Power Transmission Project in Musandam Province
Definition of Strategy

Musandam Transmission Project

September 2015 Commercial Operation of the Solar Energy Project

Rural Areas Electricity Company Wins Award for Omanization

Several Agreements Signed During Third Business Opportunities Forum

The Rural Areas Electricity Company participates in the second Al Daqum Forum

RAECO Celebration

the 45th Glorious National Day
The definition of the word strategy goes back to ancient wars. It meant the maneuvers of military units to reach a certain point or place before the enemy. In the previous definition, strategy meant relocation. However, if the enemy has reached the desired place or they were located there previously, a different term will be used, which is tactics. B. H. Lindall Heart defined military strategies as the art of using battles, to achieve the purpose of the war. This is a fine clear statement, and it was widely used, but the meaning has changed since the word strategy was used in the world of business.

The godfather of the strategic planning George Steiner used this term in his book "Strategic Planning", and defined the word strategy in business by saying: "strategy is what one does to counter a competitor current or expected move". He indicated that strategy is used in three areas:

- Work done by the supreme management, and it is of extreme value.
- The set of main decisions, which achieve the task or objective.
- Strategy contains the main duties and tasks, which fulfil the objectives of the company.

The reader may now begin to understand that strategy is linked to the objectives of the company. Whether they were achieved by a set of decisions or programs. Henry Mitzeberg stressed on the notion of strategy in his book "The Rise and Fall of Strategic Planning". He indicated that people commonly used implications of that:

- Strategy is the plan or method that can change the current state into a desired situation.
- The set of tasks that the company adopts through a period.
- An organization or a position that affects decisions in presenting specific products or services for a targeted customer market.

In the last definition by Henry Mitzeberg, he added to the strategy definition the word "Position". This position affects the fatal decisions of the company, and distinguish it from others. This meaning corresponds with the definition of the author regarding shared strategies, where he defined strategies as a sample of decisions in the company, which sets the goals and purposes, and defines the general policies and plans to achieve the aim of the company. It also sets the course of work, identity, economical and non-economical nature, that leads the company, the employees and society.
Strategy is Away
Current or Potential Competitors Compete

Therefore, any company with a clear distinguished identity must have a clear known strategy. Here are some major companies that have their own strategies like General Electric, Walmart, and Microsoft ...etc. We understand that by developing a distinguished identity, we develop a different definition which is captivity, and that what makes it unique. Michel Porter adapted the definition of competitive strategy. Where he saw that competitive strategy is the choice between a set of activities to achieve a mixture of values that defines the own unique identity of the company. This means that strategy is related to a competitive situation, by distinguishing yourself from others in the eyes of the customers. Also, it means creating your own values that define your identity from other competitors.

By working on a strategy, you develop a direction to follow. That is what Kepner-Tregoe meant by his definition of strategy "the frame that guides the options which define the nature of the company's direction". We interpret two things from this simplified definition, and they are the selection of products or services provided by the company, and the targeted market. Michele Roberts explains the markets, products and the direction of the management. Who emphasized that making a fatal decision depends on four elements:

- Products and services
- Market
- Customers
- Geographical region

To simplify the term strategy, imagine that it is a bridge that starts with (general policies, and objectives), and it ends with programs, activates and practical initiations. Let me say that strategy means moving ourselves from the current position to a much more desired state. Finally, when we say a strategy we mean a plan, and therefore a clear vision and objective that define us from others.

Hamed Salim Al Maghderi
CEO
Communication is the Key to Success

Due to the importance of communication, most of us desire to be better communicators. As leaders and team members, we use both professionally and personally since communication is the key to success. The purpose of communication is to get a message across to others that involves both the sender of the message and the receiver. Everyone perceives the message different than others. The message is only considered successful when both the sender and the receiver perceive it in the same way.

Many individuals continue to struggle with the communication skill and are unable to communicate their thoughts and ideas effectively in both written and oral format. This essential incapability makes it challenging for them to compete effectively in the workplace, and may stand in the way of career progression. Ensuring your message is understood is vital to progressing. To achieve this, we must understand our message, the audience we intend to send to, and how the audience will perceive the message.

In order to communicate effectively, we must remember the importance of removing all barriers. These barriers possibly create confusion and misunderstanding. To be an effective communicator and to get your point across without confusion and misunderstandings, we should minimize these barriers with clear, accurate, and well-planned communications.

On the other hand, when looking for transition into the workforce, we need to continue to raise good communication skills by ensuring successful communications within our organization. It is recommended to start with basics such as our knowledge of verbal and non-verbal communications. In the workplace, verbal and non-verbal communications are frequently exchanged, often without planning.

Having communication skills help us to understand others not just their words, but also their tone of voice, their nonverbal gestures, or the format of their written documents provides us with clues about who they are and what their values and priorities may be. Hence, active listening and reading are also part of being a successful communicator.

There are many ways to enhance our verbal and non-verbal communication for example:

- Eye contact is important in sending and receiving messages. As it can be a signal of interest, respect, or even a sign of honesty.
- Facial expressions reflect attitudes and emotions.
- Be aware of people's personal space when communicating. Do not invade personal space by getting too close, and do not confuse communication by being too far away....

Strong verbal and non-verbal communication skills are essential in all aspects of life. In order to continue to perform better in our carrier, and to surge our chances of success in life, we need to be mindful of effective communication strategies.
Rural Areas Electricity Company aims to support the growing demands of electrical energy in Musandam Governorate, by establishing a 132 kilovolt overhead transmission grid. The grid will cover Wilayat Bukha, Dibba, and Khasab; along with establishing central grid transforming station in Tibat area in Wilayat Bukha; Mahas in Wilayat Khasab; and Khab Al Shamsi in Wilayat Dibba. The 132 kilovolt electricity transmission grid has been designed to transmit electrical current up to 240 megawatts, to assure the strategic importance of this project in supporting the growth of the electricity sector, developing the infrastructure and services in Musandam Governorate.

Oman Oil Company will construct a gas powered plant to generate electrical energy in Taibat area in Wilayat Bukha, with a production capability of 120 megawatts, where it will be linked with The RAEC central transformers station in the area, and transmitting energy through the transmission grid.

Transmission project in Musandam Governorate will include: construction of a central grid transforming station that contains two 36 megavolt/ampere, which can produce 132KV/33KV, and the company will stretch a 132KV line from Taibat station across 18 Kilometers and laying 75 towers across a rough mountainous terrain to the central grid-transformers station in Wilayat Khasab in Mahas area. The central grid-transformers station includes a 132 – 33 KV voltage reduction transformers, each with a capacity of 125 megavolt/ampere. This project also includes stretching an overhead power line (132 KV) from the transformers station in Khasab to the main grid-transformers station in Wilayat Dibba in Khab Al Shamsi area through rough mountainous terrain across 65 Kilometers, which include laying 237 electricity towers. The new transformers station in Dibba will include two 50-megavolts/ampere of 132 – 33 KV transformers. The project will also include the connection works of the new grid to the existing grids in Khasab, Bukha and Dibba.

Rural Areas Electricity Company seeks to provide a sustainable electrical current with quality and safety, along with maintaining a healthy environment. To achieve these objectives, RAEC is constructing a control and monitoring center according to high global standards in Wilayat Khasab, to control and monitor the distribution and transmission of electricity through the Governorate. This will raise the credibility of the grid in addition to providing a credible and secure database. This project will be executed by The National Saudi Constructions Company with a total cost of (37,699,991-) Omani Rials.
Projects department in the RAEC is implementing several projects in Dhofar Governorate, some of these projects is building electricity grids in Farshat Qatbeet, Marsodad, Manader Al Dhibyan, and Mashash. The construction of the electricity plant in Farshat Qatbeet is considered to be one of the important developmental projects in the area. It costs around 4.4 million Omani Rials. The projects consists of electricity generating plant, and distribution grid that covers different projects in the area along with residential and tourist area.

The projects include:
Importing and installation of 6 X 10 megawatts diesel generators, along with all their mechanical and electrical accessories, Building diesel generators room, Building 11-kilovolt switch room, Building 33-kilovolt switch room, Constructing a fire extinguishing system, with tool storage and water tank, Building 2 diesel tankers, 300 m³/day in capacity, Water treatment station, 50 m³/day capacity, Importing and installation of a 10 ton crane, Importing and installation of 2 x 10 megavolt /H transformers, Importing and installation of 2 x 3 megavolt /H capacitators, Importing and installation of 2 x 1000 megavolt/H transformers.

This project will be ready in October, which requires 550 days for the study, design and construction.

The solar energy project has been launched in Wilayat Al Mazyoona in Dhofar Governorate. This project is the first project of its kind that will be linked to the main grid, which is one of the government’s plan to utilize renewable energy in generating electricity. The estimated annual production of this project will be around 558 megawatts hour, where two types of solar panels has been used. The 1617 solar panels were stretched across 8000 square meters, and they are connected to the main electricity grid in Al Mazyoona.

According to the agreement signed with the investor (energy purchase agreement) the RAEC has to purchase all the produced energy from the plant, with the tariff set by The Authority for Electricity Regulation (AER) for a period of 20 years. This project will support electrical energy by feeding the main grid, and support the diesel-powered plant. This project is expected to cover all the electrical need of Al Mazyoona during the winter season, at least for the first years of its launch, keeping in mind expansion possibilities in the future.

Rural Areas Electricity Company aim to achieve many goals from such projects, such are reducing the harmful emissions of produced by fossil fuel combustion, which is estimated by 433 tons of Carbon Dioxide per year released into the air we breathe. Also, this project saves burning 155 thousand liters of diesel each year.

This project will help in testing this mechanism in the sultanate’s climate, which will provide data that will be valuable in developing such projects, in addition to training local work force in this field.

The commercial operation of this plant has officially started in September 2015, where the Authority for Electricity Regulation granted Bahwan Stonefield energy the license of ownership, construction and operation of this plant, which its combined capacity is estimated for 307 Kilowatts.
Several Agreements Signed During Third Business Opportunities Forum

The third Business Opportunities Forum, which was organized by Oman Chamber of Commerce and Industry on November 16 and 17 at the Oman International Exhibition Centre, aimed to enhance partnerships and in-country value for products and services through the forum.

Major companies had disclosed their existing purchase orders and the tenders they have signed for 2016 as well as their growth plans for the coming years. The forum allowed participants to sign or renew contracts with SMEs and major companies.

Rural Areas Electricity Company CEO, Engineer Hamad Al Maghderi had signed number of agreements worth 110 million Omani rials. These agreements comprised on supply of fuel for power plants and the construction of three electricity production plants with a capacity of 170 MW and 20% for small and medium companies, for the supply of local materials.

The main agreements were:

- An agreement with Al Maha Petroleum Product Marketing CO with the value of (49,846,881) for the supply and delivery of fuel "gas oil" for power plants to RAEC Power Stations.
- An agreement with Global Chemical & Maintenance Systems worth (18,966,578) for the construction of Masirah New Power Station in Al Sharqiyah South Governorate and another project for new power station at Sa'ilh AL Khairat in Dhofar Governorate for the value of (19,947,652/850).
- An agreement with Al Jood Trading & Contracting Company for the value of (24,851,300) for the Construction of Khasab New Power Station in Musandam Governorate.

Eng. Hamad Al Maghderi, CEO of RAECO said: "Supporting the (SMEs) is the key to boosting the economy. Also, this is where most of the innovation comes from. As part of our Group’s basic values, we endeavour to build a sustainable future for the country and that can happen only when events such as the Business Opportunities Forum receive support from corporate entities”.

"Multaqa" The new portal for the company

The Information technology department has launched its internal portal for the company under the name of "Multaqa"). This portal contains many features, like a general page and specific pages for each department in the company. Each department page contains information about the administrative structure, and names of employees associated with their pictures, which makes it easier for employees of other departments to identify the suitable employee for the procedure or transaction. Also the pages contain general pictures of the events of the department, in addition to a place to store files and forms to share with other departments, there’s a specific place to store department only files where it is only accessible by the employees of the department only.

The name "Multaqa" has been chosen because it literally means getting together, where all files, documents, and important data is gathered in one place as neatly as possible.

The Multaqa serves many great features for the employees, it also saves time and effort. It contains many electronic forms, like requesting technical form. This form is available on the main page; any employee who faces any technical difficulty can log in, fill the form and send. After saving the data, the IT employees will receive an email, so they can look it up and clear the situation. Then an email will be sent to the employee to notify him/her that the issue has been taken care of.

Rural Areas Electricity Company Wins Award for Omanization

The Rural Areas electricity company has been awarded for Omanization jobs. The award was handed in the 32 meeting of the work ministers of the gulf countries in Qatar. Also, private sector enterprises awarded also for localization of jobs, and entrepreneurs awarded in the area of small enterprises in the gulf countries.
Rural Areas Electricity Company Participation in the Job Opportunities and Recruitment Forum

The Rural Areas electricity Company represented by the customer service department in Musandam has participated in the exhibition of job opportunities forum, which was organized by Oman’s Chamber of Commerce and Industry, under the auspices of H.E. Sheik Khalid Omar Said Al Marhoon, minister of civil service. The department has presented projects, which the company has assigned to small and medium enterprises, like electricity connecting works, cleaning and hygiene and various other projects.

The Rural Areas Electricity Company Participates in the Second Al Daqum Forum

Due to the importance of the Duqum zone, which covered by RAEC, and due to the major development of the area, and the government’s interest in the economic zone and its surrounding environment. RAEC participated in this forum, it was represented by customer service manager in Al Wusta Governorate, Engineer\ Abdullah Al Mamari. The forum came under the slogan "Society and Economy" which focused on the economic zone, the promising investment opportunities, and upcoming projects. This forum is the following of the first successful forum held in 2013, under the government strategy which hopes to make this zone one of the largest economic zones, by making it a global investment station.

The forum aimed to discuss the promising opportunities, which will be presented by the authority of Al Daqum economic zone, for the citizens and residents of Al Wusta Governorate. In addition, the forum aimed to establish a communication channel with enterprises that are targeted by the investment strategies. Also, it aimed to provide a venture for the global, medium and small enterprises to enlighten the investment opportunities available, and the important projects that will enable medium and small enterprises to invest in these opportunities. The forum contained an exhibition where RAEC presented the new services and provided brochures and booklets.

Rural Areas Electricity Company Participates in the First Gulf Customer Service Conference

Rural Areas Electricity Company participated in the first customer service forum in the gulf region. The forum was hosted by The Public Authority of Electricity and Water, under the slogan "Future visions, and leading a change in the systems of customer service". The opening forum was under the auspices of His Excellency Engineer\ Al Abri, undersecretary of The Ministry of Regional Municipalities and Water Resources. The conference was attended by CEO Chairman of The Public Authority of Electricity and Water, Excellences, undersecretaries, and specialists' from Gulf countries accompanied by a group of customer service sector employees.

This forum aimed to exchange expertise between the participants. Also it shows the methods and approaches used in this field. Finally, the forum delivered its dedicated purpose, which is sharing the experiences in the dedicated field of customer service.
A group of 8 Networks Engineers attended a one week course in Corby, UK (near Cambridge). The course was focused on providing practical experience of the RAECo Electrical Safety Rules and network operations procedures, including correct use of Switching Schedules, issuing Permit to Work and Sanction for Test documents. Switching exercises were carried out in live training centre network (11 kV) which provides the candidates with a realistic experience whilst being protected for their safety (the source is an LV to HV supply with earth leakage protection). The candidates were able to familiarise themselves with the detailed operation and earthing procedures for a range of different types of Ring Main Units from different manufacturers (Yorkshire, Lucy, Brush, Merlin Gerin, etc). Operations were also carried out on primary substation switch gear (GEC) whilst the equipment was live at 11 kV. The outdoor part of the training centre includes a full height construction of several sections of 11 kV overhead line, including pole mounted equipment such as auto-re closes, section switches and drop-out fuse units. Operations were carried out live on this equipment using long pole operating rods (where the operator stands on the ground using an insulated rod). The engineers also practiced the difficult operation of applying earthing connections on the overhead line, after testing dead with a 11 kV neon indicator. The final part of the course covered the procedure for identifying 11 kV underground cables with a signal coding device and the use of a spiking gun for safely cutting the cable to prove it is dead.

Chapala Cyclone

The Communication and Media department in cooperation with the customer service department in RAEC has been in touch with the customers during the rough weather conditions of the cyclone Chapala, by educating the customers and sending SMS texts about the safe usage of electricity during rough times. The customers have been notified about the dangers that may occur, and have been given emergency contact numbers to dial in case of any emergency.

RAEC continued updating the customers for the arrangements, and preparation with the Civil Defense committees, The Wally Office, and the government to provide them company update and which has been arranged, from providing emergency team customers preparation and electricity generators, power cables, and transformers for the affected areas of the company in Dhofar and Al Wusta Governorates. In addition, the company provided the shelters with additional generators and assigning maintenance and emergency teams.

RAEC also participated in committee meeting for (Chapala cyclone), and discussed some precautionary measures and which are:

Transporting generators to be used in case of an emergency in Wilayat Al Jazer.

Assuring administrative and logistic support in case the company needed to transport electrical parts and equipment to Al Wusta and Dhofar Governorates.

Providing additional generators for the affected areas, to prevent power shortages.

Providing Al Thuraya Phones for Wilayat Al Kahel, Al Khadra station and Al Daqum, and supporting them with additional maintenance team.

Transporting electrical generators to Wilayat Al Jazer during the rough weather, and providing an additional electrical generator for Rabkout area, in Wilayat Thamrait.

Assigning maintenance teams in selected locations in Dhofar and Al Wusta Governorates, capable of accessing and dealing with any power shortages caused by the rough weather conditions in the affected areas by the cyclone.

Therefore, the company has expressed their gratitude for the employees for their efforts and dedication in their duty for providing outstanding service for RAEC customers, and also appreciate customers for following the company alerts through media channels.
The procurement and contract department in the company do their job according to high standards of quality, their job is to get competitive prices, monitor contracts, and analyze the general performance of the contractors and suppliers. That is to ensure a high operational level, and providing excellent service to the customers.

The other departments work in accordance with the procurement and contracts department to ensure achieving the objectives and identifying the requested item, so that the department can get this item efficiently. By knowing the requested items clearly, it helps the procurement team to choose the suitable executives for the demand, plus it is time efficient.

**The projects of the company:**

The company has launched many electrical and developmental projects this year some of them are the projects of designing, supplying, constructing and expanding the electricity generating plant in Shahab As’eeb in Dhofar governorate. Supplying chemicals for desalination plants of the Rural Areas Electricity Company. The project of designing, supplying and constructing a 33-Kilovolt electricity grid and substations in Museerah in Al Sharqiah South Governorate; and the geographical information technology project for the surveying and data collection in the Rural Areas Electricity Company in Musandam.

The Rural Areas Electricity Company has contracted to establish many projects and services; some of them are supplying lubrications for the plants of The Rual Areas Electricity Company; also, extending many grids and electrical lines and adding electrical feeders. Another is, supplying diesel for the electricity plants for, Khasab, Al Bayah, Madha, Masrooq, Al Duqum, Ras Madrakah, Al Khadra, Al Haj, Al Khuwaiimeia, khaloof, Serab, Al Ajaez, hitam, Al Najdah, and Al Dhafarat. The project was granted to Al Maha Petroleum with a total cost of over 50 million Omani Rials. These projects are important in developing the rural areas. The total cost of the company’s procurements until this period of the year has reached 88 million Omani Rials. The company is analyzing and granting many other projects such as designing and supplying of an electricity distribution station in Khasab in Musandam Governorate. Also, designing, supplying, constructing and expanding the electricity plant in Shahab As’eeb.

**Tendering process:**

Companies and enterprises follow certain procedures to get a competitive rate in presenting services; one of it is tender floating. Tender floating enables the enterprises to obtain many offers and services provided by contractors’ and suppliers. The rural Areas Electricity Company uses this process to serve high quality services for the customers, and to achieve the best outcome of the developmental projects. For those reasons, the company is floating many tenders each year to be executed in its working areas. The expected sum of the tenders that has been floated this year is 60 tenders. Let us look at the mechanism of tender floating, first the company announce the tender through local media, such as newspapers, and in the company's website (www.reefiah.com). Then the company enables the specialized companies to get the tender documents.
The contract:
The contract is an agreement between two parties to provide a service or execute a task for some financial outcome. The parties in these contracts are The Rural Areas electricity Company and the executing company, the contract contains many clauses some of them are:

- Job type: it means the type of work to be done, and the way it should be executed, and the technical standards of executing the projects to satisfy the client.
- Project cost: the total cost of the project agreed by the parties of the contract.
- Payment method: which means the amount of money that the contractor will receive by completing each phase of the project. By the end of each phase, the owner must pay an agreed percentage of the total amount for the contractor.
- Guarantees: the benefit of guarantees entitles the owner of an insurance document that ensures the project has been executed according to the agreement, and to avoid any future defects and extra financial burdens or not executing the work properly.
- Fines: the fines are a punishment for the contractor who failed to deliver the project in due time.
- Laws: are the Omani law, and the Omani Arbitration law to clear any disagreements occur among the parties of the contract.

The electronic register of the companies:
This resulted for the challenges we faced in document management. And to ensure a quick neat process of organizing and updating the data of the companies. Also, doing transactions electronically is much more accurate.

Benefits of the system:
- The companies can receive a direct invitation for the system (procurements).
- Easy search.
- Getting reports about the companies with ease.
- Getting the required document efficiently.
- Lowers the cost of administrative expenses.

This program has been launched in 2013. Where 100 companies has been registered until the end of 2013. In the year of 2014, contractors and suppliers has been contacted to register their companies in the system, and it got a good response. Almost 90% of contractors has been registered until May 2015, and the total of the registered companies has reached (350) different companies. The company plans to register all the contractors and suppliers in this system.

Improving the companies of contractors and suppliers:
The supplier relations department provides a monthly, and quarter annual report about the performance of the contractors and suppliers companies. This is to identify weak points in these companies and enables them to develop. To prepare such report, the department follows these steps:

- Preparing a table with the department requirements to assess these companies.
- The table is sent to the concerned departments to be filled monthly.
- The departments send back the table after filling it.
- The department analyse the data and prepare the report.
- The companies with weak status are informed and monitored.
- The companies are informed with their weak points, and monitor the correction of those points.
The Organizes a Program Called "Wahhaj Friends" for the Children of the Employees

The program "Wahhaj friends" was organized by the vocational creativity committee, began its events for the children of the employees of the company. This fun educational program lasted for 5 days.

This program included field visits to Bait Al Zubair Museum, Fine Arts Exhibition, The Higher College of Technology and The Royal Hospital. Also, the children visited the Civil Defense department, to raise awareness among the young.

Mrs. Samira AL Mughairi Communication and Media Manager, assured that the company aims to create a well established relations with the employees. Such programs create a nurturing family atmosphere. In addition, the company wanted to invest the long free time of the summer vacation, in providing the kids with new insights and skills.

The Rural Areas Electricity Company Celebrates 10th Anniversary

Rural Areas Electricity Company celebrated its 10th anniversary during May in The Holiday Inn Muscat. The ceremony contained many segments, one of which was the speech of the CEO Engineer\ Hamed Salim Al Maghdari, where he thanked everybody for their hard effort since the establishment of the company in May 1, 2005. He also valued the company achievements' and it’s innovation in providing electrical energy for RAEC areas. Some of these important projects are the solar and wind energy plants in Dhofar. These projects aim to provide clean energy sources cut cost and help in reducing harmful emissions that damage the environment.

In addition, The Company awarded the employees who spent 10 years with the company. The awarding came to honor the merit of these employees who spent a decade with the company. Also, creativity committee has awarded the winning employees with the most creative ideas for the months of March and April.

Notably, all customer service offices in the company have celebrated the anniversary in their regions, the ceremonies included poetry, and folk dances; in which employees expressed their joy.
Mobile Application

Is an application to the Rural Areas Electricity Company operates on the devices (iPhone, Android) and is one of the ideas promulgated by the Creativity Initiative Committee on April 2014, the most creative ideas were won by:


This application contains many features that enables the user an easy access to different features like: monthly bill statement, power failure report, company news, information about the company, suggestions, locations of customer service offices, vacancies, and the services provided by the company.

This app will be updated to support the services provided by the company, and to enable the customers to use different features with the touch of a button.

Under the slogan "Health, Cooperation, Communication"

The Rural Areas Electricity Company participates in the program by Dibba hospital

The Rural Areas Electricity Company represented by Dibba Electricity office has participated in the awareness program organized by Dibba Hospital. Under the slogan "Health, Cooperation, and Communication" the events were held, many government department attended the event. The purpose was to raise awareness among the society. The office has participated with a mini exhibition, which contained some of the equipment and services provided by the company. Also, the company presented a paper that contained information about the important projects of the company. It also contained some information about the correct use of electricity, and how to avoid the misuse that can danger lives and properties. The paper was presented by Mr. Ali Khamis Al Shehhi, an electrical engineer, accompanied by Issa Al Shehhi, accounts auditor and Said Al Shehhi, customer service clerk.

Volunteering and Culture

The Rural Areas electricity Company has organized in cooperation with the Omani network of volunteers "Taawoon" a workshop about the fundamentals of volunteering, and that came under the social service for the continuity policy in Nama Group. The workshop contained many practical implications, and presented many skills that will help strengthen the concept of cooperation between society and volunteering as its result. The workshop also presented many vold projects that might be adopted, to spread awareness and increase the voluntary work portion in the society.

Nama Group has signed an agreement with The Omani Network of Volunteers to train 600 employees of the group in the principals of voluntary work, and then participate in a whole day of voluntary work with the group as the first phase of the program. Also, many employees will be enlisted in the program later on, and that is as the first initiative in The Sultanate in such programs. In addition, the agreement has contained a competition for the best voluntary project, and that is to encourage the voluntary work in The Sultanate, and the volunteers to register and get their own volunteer card. This project spreads awareness about this field, by supporting many voluntary and developmental projects for the voluntary teams, which supports the society as a part of the continuity policy. This competition had many interest among the youth group, whether they were from active voluntary teams, or newly formed. The number of participants in this competition were 95 teams from different regions of Oman, which had 3800 volunteers in total.

www.reefiah.com
RAECO Celebration
the 45th Glorious National Day

On the occasion of the 45th National Day of Oman, Rural Areas Electricity Company celebrated last Wednesday in the head office for the National day. The event was attended by Company’s employees, managers and senior managers. The celebration extended to RAEC branches in AL Wusta, Dhofar and Musandam.

The CEO, Engineer Hamad Salem Al Maghderi spoke about the stages of the Renaissance of the Sultanate during the auspicious of his Majesty Sultan Qaboos Bin said "May Allah protects him".

He also took the moment to acknowledge employees of the month for their contribution and effort during their work. Eng Rashid Ahmed Mohammed Al Shehhi, Senior Project Site Engineer in Musandam was announced as employee of the month of August. For September employee of the month announced Eng. Iman Saleh Al Salti, Electrical Engineer in Musandam as well. Last employee of the month was announced Eng. Ahmed Saud Said Al Farsi, Network Engineer in Masirah.

The company had also celebrated the launch of creative idea in creativity competition career which was launched in 2012 with the aim of spreading the culture of innovation by developing various programs to encourage and stimulate creativity among employees.

The Chief Executive Officer had launched the winning idea (Mechanical Pocket) by Eng. Al Mukhtar Saleh Al Saifi.

Rural Areas Electricity Company participates in the first Gulf customer service Forum

Rural Areas Electricity Company participated in the first forum customer service forum in the gulf region. The forum was hosted by The Public Authority of Electricity and Water, under the slogan "Future visions, and leading a change in the systems of customer service". The opening forum was under the auspices of His Excellency Engineer Ali Mohammed Al Abri, undersecretary of the Ministry of Regional Municipalities and Water Resources. The conference was attended by CEO Chairman of The Public Authority of Electricity and Water, Excellences, undersecretaries, and specialists’ from Gulf countries accompanied by a group of customer service sector employees.

This forum aimed to exchange expertise between the participants. Also it shows the methods and approaches used in this field. Finally, the forum delivered its dedicated purpose, which is sharing the experiences in the dedicated field of customer service.
We all seek an opportunity to relieve ourselves of the works stress, experience adventure, work as a team, and self-development.

RAEC Adventure Team has organized many trips and gatherings, some of them are:

1. Wahiba Sands trip. This trip lasted for three days, and it was one of the best trips, because it was a new experience for some, and it required patience, exploration skills and crossing through the sands. The trip started from Bidiyah to Ras Al Ruweis. We all bonded through this trip. We discovered hidden talents through the situation we went through. This is one on the goals of creating such trips, bonding outside the work field.

2. Al Jabal Al Akhdar trip. It was a unique trip due to the location, and the layout of the camp. Al Jabaal Al Akhdar is considered one of the best tourist destination in Oman in all seasons. For the first time on a trip we cooked goats by our self, the catering committee surprised us with their organization and cooking skills in the tough terrain of the camp.

3. The Joint Iftaar. The team prepared an Iftaar in one of the farms. The event contained sports activity, by holding the first football tournament where the team (Winners) won first place with their captain Fahmy Al Busaidi. The team also organized swimming activity. The CEO attended this event that created a moral support for the team, also these gatherings strengthen the relationship among the employees.

The adventure team has expanded in numbers and in tools and equipment. We hope that all employees join us and we hope that we can provide the necessary equipment for different trips and events. The team management aim to establish a fund for the team, where it will be used to assist the members of the team. Helping each other is what unify us as a team.

Adventure Team management expend their gratitude to the members that helped in arranging such wonderful events, also the managements extend their gratitude to the company management for their constant support, last we thank the communication & media department for their continues cooperation with the team.
A very valid and commonly asked question concerning Business Continuity (BC) is pertaining to the “best approach” for BC Planning and building Resilience. Although the approach of an Organization towards Business Continuity Management (BCM) is driven by its business requirements and constraints, the seven common characteristics of a BC Plan e.g.:

1. Establishing Recovery Objectives.
2. Identifying and prioritizing threats.
3. Identifying and implementing Contingency Strategies
4. Preparation of Plans.
5. Validating and continuous improvement of strategies and plans.
6. Increasing BC awareness and knowledge through regular training.
7. Monitoring and BCM Audit) remain the same.

In simple terms BC Planning means planning for the inevitable. If implemented fully, a BC Plan can aid an Organization in minimizing the impacts arising from a normal incident and even a major catastrophe (e.g. black swan incident).

It is a well known fact that all Corporate Entities are constantly in pursuit of value. An Entity needs to concentrate on Creating (adding), Sustaining and, Preventing erosion of Value. The amount of risk an Entity is willing to take in its pursuit of value is known as the Risk Appetite (COSO).

During one of the BCM Workshops conducted by the RAECO Performance & Business Continuity Dept., the attendees were asked to indicate their choice of being proactive or reactive to a given situation (in other words the participants were told to choose between ‘Prevention’ and ‘Cure’). It was heartening to note that except for a few, most of attendees replied that being proactive is the right way of handling a situation. Now, let me ask a slightly difficult question: We all know that a risk event should have two basic elements such as ‘Probability’ and ‘Impact’. If you are told to choose between these two (Probability and Impact) what would be your choice? Let us analyze the following scenario:

During the holy month of Ramadan you decide to buy a new car and the Salesman tells you to choose one of the following two safety features which will be provided in your car free of charge:-

1. Airbags
2. ABS (anti-lock braking system)

If you choose ABS over Airbags, you are being smart and proactive because having an ABS system enables you to deal with an accident before it escalates into a full blown issue. Moreover, by being proactive, you save in terms of cost, time and the lives of your near and dear ones!

Being proactive is an essential characteristic of Resilience. So, what exactly is meant by ‘Resilience’? And how do we improve it?

Resilience of an Organization means the capability of the Organization to bounce back (and return to Business as Usual (BAU) situation) in the face of adversity (crisis). When implemented fully, resilience enables an organization to transform extreme challenges into opportunities and achieve good outcomes from the setbacks.

Organizational Resilience relies heavily on the personal resilience of the Senior Management Team of the Organization. The following six elements are necessary for organizational resilience:-
1. Consistency – of culture, communication, message, values, style, decision making and trust.

2. Consensus – inclusive and collaborative culture learning culture.

3. An attachment/binding between the Organization and the Employees.

4. Ability to deal with challenges (stress and work load)

5. Transparency

The most challenging aspect for building and sustaining resilience of an organization lies in building its Adaptive Capacity. The adaptive capacity is like a driving motor creating energy between internal resources and external goals.

Here are some ways to build and sustain Corporate Resilience:-

- Always have an alternative plan (Plan “B”)
- Always avoid Single Point of Failure (SPOF)
- Introduce wellness and resilience programs for employees to increase their productivity
- Identify talent and encourage versatile and creative workers
- Integrate resilience into HR strategy and processes

Last but not the least, in these changing times, when every organization is expected to do more with less, what could be more important than sustainable and resilient performance? In reality, resilience is one of the few major untapped sources of potential in the economy of Oman – one that has the power to drive, support and sustain our business into the future.

Farook Ahmed Shakir
(Head of Business Continuity)
Part two of the Western Hajar

You see the mountains laying firm, hiding secrets and many tales that you can write volumes. Ancient history and stories told across the ages, about a mountain that has many blessings. Al Jabal Al Akhadar is in Al dakheliah Governorate in wilayyat Nizwa, it is about 200 KM to the summit from Muscat. This mountain is famous for its relatively low temperatures all year and lowest during November to February. The mountain is famous for its agricultural products such as, pomegranates, roses, apples, oranges, nuts, olives and many other products. Also, The mountain is famous for a herb called "Ala'alan"- it only grows there. There are many resorts and hotels, but they are a bit expensive due to the rough terrain and remoteness from town.

In all of my writings about rural places, you notice that I focus on nature, but in this Article, I am going to focus on some of the aspects of rural life, which are rarely found in the civilized cities. Every time I go there, I find new stories, see new scenery, and I notice how people live there. They live a normal life, without any complain, they are always happy and friendly. The rich and poor living together, they are hardworking – knowing that it is difficult to move between the mountains. You will notice the effect of the modern life, yet the people
there still keep their traditions. While strolling through the roads there you will find people of all ages, selling their harvest, always a smile on their faces. By going deeper through the pathway in Al Shareeja area – which is one of the oldest agricultural areas, and famous for its scalar farms. You would not find a local that will not treat you for a cup of traditional coffee and make you feel like one of them.

This mountain was a cross path for the other mountainous areas like Wadi Bani Kharous, Wadi Bani Oaf, Izki, Birkat Al Mouz, and Nizwa. What you will notice is that it was a cross path, not a place to settle, because the people that live there belong to the same tribe, and they are loyal to that place. This mountain was known as (Jabal Oman), I have read about it in foreign traveler’s journals. They mentioned that it is a fortified place, and difficult to access. One traveler was Wilferd Thesiger – Mubarak bin London, he warned about approaching that area. Until the year 2005, any visitor would have to get a permission from Waly Nizwa. In the year of 2005, His Majesty Sultan Qaboos granted access to all and ordered to construct roads. It became a tourist destination after it was closed for centuries. The mountain is one of the most beautiful tourist destination in Oman, where one can see amazing scenery, heritage and practice many mountainous sports.
Bio:
I first joined the electricity sector by working for the Ministry Water and Electricity during the 80s. I strived to get a college degree, and managed to get a Bachelor’s degree in Business Administration from The University of Cairo in Egypt. After I came back from Egypt, I ascended the professional ladder from an Accountant to the Head of Customer Accounts Department, then I was assigned the position of the head of general accounts and after that, I became the Head of Internal Audit.

Later, I was promoted and assigned as the administrator of the Finance Department in the Directorate General of Housing, Water and Electricity in Dhofar Governorate. After that department, I have been to different departments such are: procurements, general accounts, budget, store accounts, customer accounts, commercial accounts and treasury department.

I moved to The Rural Areas Electricity Company after the privation of the electricity sector in 2005 due to a ministerial decree, and was appointed as The Head of Administration and Finance Department in Dhofar Governorate, finally in 2008, I was appointed as an expert in the CEO’s office, till date.

Creativity Committee

Behind every success, productivity, development and change is a creative mind. Someone with creativity is always looking for methods and ways to improve, and does not sticks with one solution. They also have will-power, determination and clear objectives they aim to achieve. They do not fear failure; they are initiative, positive and hopeful.

Whoever wants to be creative has to devise a written plan that contains his or her set of aims, and constantly revise it, until he or she realize what has been made possible, and determine the percentage he achieved. From this point of view, there was this creative idea, that was adopted by the CEO, Eng Hamed bin Salem AL Maghderi, who established a professional creativity committee, so that The Rural Areas Electricity Company nurture these creative ideas, keeping in mind that this support in every mean and method, levitate this ideas to a higher level that results in excelling the services provided by the company.

According to that the management decree 19/2012 was issued to form the development committee, which I was honored to lead along with outstanding members. We worked as a team and aimed to develop the work environment in the company, and all thanks to Allah we achieved most of our aims in this sensitive area.

We have accomplished many ideas, like:
- Paper recycle
- Projects quality and protecting grids from corrosion
- Mechanical pocket
- The Reefiah Library
- Soft register of suppliers
- 5S training on office organization
- E-newspaper
- RAECO family then it became Wahaj friends
- RAECO APPs
And many others under study.

Challenges:
There were many challenges, but with the support of the CEO, we managed to overcome the challenges the committee encountered. That had a huge impact in bringing up talents and creative ideas of the employees of the company to see the light. These ideas helped in improving, and creating a successful, attractive working environment.

We extant our appreciation to department managers and every single employee in the company for their dedication and support to the committee.

Last word:
The management of Rural Areas Electricity Company does not stop with a certain achievement; they carry on giving and seeking higher achievements according to plans and strategies.

Although the company specializes in generating and transmission of electricity and desalination of water in remote areas, it has succeeded in providing these services with quality, by using natural resources to generate electricity such as wind power and solar energy. RAEC is a leader in the area of such projects in the area.

Last but not least, I hope for more development and prosperity for Rural Areas Electricity Company, and a better future for every employee, and I hope they achieve more under the wise command of His Majesty Sultan Qaboos – May Allah grant him with grace and protection.

Ahmed Barham

There is a creative mind behind every success, productivity, development and change.