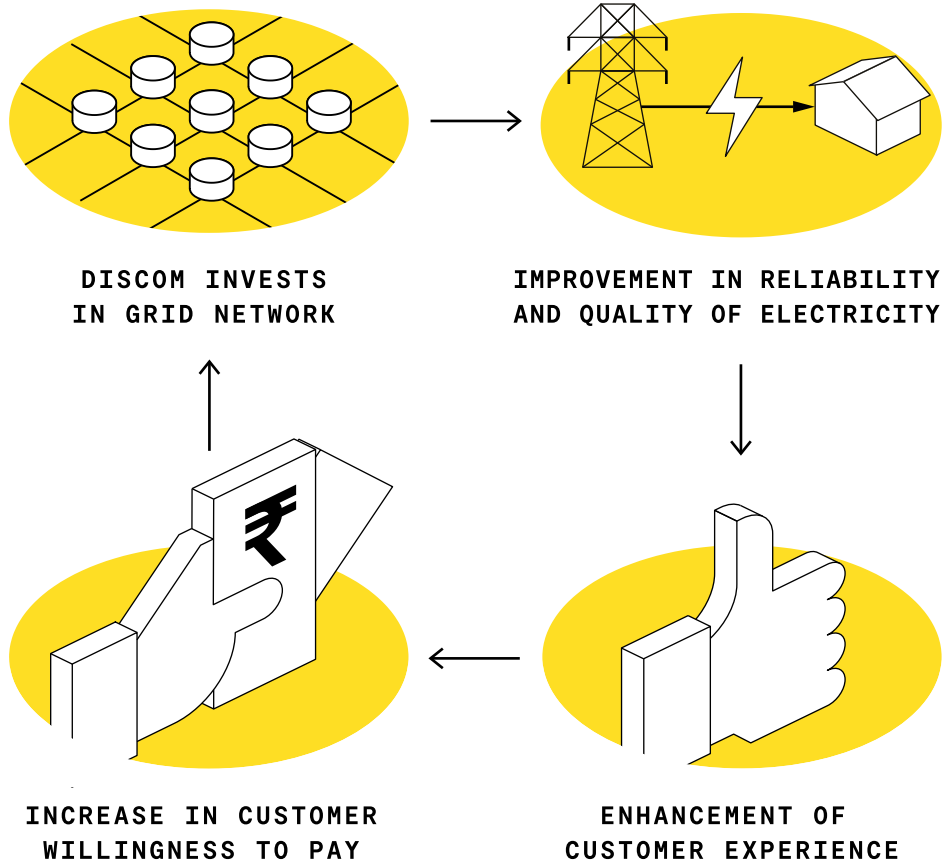


ENERGY SERVICES FRAMEWORK (ESF)

**Model Distribution Zone (MDZ) program
State of Odisha, India
Initiated in August, 2019**

By increasing community involvement and using cutting-edge technology, this program shows how last mile services to customers can be improved while reducing utility losses and improving electricity distribution company (DISCOM) billing and revenue collection.



THE SITUATION

- Low reliability of utility energy services
- Low customer satisfaction, and as a result, challenges with bill collection
- High distribution company losses

THE SOLUTION

The MDZ worked to improve the reliability and quality of grid electricity supply, enhance customer experience by introducing best in class practices in last mile supply, and engage communities in building localized sustainable business models in rural electricity supply.

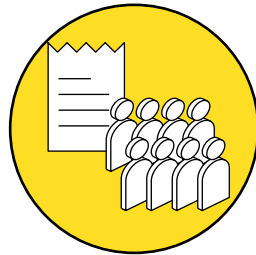
As part of this, the Women Self Help Groups (WSHGs) known as Bijuli Didis were trained to become metering, billing, and collection (MBC) agents within the community. Bijuli Didis are responsible for MBC services, grievance redressal, and ensuring customer satisfaction.



A BIJULI DIDI CARRYING OUT BILLING ACTIVITY IN THE COMMUNITY.

THE IMPACTS

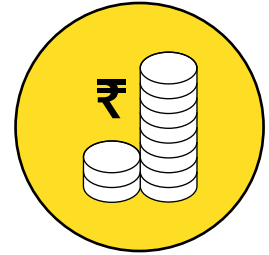
- The program demonstrated a “Model Distribution Zone” approach to improving last-mile service that can be replicated for millions of
- It is expected to improve power reliability for more than 550,000 people
- It will connect 500 micro-enterprises to the grid
- 160 jobs have been created for women



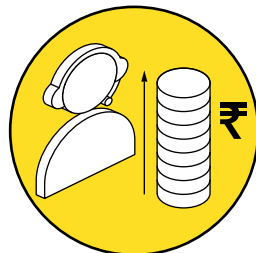
1 Additional 4000 customers started to receive their bills monthly.



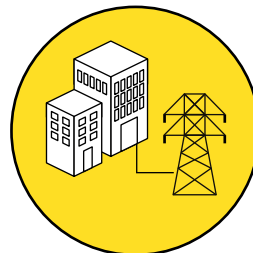
2 Additional 2000 customers started paying their bills on time.



3 Revenue increase of Discom of more than Rs. 1 Crores [added to state exchequer] over the pilot period of six months.



4 Income of nine RRFs engaged as customer service agents increased by **50%** from **Rs 8,000** to **Rs 12,000** per month.



5 48 enterprises connected to electricity grid.

→ **340 kW+** added to electricity grid [load equivalent ~12 operating minigrids]

→ **100+ tonnes** of less CO2 emissions per annum.

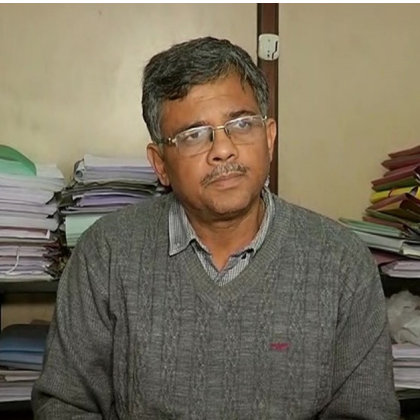


“

It is commendable to see the lead that the Odisha government has taken in reforming the power sector over the years. However, apart from enhancing the supply of electricity to the rural areas, it is imperative that the quality and efficiency of electricity and customer service is improved to make electricity distribution viable for DISCOMS.

Mr. Jaideep Mukherji
CEO, SPI

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“

The SPI – TPCODL partnership will aim to design a financially viable roadmap to ensure reliable electricity supply in rural areas, through an innovative community based strategy enabled by technology, in delivering last mile services, to enhance customer experience.

Manoj Kumar Singh
Senior General Manager
(CS & RA), TPCODL

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“

After I became a Bijuli Didi, I have been able to serve the community by helping them pay on time and solving their problems. I feel very proud and the community is very responsive towards me.

Bishnupriya Dash
Member of WSHGs

”

LEARN MORE

www.smartpowerindia.org

FURTHER READING ON SMART POWER INDIA'S WORK

→ [SMART POWER CONNECT: EMPOWERING RURAL COMMUNITIES AND TRANSFORMING LIVES](#)



ELECTRIFYING ECONOMIES

The Electrifying Economies project

demonstrates the role distributed energy will play in ending energy poverty and catalyzing a green and equitable recovery from the Covid-19 crisis. It draws on the latest data and research from around the world to show how distributed renewables can provide sustainable, affordable, and reliable power for all. The project provides information to support policy makers and investors in taking action today, to realize this potential.



#ElectrifyingEconomies
ElectrifyingEconomies.org