



Dusk to Dawn – En Route

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Abstract: Services are the main ingredient in purchase or utilisation of goods. More so, organisations involved in services have to gather up their resources in providing with the best possible output / service to the society. Electricity services in India are a publicly owned institution, which have been spreading its wings from the urban down to the rural areas. Though it has been known for its credibility, it has certain bottlenecks, which hinder its effective functioning. The current paper discusses these bottlenecks and also provides a way out. The paper is conceptual in nature.

Keywords: Electricity, service mix, ethical practices

INTRODUCTION

With the burgeoning population having demand for sophisticated living, the use of energy has increased especially in developing countries, like India, where demand for energy has scaled new heights. Energy utilised is manifested in electricity usage, in homes, offices, parks, museums, libraries, places of worship and so on and so forth. The zooming demand requires zooming supply, too. However, in reality it is just not the same. Electricity usage cannot be negated at least in the near future.

STATEMENT OF THE PROBLEM

The generation and distribution of electricity is in the hands of the State Government. Generation is from water, coal and wind named, hydro, thermal and wind power respectively. Since the generation of electricity is dependent on depleting resource, namely, coal, it is awfully difficult to match wants and needs. Wind and water source are at the mercy of the nature and hence harnessing energy becomes difficult. While it is true of an existence of multiplier effect on demand, the non existence of unscrupulous working cannot be ruled out. There requires an honest soul searching of what is done at the distribution of electricity.

It is possible that all generated components are not distributed optimally. Since it is state owned marketing professionals are generally derailed from such rendering of services. Red tapism and bureaucratic bottlenecks are some of the many barriers in distribution networks.

SERVICES MARKETING MIX- CURRENT PRACTICES

Product mix: Conventional fuels are used in generation. There is a wide gap between place of generation and distribution units.

Price Mix: Differential pricing strategy is followed.

People Mix: Pertinent professionals do not enter into employment in state owned enterprises.

Promotion Mix: Except in times of dire need for energy conservation, there had been no significant campaigns for promoting effective use of electricity.

SUGGESTIONS

It is time that the state owned electricity units are given private participation for supply to certain sectors, which are making capital gains.

Employment of marketing professionals and stream lining the functioning of units and boards are deemed necessary considering the pit falls in the present day context.

To open the twilight to Indian economy, it is therefore the need of the hour to adopt best marketing services to state run units, which will install accountability and good governance to PSUs. Then India will march from dusk to dawn where the full force of the sun will brighten up the country, lifting it up on high.

And so, ethical practices taught in educational institutions will en route the journey of dusk to dawn!

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