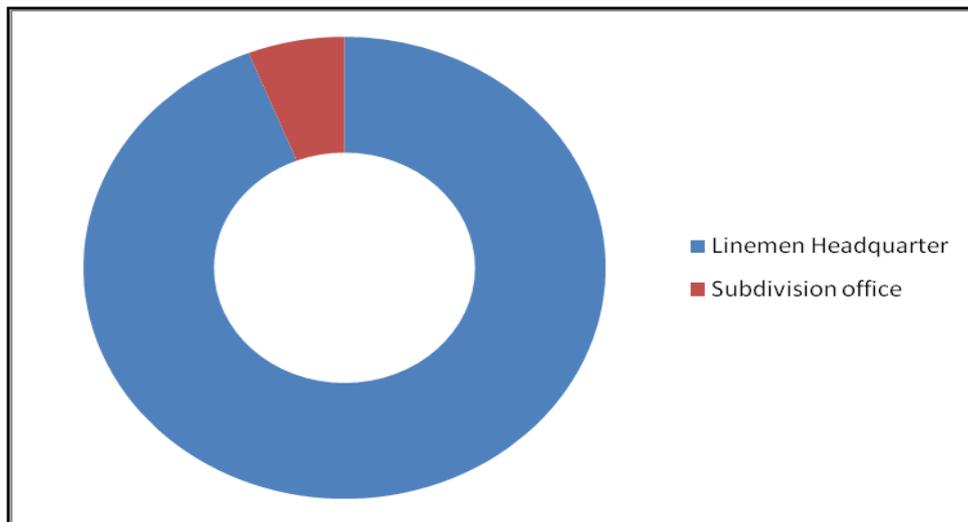
Interpretation: Only about 14±0.12% customers are satisfied with the services provided by M.S.E.D.C.L. while most of the customers i.e. near about 82±0.52% customers are unsatisfied about the services provided by M.S.E.D.C.L., 4±0.02% can't say anything for the same.

Que. No. 9- If you have any complaint regarding electric supply, to where you first approach?

Linemen Headquarter Section office
 Subdivision office Any other place

Linemen Headquarter	Subdivision office
94±0.30%	06±0.61%

(* Represents mean ± S. D.) (n=3)



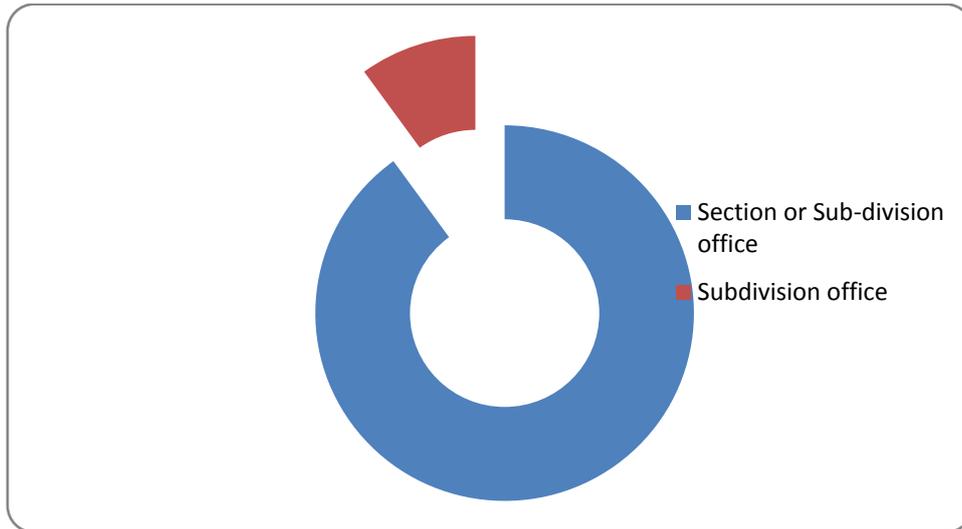
Interpretation: About 94±0.30% customers approach towards Linemen Headquarter if they have any complaint regarding electric supply while near about 6±0.61% customers approach towards Subdivision office for the same.

Que. No. 10- If your complaint isn't attended by linemen situated head quarter with the time limit, where will you contact?

Section office Sub-division office
 Section or Sub-division office Division office

Section or Sub-division office	Subdivision office
90±0.18%	10±0.88%

(* Represents mean ± S. D.) (n=3)



Interpretation: About 90±0.18% customers contacted with Section or Sub-division office if their complaint isn't attended by linemen Head quarter while near about 10±0.88% customers contacted with Subdivision office for the same.

Que. No. 11- If you obtained a wrong bill, where will you contact for its correction?

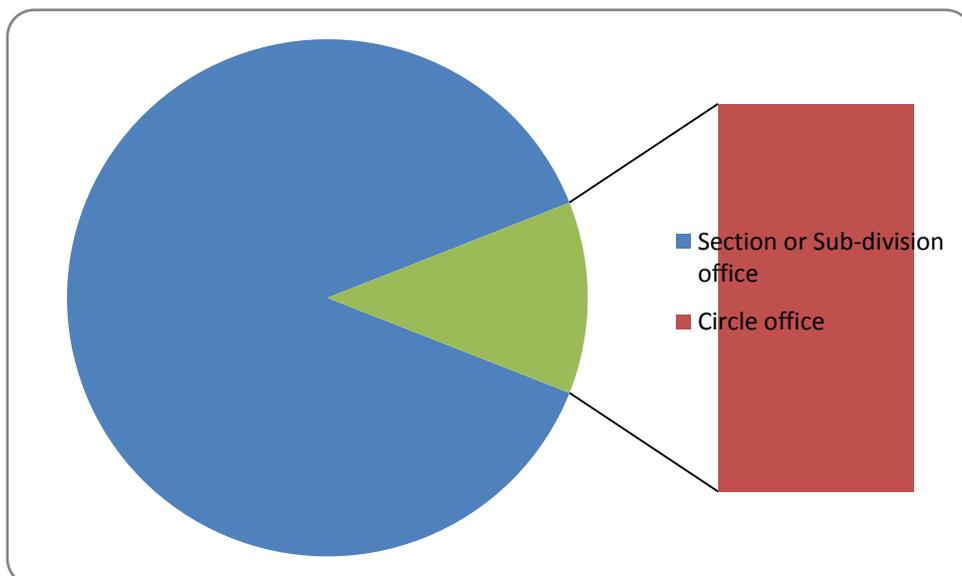
Circle office Sub-division office

Section or Sub-division office Division office

Section or Sub-division office	Circle office
88±0.66%	12±0.09%

(* Represents mean ± S. D.)

(n=3)



Interpretation: The percentage of customers who contacted with Section or Sub-division office is 88±0.66% for correction of wrong bill, while 12±0.09% customers contacted with Circle office for the same.

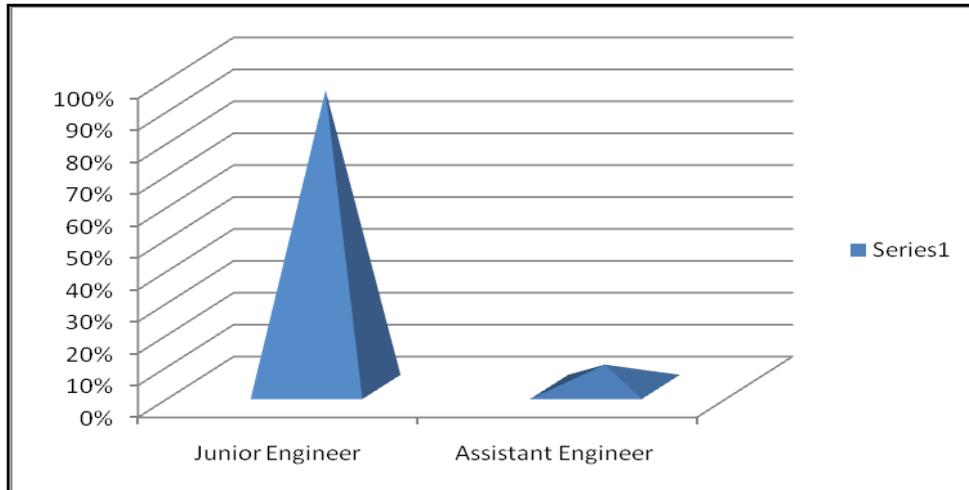


Que. No. 12- If you want Residential or commercial new connection (Single Phase), to whom will you contact?

Junior Engineer Assistant Engineer
Executive Engineer Any other person

Junior Engineer	Assistant Engineer
93±0.33%	07±0.17%

(* Represents mean ± S. D.) (n=3)



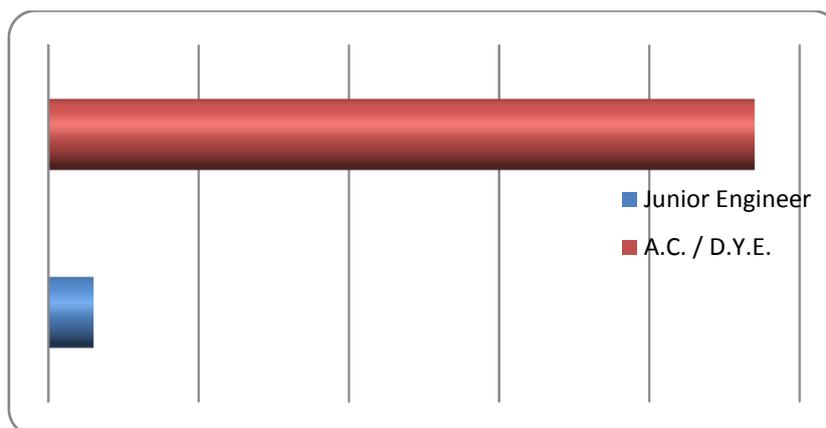
Interpretation: About 93±0.33% customers contacted with Junior Engineer for issuing Residential or commercial new connection (Single Phase), while near about 7±0.17% customers contacted with Assistant Engineer.

Que. No. 13- If you want Agricultural new connection, to whom will you contact?

Junior Engineer A.C. / D.Y.E.
Executive Engineer Any other person

Junior Engineer	A.C. / D.Y.E.
06±0.42%	94±0.12%

(* Represents mean ± S. D.) (n=3)





Interpretation: About $94 \pm 0.42\%$ customers contacted with A.C./ D.Y.E. for issuing agricultural new connection, while near about $6 \pm 0.12\%$ customers contacted with Junior Engineer.

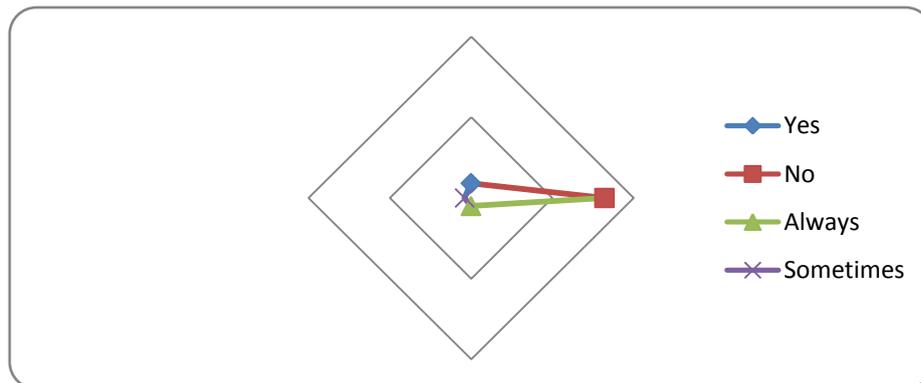
Que. No. 14- Do you take any political help to solve your Electricity related problem?

Yes No
Always Sometimes

Yes	No	Always	Sometimes
09±0.89%	82±0.12%	05±0.72%	04±0.29%

(* Represents mean ± S. D.)

(n=3)



Interpretation: The percentage of customers who take political help to solve their Electricity related problem is $9 \pm 0.89\%$ and those who do not take political help to solve their Electricity related problem is $82 \pm 0.12\%$.

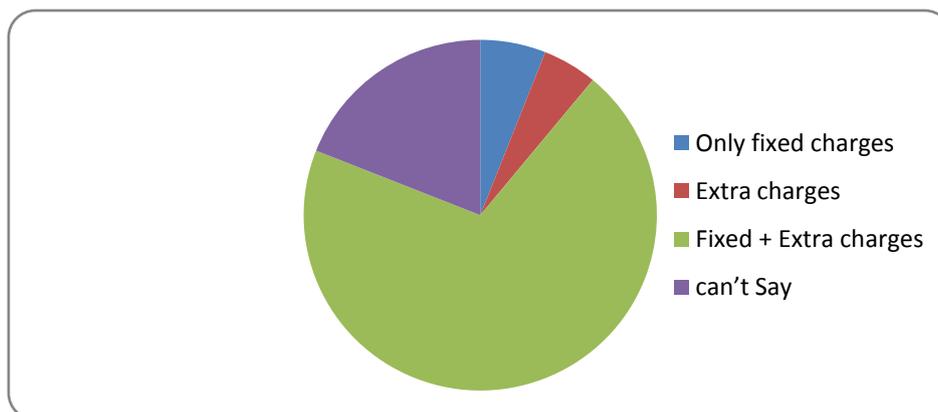
Que. No. 15- While obtaining new connection, which type of charges you have to pay?

Only fixed charges Extra charges
Fixed + Extra charges Can't say anything

Only fixed charges	Extra charges	Fixed + Extra charges	can't Say
06±0.81%	05±0.78%	70±0.43%	19±0.11%

(* Represents mean ± S. D.)

(n=3)





Interpretation: The percentage of customers who gave Fixed + Extra charges, while obtaining new connection is 70% and near about 19 % customers can't say anything about it.

6. CONCLUSION

The various facts related to various services provided by M.S.E.D.C.L. have been eliminated thoroughly and the customer complaining attitude with regards to each and every aspect is studied in detail in a following manner,

- The samples comprising as shown, it is found that, the majority of the customers are not satisfied with the services offered by M.S.E.D.C.L. as the percentage is near about 82%.
- From the collection of data, it is found that, majority of customers agreed that they take sometimes political help to solve their electricity related problem.
- The samples comprising as shown in the table, it is found that the majority of the customers can't give any information regarding the time period in which they got a new connection, about any sort of wrong practices given by M.S.E.D.C.L. employees or whether paying extra charges for obtaining a new connection of electricity.
- From the above mentioned table it is concluded that, the customers are fully unsatisfied with the load shading programs implemented by M.S.E.D.C.L. office as the percentage shown is so high, i. e. 90.
- From the above chart, we come to know that, the majority of customers had positive and helpful attitude towards M.S.E.D.C.L. employees and are shown about 83%.
- Majority of the customers accept that most of the problem related to agricultural, non agricultural can be easily resolved through section or sub-division office.
- The feedback given by the customers are valuable in improving M.S.E.D.C.L. services as the percentage goes to 52.
- The customers positively think that the entry of any competitors in the market will improve or rectify the M.S.E.D.C.L. services.
- The customers have pessimistic approach and treatment towards M.S.E.D.C.L. employees, and shown to near about 41%.

7. LIMITATIONS

As the coin has two sides, similarly the whole project study offers some limitations such as,



- The survey is conducted in SelooTahsil only, so the result should not be applicable to another region.
- Some customers were not showing their interest in filling the questionnaire.
- Some customers were not ready to provide the true information.
- The whole project is depended on the information which was provided by customers.

8. SUGGESTIONS

1. As the nature and working of M.S.E.D.C.L. is vast and is directly related to general public (such as farmer- core wheel of our country), 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.
2. Establishment of new Consumer facilitation cell or public relation cell at every Tahsil level will rectify the service related complaining problem of customers.
3. If any separate unit is established at every Tahsil level, which only observe and distribute the work from linemen level to high level, leads to proper co-ordination which ultimately helps in reducing the overburden of work to individual.
4. The entry of competitors related to the electricity distribution may definitely reduce the present monopoly of M.S.E.D.C.L. in Maharashtra state and create a challenge for giving prompt services.
5. 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.

9. EXPECTED CONTRIBUTION

1. The study is based on laws (Electricity Act, 2003) as exist in present.
2. It would encourage the young, fresh and without knowledgeable customers & society to improve their quality of life.
3. The present study may suggest certain provision for the public relation cell.
4. The present study may help to solve the problem of services related to customers.



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ANNEXURE

QUESTIONNAIRE

To know about the various services offered by M.S.E.D.C.L., the following mechanism / procedures pattern are adopted,

Customer's personal details –

Name:-

Age :-

Qualification:-

Date of connection:-

Less than 2 years 10 years

10 – 20 years and above

Consumer Number:-

Occupation and Department: -

Address:-

Que. No. 1- Do you think employees follow any sort of wrong practices, while giving services to the customers?

Yes No can't say about

Que. No. 2- Are you satisfied with the load shading programme implemented by M.S.E.D.C.L.?

Yes No can't say about

Que. No. 3- How is your attitude towards M.S.E.D.C.L. employees?

Helpful Rude

Que. No. 4- Are you satisfied with a new connection issued to you, whether within stated period, given in Standard of Performance?

Yes No can't say about

Que. No. 5- Do you think, your feedback is valuable for improving M.S.E.D.C.L. services?

Yes No can't say about



Que. No. 6- For improvement of M.S.E.D.C.L. services, do you think, will the entry of any competitors rectify the M.S.E.D.C.L. services?

Yes No can't say about

Que. No. 7-What do you think, about the treatment given by M.S.E.D.C.L. employees during contacted for any other matter?

Optimistic Pessimistic Satisfactory can't say about

Que. No. 8- Are you satisfied with the services provided by M.S.E.D.C.L.

Yes No can't say about

Que. No. 9-If you have any complaint regarding electric supply, to where you first approach?

Linemen Headquarter Section office

Subdivision office Any other place

Que. No. 10- If your complaint isn't attended by linemen Head quarter with the time limit, where will you contact?

Section office Sub-division office

Section or Sub-division office Division office

Que. No. 11-If you obtained a wrong bill, where will you contact for its correction?

Circle office Sub-division office

Section or Sub-division office Division office

Que. No. 12- If you want Residential or commercial new connection (Single Phase), to whom will you contact?

Junior Engineer Assistant Engineer

Executive Engineer Any other person

Que. No. 13- If you want Agricultural new connection, to whom will you contact?

Junior Engineer A.C. / D.Y.E.

Executive Engineer Any other person

Que. No. 14-Do you take any political help to solve your Electricity related problem?

Yes No

Always Sometimes

Que. No. 15-While obtaining new connection, which type of charges you have to pay?

Only fixed charges Extra charges



Fixed + Extra charges

Can't say anything

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