

# National Franchisee Training Programme

26-28 July 2011



An initiative of Ministry of Power, GoI

In accordance with the Tripartite MoU signed between



**Poorvanchal Vidyut Vitaran  
Nigam Ltd.**



**Banaras Hindu University  
Varanasi**



**Rural Electrification  
Corpn. Ltd. New Delhi.**

**Training Institute:  
Faculty of Management Studies, BHU**

## Proceedings

## Day one (26/7/2011)

A three day national franchisees training programme was inaugurated in the Faculty of Management Studies, BHU, under the tripartite MOU signed between **Banaras Hindu University, Rural Electrification Corporation (REC), Ministry of Power, GOI and Purvanchal Vidyut Vitran Nigam Ltd.(PVVNL)**. This is an ambitious scheme of Government of India under **Rajiv Gandhi Grameen Vidyut Yojana (RGGVY)**. Under this agreement the **Faculty of Management Studies** will provide training to the franchisees and C & D employees of PVVNL. The said agreement is up to 31 March, 2012.

Distinguished guests in inaugural session were **Mr. N.K. Maurya**, Chief Project Manager (REC) and **Mr. P.K. Singh**, Superintending Engineer (PVVNL). **Prof. S.K Singh, Dean, FMS** welcomed the guests and franchisees. **Prof. Raj Kumar, Programme Coordinator**, gave the details of the training programme. He underlined it as an innovative programme for this region by which the FMS reached the door step of the grassroot people. The programme was conducted by **Prof. Rekha Prasad**. It is the first in the series meant for training of franchisees of PVVNL. About 40 franchisees from in and around Varanasi are attending the programme.

In the first technical session, **Prof.P.S. Tripathi**, FMS, BHU introduced the Rajiv Gandhi Grameen Vidyut Yojna (RGGVY) to the participants. **Dr. Ashish Bajpai**, FMS, BHU cautioned that execution of policy is a difficult task. He explained how to implement the policy. He also introduced different players in the field. He underlined the importance of resources in achieving the target and said that planning is the key in achieving the target.

**Er. P.K. Singh**, Superintending Engineer (Commercial), SPVVNL interacted with the participants. He addressed the commission problem of franchisees. He informed about the increase of commission to 10% to franchisees. He agreed to the demand of franchisees to make commission equivalent to Madhyanchal rate of commission. He advised franchisee to improve the performance and bring PVVNL to second position in Power Corporation Limited.

### Day two (27/7/2011)

In the first technical session of the second day of the three day training programme, **Prof. Deepak Barman**, former Dean, FMS, BHU, shared the experiences of the franchisees. The participants suggested that department should cooperate with them. One problem that came out during discussion was that the commission of the franchisees was meager in comparison of the work they were doing. In the second technical session **Prof. H.P. Mathur**, FMS, BHU, explained various models of revenue collection. He also took suggestions from the representatives of the franchisees on how to improve the franchisee model. In the second session **Dr. Madan Lal**, FMS, BHU, spoke on various roles and responsibilities of the different stakeholders under various franchisee models. In the post lunch session **Dr. Amit Gautam** explained various business plans of franchisees. The last session of the day was taken by **Prof. S.C.Singh**, FMS, BHU, on Management Information System and report generation by the franchisees.

**Day three (28/7/2011)**

The third and final day of the three day training programme started with the technical session of **Prof. S.K. Singh**, Dean, FMS, BHU, in which the participants gave their presentation. Mr. R.K. Pandey, Chairman and first franchisee in the PVVNL shared his experiences and presented a case study. Participants suggested that franchisees should be given the responsibility of maintenance. Prof. S.K. Singh assured the franchisees that he will bring their demand to the notice of Ministry of Power. In the next session which was taken by **Er. P.K. Singh**, Superintending Engineer (Commercial), PVVNL. He deliberated upon how to operate single phase transformer and three phase meter. He also enlightened the participants about various other methods through which they can increase their working efficiency.

The post lunch session was taken by **Dr. Alok Kumar Rai**, FMS, BHU and **Dr. S.K. Dubey**, FMS, BHU. Dr. Rai deliberated upon customer relationship management and explained outreaching and serving customers. Dr. S.K. Dubey analysed the hindrances in the working of private players. He also explained on customer relationship management. Eight rules of marketing to keep customers satisfied were explained to the participants

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The programme concluded with a **valedictory session** in which certificates and CDs of study materials were distributed to the participants.



# National Franchisee Training Programme – 26-28, July 2011 at FMS, BHU

July 26, 2011

Time	Sessions No. and Topics	Resource faculty (S/Shri)
9.30-10.30 hrs.	Registration	
10.30-11.00 hrs.	<b>Inaugural Session</b>	
11.00-11.3 hrs.	Inaugural Tea	
	<b>Session-1</b>	
11.30-13.45 hrs.	Introduction to RGGVY, Electricity Distribution Franchisee, Government Framework and Electricity Act	Prof. P.S. Tripathi & Dr. Ashish Bajpai FMS, BHU
13.45-14.30 hrs.	Lunch Break.	
	<b>Session-2</b>	
14.30-16.00 hrs.	Nature and characteristic of electricity distribution business, issues and challenges of the state and region, (power distribution company)	Er. P.K. Singh, Superintending Engineer, PVVNL, Varanasi.
	<b>Session-3</b>	
16.00-17.15 hrs.	Game/Quiz, understanding Principles of doing Business with broad focus on- Business administration Accounting, Risk Analysis etc.	Prof. R.K. Pandey, FMS, BHU
	<b>Session-4</b>	
17.15 -18.15 hrs.	Interactive session on “issues that must be addressed for making the franchisee scheme a success”	Prof. Rekha Prasad, FMS, BHU
	<b>Session-5</b>	
18.15-19.15 hrs.	Case Study Presentation, Summing up of Day’s sessions and Next Day’s Schedule Participants	Prof. Raj Kumar, FMS, BHU

# National Franchisee Training Programme – 26-28, July 2011 at FMS, BHU

July 27, 2011

Time	Sessions No. and Topics	Resource faculty (S/Shri)
9.00-9.30 hrs.	Recap of Day 1 and sharing of experiences in Electricity Franchising Participants	Prof. Deepak Barman, FMS, BHU
	<b>Session-6</b>	
9.30-11.00 hrs.	Understanding various options	Prof. H.P. Mathur, FMS, BHU
11.00-11.15 hrs.	Tea Break	
	<b>Session-7.</b>	
11.15-13.00 hrs.	Roles and Responsibility of various Stakeholders under various Models	Dr. Madan Lal, FMS, BHU
13.00-14.00 hrs.	Lunch Break	
	<b>Session- 8</b>	
14.00-15.30 hrs.	Franchisee Business Planning (for Collection Based & Input Based Model)	Dr. Amit Gautam, FMS, BHU
15.30-15.45 hrs.	Tea Break.	
	<b>Session-9</b>	
15.45-17.15 hrs.	Management Information System	Prof. S.C. Singh, FMS, BHU

# National Franchisee Training Programme – 26-28, July 2011 at FMS, BHU

July 28, 2011

Time	Sessions No. and Topics	Resource faculty (S/Shri)
9.00-9.30 hrs.	Recap of Day 2 and sharing of experiences in Electricity Franchising Participants	Prof. H.C. Chaudhary, FMS, BHU
	<b>Session-10</b>	
9.30-11.00 hrs.	Presentation of the participants, Preparing action points by the franchisees for improvement-both from utility and franchisee perspective	Prof. S.K. Singh, FMS, BHU
11.00-11.15 hrs.	Tea Break	
	<b>Session-12.</b>	
11.15-13.00 hrs.	Understanding Best practices for metering billing and collection process, safety and accident prevention, customer service care etc.	Er. P.K. Singh, Superintending Engineer, PVVNL, Varanasi.
13.00-14.00 hrs.	Lunch Break	
	<b>Session- 13</b>	
14.00-15.30 hrs.	Various Techniques for outreach to consumers by the franchisee – 1. Understanding customer profile, customer service, attending to redressal of customer grievances, customer management leading to customer delight	Dr. S.K. Dubey, FMS, BHU
15.30-15.45 hrs.	Tea Break.	
	<b>Session-14</b>	
15.45-17.15 hrs.	Various Techniques for outreach to consumers by the franchisee – 2 Understanding customer profile, customer service, attending to redressal of customer grievances, customer management leading to customer delight	Dr. Alok Kr. Rai, FMS, BHU



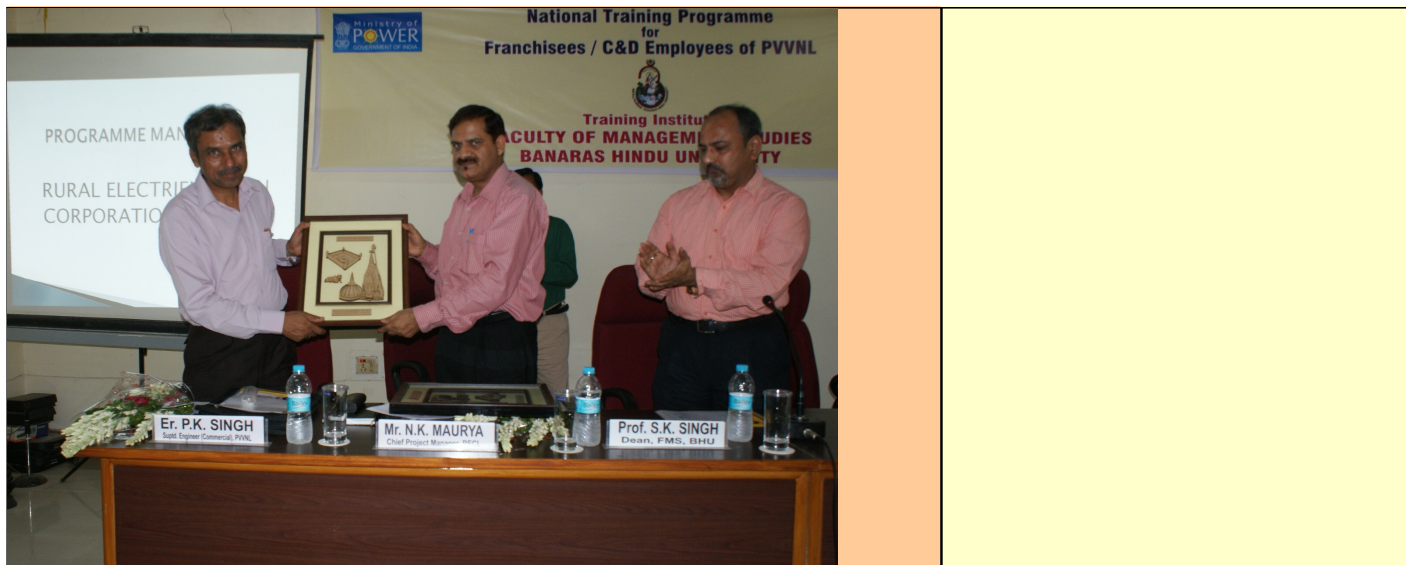
# National Franchisee Training Programme – 26-28, July 2011 at FMS, BHU

## Snaps & Media Coverage





# National Franchisee Training Programme – 26-28, July 2011 at FMS, BHU



# National Franchisee Training Programme – 26-28, July 2011 at FMS, BHU





**National Franchisee Training Programme – 26-28, July 2011 at FMS, BHU**







**Training** मैनेजमेंट फैकल्टी बीएचयू में मंगलवार को तीन दिवसीय नेशनल फ्रेंचाइजी ट्रेनिंग प्रोग्राम का उद्घाटन हुआ. राजीव गांधी ग्रामीण विद्युत योजना के मिनिस्ट्री ऑफ पावर डिपार्टमेंट के सहयोग से आयोजित कार्यक्रम में पूर्वांचल विद्युत वितरण निगम के 40 से अधिक फ्रेंचाइजीज शामिल हुए और मैनेजमेंट के गुर सिखे. फैकल्टी डीन प्रो. एसके सिंह ने गेस्ट्स का वेलकम किया. संचालन प्रो. रेखा प्रसाद ने किया.



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# THE TIMES OF INDIA

**3-day training prog begins at BHU**

Varanasi: A three-day national training programme of franchisees began at the Faculty of Management Studies, Banaras Hindu University (BHU), on

Tuesday. The programme is being organised under a tripartite MOU signed between BHU, Rural Electrification Corporation (REC), Union ministry of power, and Purvanchal Vidyut Vitaran Nigam Limited (PVVNL).  
Highlighting the details of the

programme, coordinator Raj Kumar said that it is an ambitious scheme under Rajiv Gandhi Grameen Vidyut Yojana (RGGVY) and

under this agreement, the Faculty of Management Studies (FMS) will provide training to the franchisees and employees of PVVNL till March 31, 2012.  
It is the first in the series meant for training the franchisees of PVVNL. About 40 franchisees from in and

around Varanasi are attending the programme. In the first technical session, P S Tripathi of FMS introduced the Rajiv Gandhi Grameen Vidyut Yojna (RGGVY) to the participants.  
P K Singh, superintending engineer (commercial), PVVNL, also interacted with the participants. TNN





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वाराणसी, बुधवार  
27 जुलाई, 2011

नगर संस्करण  
मूल्य ₹ 4.00

विश्व का सर्वाधिक पढ़ा जाने वाला अखबार

# दैनिक जागरण

अंश जैन बने डायचे बैंक के सह सीईओ

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जो भी गलत हो सकता था, वह हुआ: धोनी

## फ्रेंचाइजी को कुशल प्रबंधन के टिप्स

वाराणसी : बिजली के मीटर की जांच और बिलों की वसूली के लिए जिन्हें कमान दी गई है, उनकी गुणवत्ता में सुधार के लिए बीएचयू के प्रबंध शास्त्र संकाय में प्रशिक्षण शुरू किया है। इरादा यही है कि उपभोक्ताओं को सौहार्दपूर्ण व्यवहार मिले और बिजली विभाग का राजस्व बढ़े। इसी लक्ष्य के साथ मंगलवार से शुरू तीन दिनी इस कार्यक्रम का शुभारंभ किया गया। बीएचयू, ग्रामीण विद्युतीकरण निगम (आरईसी) व पूर्वांचल विद्युत वितरण निगम के बीच त्रिपक्षीय समझौते के तहत यह कार्यक्रम संचालित हुआ है। मुख्य परियोजना प्रबंधक एनके मौर्य व संकाय प्रमुख प्रो. एसके सिंह ने स्वागत किया। कार्यक्रम समन्वयक प्रो. राजकुमार थे। संचालन प्रो. रेखा प्रसाद ने किया। इसके पश्चात चले सत्र में इंजीनियर पीके सिंह ने फ्रेंचाइजी का आह्वान किया कि वे अपनी निष्पादकता में सुधार करें। प्रो. पीएस त्रिपाठी, डॉ. आशीष बाजपेयी ने विचार व्यक्त किए।