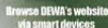


## PUBLICATION OF DUBAI ELECTRICITY &amp; WATER AUTHORITY ■ October 2010 - Issue 38

His Highness Sheikh  
Mohammed bin Rashid Al Maktoum



**Browse the website  
via the computer**

Arabic Domain : امارات



**DEWA provides 14 channels for pay**

**Enjoy the 118 e-services  
through DEWA's website**

## For the third year in a row, DEWA Wins the first place in e-services among All Dubai Government Departments



e-mail

customer care @ dawa.gov.ae



eServices

<http://e-services.dewa.gov.ae>



DEWA website  
www.dewa.gov.ae

04 6019999



[www.dewa.gov.ae](http://www.dewa.gov.ae)

## Brilliant Years of Electronic Services



**Saeed Mohammed Al Tayer**  
MD & CEO of DEWA

Dubai Electricity and Water Authority continues its steady march towards universality and building an integrated knowledge-based society, bearing in mind acquiring cutting-edge technologies and solutions along with introducing them into its electronic operations. In this context, DEWA's participation in "GITEX 2010" Exhibition through a Suite of its own, for the first time since it began participating in this exhibition, intends to promote its electronic strategy and crystallize the directives of H.H. Shaikh Mohammed Bin Rashid Al Maktoum - Vice-President and Prime Minister of the UAE and Ruler of Dubai. These directives stress the necessity of close collaboration of all government departments' efforts to accomplish a strategy aiming to fostering eServices, encouraging the use of eportal, and reducing the number of employees in government departments. Also DEWA's electronic strategy aims to render avant-garde expertise in terms of customer service, encourage others to air their views and proposals in order to enhance and promote our services, simplify the procedures of dealing with government departments, and initiate a new era of government work through applying the best practices that contribute to achieving balanced and sustainable development.

DEWA launched its eServices in 2001, as it started off with enquiry service, Bill ePay, and then these services developed to include 118 eServices covering all DEWA's services being informative, interactive and related to procedures.

DEWA has launched several prizes during its participation in previous GITEX exhibitions to encourage customers, and this year also DEWA is launching a raffle draw on awards over the five days of the exhibition from 17 to October 21, 2010.

The exhibition will host the signing ceremonies of three agreements and partnerships between DEWA, the private and Government sectors, and will witness the launch of new services geared to DEWA's customers.

DEWA will hold seminars in partnership with international companies such as "Gartner" and "SAP", and will invite the directors of Information Technology Departments at Dubai Government in order to confirm DEWA's role in the dissemination of awareness and electronic culture.

DEWA launched the iPhone applications to enable customers to easily locate the closest customer service and payment centers while browsing Google maps, providing them with information on telephone numbers and working hours. Besides, users of these applications will be able to lodge complaints and suggestions, along with the feature of attaching photographs containing the exact locations. These users can also benefit from the feature of enquiring on the consumption bills for the services provided by DEWA including Electricity & Water, drainage and housing fees and settle them through the ePay& mPay system provided with Dubai e-Government.

These applications will be added to the ability to save and send data in "Business Card" format. Moreover, these applications allow them to communicate with DEWA through e-mails or by visiting DEWA's website.

DEWA was among the pioneering government departments as it booked six Arab domains on .ا.ر.د. for its website. These domains have been put into service, which allowed typing DEWA's website in Arabic for the first time and thus contributing to strengthening the deep-rooted Arab identity of the UAE, as well as encouraging all initiatives which stress the value of Arabic language and giving it strong support.

Launched in 1998, Dubai Electricity and Water Authority's website is regarded as one of the most distinguished government websites. DEWA's website has won many awards, such as the 5th Middle East Electronic Government and eServices Award from the "Middle East Excellence Award Institute", ARAB ELECTRONIC GOVERNMENT SHIELD – Optical Creativity Category, and the two awards from GCC eGovernment Award – one for the best Electronic Project, and the other for The Best eService Award for the bill ePay service from GCC eGovernment Award.



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Our Dear Readers, This magazine was a result of your contribution, and meant to be available for you. Therefore we welcome further suggestions and valuable thoughts, by which we can then achieve our aim, of open dialogue and easy communication. We thank you for your continuous efforts, and cooperation, with our sincere best wishes to you.

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**50 years of Excellence & Pioneering**  
**STRATEGY STAGE ... FROM EXCELLENCE**  
**PRINCIPLES TO PROACTIVE INITIATIVES**



DEWA receives a high-level Korean delegation



"Woman... The spirit of the Place" ...at DEWA.



Since its inception, DEWA's march of excellence would not have been achieved without crystallizing a strategy led by a far sighted vision to achieve its objectives and a strong commitment with excellence principles. The next stage was to achieve leadership in the government activities, which is the fifth stage of the stages that featured DEWA's march since its inception.

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**Marwan Sultan Al Sabbagh "THE FIRST EVER SUCCESS IS SELF-REALIZATION IN OUR BUSINESS, AND ENHANCEMENT OF TECHNOLOGICAL AND PROFESSIONAL CULTURE".**



### **Distinguished Government Employee**

Steering government machinery make us desperately believe in achieving Excellency in all walks of life. Each government employee shoulders huge responsibility which is to work using his brain, spirit and heart to realize continuous success that was achieved by predecessors and expected from successors.



### **Be Creative or Imitate**

If you encounter a challenge that is desperate for solution or a decision to be made, you have to choose one of the following two options: either adopt and follow ideas of predecessors or provoke your dignified creative potential, brain power and develop new creative ideas.



### **Quality Services the Way to Leading New Economy**

Despite our achievement, we still need to support quality of all services if we were to take the leadership of new economy. I am committed to achieving this objective. Yet , another objective of an equal value is that Dubai strives to achieve a pioneering and excellence center in field of business that is closely related to new economy, not only on local or regional level but also on international level, therefore, we reserve no efforts to make the business community in Dubai get what it can not get any where else.



**Quotes of**

**H.H. Sheikh Mohammed Bin Rashid Al Maktoum**

**Vice President and Prime Minister of UAE and Ruler of Dubai**

# Meet our New Target



Unveiling our new Customer Service Centre at Discovery Gardens

## Services provided:

- Bill Enquiry and Payment
- Registration of New Customers
- Change of Billing Address
- Final Bill Requests
- Clearance Certificate
- Update Tenancy Contract
- Suggestions & Complaints
- General Enquiries

لأجيال القادمة  
For generations to come

04 6019999

[www.dewa.gov.ae](http://www.dewa.gov.ae)





**50 years of Excellence & Pioneering**  
STRATEGY STAGE ... FROM EXCELLENCE  
PRINCIPLES TO PROACTIVE INITIATIVES.



**determination, strategy and vision for the  
future are our real resources in the quest for  
excellence and success**

His Highness Sheikh  
**Mohammed bin Rashid Al Maktoum**

Since its inception, DEWA's march of excellence would not have been achieved without crystallizing a strategy led by a far sighted vision to achieve its objectives and a strong commitment with excellence principles. The next stage was to achieve leadership in the government activities, which is the fifth stage of the stages that featured DEWA's march since its inception.

DEWA has successfully completed four stages of its march starting with the First Stage "the Merger stage", followed by the Second Stage "the Incorporation Stage". The Third Stage was the "Development and Improvement Stage" and finally these stages topped with the "Comprehensive Quality Stage" during the period from 1998-2000. At that time, the harmony between the leadership and work team has reached the climax and resulted in more creative initiatives. In addition, DEWA received many local, regional and international awards.

Afterwards, DEWA has experienced new and swift changes during the following stages as the economic (and importantly demographic) growth required a shift into a new stage of strategic activities and a far sighted vision in order to be ahead of the increasing challenges of development, especially the requirements of the emerging electronic government.

### **First Strategic Stage (2000-2004), World-Class Standards**

In this stage, DEWA's vision and mission were evolved to include the world-class excellence standard in correlation with Dubai's vision. This stage was featured with the application of a world-class standard according to excellence models and self-assessment in addition to the following:

Introducing the Balanced Scorecard in executing the strategic plan.

Engineering operations and automation of procedures to provide electronic service under the umbrella of the "electronic government".

Conducting benchmarking comparisons with international leading entities.

DEWA has received the following awards:

- Dubai Quality Award 2001
- Corporate ISO 9001 Certificate, 2001, Safety & Health System Management Certificate, (5 star assesment in 2002)
- Investors in People Award, 2003.
- Dubai Human Resources Award, 2003.

DEWA is constantly working on investigating improvement and development opportunities through utilizing the tracking reports of Dubai Government Excellence Program, Dubai Quality Award, British Safety Council, and review reports for the development of performance and improvement of services.

### **Second Strategic Stage (2005-2009).. Institutional Excellence Challenges**

In this stage, DEWA witnessed tremendous impulsive challenges which obligated the Authority to amend its strategy accordingly.

The real-estate sector in Dubai requires the provision of huge quantities of electricity and water, whereas the growth in demand for electricity is increasing by 17 % per annum, which is an unprecedented ratio globally. This demand requires DEWA to double its production capacity in 2010, i.e. to establish new stations during the upcoming three years and this equals the number of projects executed by the Authority since 1960, and these plans apply to transmission and distribution

grids of electricity and water, and all other services such as invoices, no objection certificates...etc.

The global trend towards the privatization of services gained a great success in the UAE such as in the telecommunication sector by licensing new providers. This trend may be applied to the power and water sectors, especially with the announcement for the establishment of the Energy Authority (Regulatory authority of the Energy Sector).

At the beginning of this stage, the ground was prepared and solid foundations were launched to move into the Second Stage through:

Launching new visions and mission, reviewing and updating the strategic plans, revising the balanced scoreboard to reevaluate performance indicators at the institution level, distributing the strategic plan at all professional levels and concerned parties.

Concentrating on expansion projects for completion on specified times in correlation with large scale projects.

Despite it's a government body, DEWA is working according to the commercial principles adopted by the private sector, and has managed to score a high credit assessment by the International Credit Assessment Agency for providing loans and bonds to fi-

>>>

**The First Strategic stage witnessed the evolving of DEWA's vision and mission to include the international excellence standard which correlates with Dubai's vision.**





**The growth in electricity demand in Dubai is increasing by 17% per annum which is an unprecedented ratio worldwide.**

**DEWA received many prestigious international and local awards in various fields which reflect its leading position among other Government of Dubai's authorities.**

nance its expansion projects.

Utilizing investment opportunities through the establishment of central cooling company "EMPOWER" and Electrical Cables Company.

Restructuring the authority to align between activities and maximum use of resources on 1/1/2005. After two years, various restructuring processes were reviewed to achieve highest levels of performance and integration with different sectors, reviewing the effectiveness of the new structure, updating it as in the restructuring of projects and engineering sector.

In light of these conditions, the Senior Management has always considered the organizational excellence by:

Adopting Strategy Focused Organization concept, therefore an agreement was reached with Palladium Balanced Scorecard Collaborative to evaluate DEWA and set a plan for qualifying DEWA for the Hall of Fame for distinctive practices in applying the balanced scorecard.

Conduct a field study on operations and procedure to enhance competence in cooperation with Cannizaro. The ap-

plied study has succeeded in enhancing competency through full utilization of HR in Transport and Distribution Section in 2007 (estimated to AED 35 million) and then applying this to Customer Service section.

DEWA's efforts outcomes and appreciations by national and international entities concerned with excellence in business:

**1** Excellent Government Department Award (Golden Category) in Dubai Government Excellence Program.

DEWA won Excellence Government Department Award (Golden Category) in Dubai Government Excellence Government Program in 2007 for the second time after in 1999.

**2** Application of operations and quality administration system within world-class standards:

DEWA sets out operations administration systems and approve international specifications. DEWA won ISO 9001 certificate on sectors level since 1998, then on the organizational level since 2000, and ISO 14001 at sectors level since 1998, and then the organizational level since 2006, and OHSAS 18001 since 2003, ISO 27001 in Information Security in 2010.

**3** Safety Management Certificate (5 star) since 2002, this certificate awarded by the British Safety Council reflects DEWA commitment with the international safety measures and standards.

**4** Dubai Human Resources Award, 2008 for the second time after 2003:

This award organized by Dubai Department of Economic Development aiming the private and semi-government sectors, is an acknowledgment for DEWA's commitment for Emiratization of jobs and achieving the best growth rates through offering large numbers of work opportunities for the UAE's na-

tionals, developing their skills and promoting their role in building a prosperous future through intensive training, direction and continuous support.

**5** Investor in People Award, 2004 & 2007, the investor in human resources award is an international criterion depends on the good exercising of job and development through the human resources in the organization to realize work objectives. The investment in human resources measure provides a practical framework for organizations to improve their performance and achieve objectives through active management and development of human resources. This tool was developed in 1990 and reviewed every 3 years according to the requirements of the International Quality Center (the Approving authority for Investment in People Award). DEWA is one of the first public departments in the Government of Dubai to receive this International Award in 2004 & 2007.

**6** The International Hall of Fame Award in Strategic Planning:

In 2008, DEWA received the International Hall of Fame Award, the most elite international award in the field of organizational strategic planning and application through balanced performance scoreboard. The Authority is the first organization in MENA region to win such award whereas the Authority's strategic planning management system has been adopted as an international practice.

**7** Integrated Management System Award. DEWA was the first authority to apply this system among all other departments. Integrated Management System (IMS) is a system that combine all systems and operation in one framework to enable the organization to work as a unit with one unified objective which is to improve performance. This system gives a clear image of the various working aspects in the Authority and how they are influenced by each other, in addition to related risks. Also it

helps in decreasing duplicity and facilitates the introduction of new systems in the future. Among the main objectives that DEWA is striving to achieve by applying such system are the encouragement and activation of risk management, giving a competitive distinctive to improve the organizational performance and the enhance the satisfaction of all concerned parties.

**8** Sword of Honor Award for 3 consecutive years (2007, 2008 & 2009) conferred by the British Safety Council. The Sword of Honor Award is most prestigious award in safety. Wining this award for three consecutive years confirms that DEWA is one of the few elite organizations worldwide that ensure highest degree of safety and health for its people. This award represents a global acknowledgement with the Authority's distinctive practices in the field of professional safety and health, and fosters our competitiveness and elevates the morale of our human resources.

**9** GCC Environment and Saving Award, 2008. This award confirms DEWA's believe in and support environment and the sustainability of resources. It's a real confession with the Authority's vigorous efforts to maintain the environment and to enhance the awareness on the importance of saving the resources, and to exchange these practices at the GCC level.

**10** GCC Electronic Award, 2009, for the best Electronic Service (Second Place), and the best electronic project (third position) during the 1st GCC Electronic Government Conference with the objective of allowing GCC's government authorities the opportunity to exchange field experiences and applications with regard to information technology and international standard for electronic government excellence.

**11** SA - 8000 Certificate for DEWA's Social Accountability accomplishments, 2009. This award aims at



enhancing the Authority's reputation for adoption of social accountability concepts, application of social and moral issues methodologies that inspire all concerned parties, especially our people, customers, partners, and local societies.

**12** Investors in Excellence Award, 2009. It's the top award at European level in terms of excellence for the approval and application of excellence model with higher efficiency. This

**Strategy is a main factor for the success of the Authority as it's the first organization in the Middle East to join the Hall of Fame, London**

**In DEWA, everyone contributes directly in its vision and mission by ensuring the customer satisfaction**



award aims at the measurement of the organizational performance level achieved by the Authority compared with best international practices. The Authority, also strives to enter the Hall of Fame in this field to be one of the international organizations recognized for being one of the “Investors in Excellence”.

**13** GCC 1st Electronic Government Conference Awards, 2009.

In the frame of its participation in the GCC 1st Electronic Government Conference Award held in Oman, DEWA came in the second place in the best electronic service category for the electronic invoices payment service. Also, the Authority came third within the best electronic project category for SAP System “Facilities Services” for invoices and customers services management.

**14** Excellence Awards, Dubai Government Excellence Program for 2009. DEWA won 10 awards within Dubai Excellence Program for 2009 including the Distinguish Financial Government Department category, Distinguished Technical Project category, Distinguished Joint Government Project, Distinguished Employee category in addition to Creative Employee category and Anonymous Soldier category.

**15** ARAB ELECTRONIC GOVERNMENT SHIELD, 2010.

DEWA has won the Arab Electronic Government Shield for visional creativity category of the United Arab Emirates.

**16** 15th ME Electronic Government and Services Award, 2010.

DEWA won the “15th Middle East Electronic Government & Services Award” organized by the “Middle East Excellence Award Institute” which selected the Authority for its approved standards in tracking and employing the best achievements and creations in



the field of electronic government and services, information technology and telecommunications.

The winning of the Authority of local and international prestigious awards in the fields of its activities and maintaining the quality management certificates reflect the leading position the Authority has reached among other Dubai Government departments and the realization of some parts of its vi-

sion by transforming into a world-class utility.

Fifty years of excellence and achievement elapsed, yet DEWA still strongly determined and rich of promising ambitions and visions, following in the footsteps of its wise leadership and deriving its aspirations to transform them into a reality consistent with the leading position of the Emirate of Dubai.





## هيئة كهرباء ومياه دبي Dubai Electricity & Water Authority



### **Vision and Objectives "For the Second Decade"**

H.H. Sheikh Mohammad Bin Rashid Al Maktoum, Vice President of UAE, Prime Minister, and Ruler of Dubai, "Will, Strategy and Vision for the Future are our real source for excellence and success")"

There are many organizations with vision and mission, as they are considered key effective tools, if communicated properly.

Strategy is a main factor for the success of the Authority as it's the first organization in the Middle East to join the Hall of Fame, London for the application of the balanced scoreboard and a strategy focused organization. Also, it is worth to mention that one of the most important principles of the strategy-focused organization is to look into the strategy as the top priority by all members of the Authority. The Authority possesses all necessary means to realize this vision.

The vision can be achieved by communication; everyone needs to know the vision and mission. This doesn't mean the knowing the vision and mission, however, everyone must be aware of his role to deliver the desired results.

#### **Vision:**

DEWA's vision is "A **recognized World-Class Utility**", and striving to realize it in the future. The Authority took large paces to achieve this vision (DEWA has international approval standards e.g.: ISO certificate and Sword of Honor certificates). Therefore, our role is to show our ability and proficiency as one of the leading services organization

globally.

Vision is the pivot on which the Authority's strategy is based, as it defines its objectives. The Authority is developing its capabilities to achieve and enhance customer satisfaction, provision of water and electricity with a reliability level, to achieve operational competency, to implement and maintain the best practices, and to ensure the continuity of excellence as our utmost goal.

#### **Mission ;**

This mission underlines DEWA's activities as it communicates the role of the Authority to all concerned parties, whether individuals or groups depending on the Authority or have common interests with the Authority, or the Authority depends on them. Therefore, it's important to ensure the communication of the Authority's strategy to all concerned parties.

#### **DEWA has 5 key stakeholders:**

##### **Customers:**

Whether industrial, residential or commercial customers, DEWA ensure the provision of its services with highest standards of quality and reliability to meet the customers' needs.

##### **Government:**

DEWA is working in close cooperation with Dubai Government Department as well as Federal Departments.

##### **Society**

Each resident in Dubai is not considered a direct customer. The views and impression of these customers affect the Authority's image and operations. There are other parties like media

and environment organizations which play a similar role.

#### **Partners**

DEWA is working with several establishments like suppliers, main business partners, financial institutions or credit establishments.

#### **Our People**

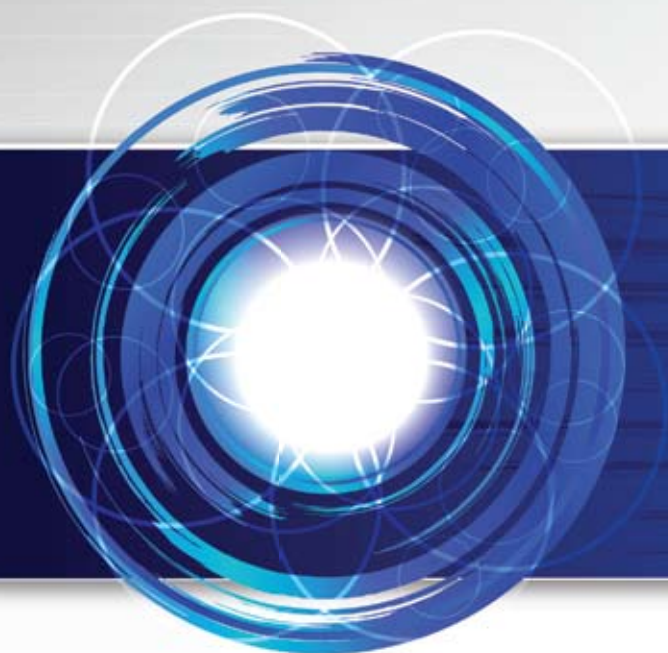
##### **All DEWA's employees.**

To meet the highest standards of competency and proficiency, we have to amend and update DEWA's mission to include all our partners, therefore, the mission was changed into:

**"Meeting customer satisfaction and promoting Dubai's vision through delivery of electricity and water services at a world-class level of reliability, efficiency, safety and environment by a competent workforce and effective partnerships; supporting resources sustainability"**

Working within this perspective will clarify the mechanism of providing services by the Authority. In DEWA, everyone contributes directly in its vision and mission by ensuring the customer satisfaction, provision of water and electricity, delivery of services with the highest levels of reliability and achieving operational efficiency in all services provided the Authority and persistence efforts to ensure the best practices and to ingress the culture of excellence all over the authority.





# DEWA Wins the First Place of Dubai e-Government Quality Services Assessment

Dubai Electricity and Water Authority (DEWA) continues thriving to success and excellence. After gaining the first place in 2007, DEWA won again the first place in the overall assessment of the Dubai e-Government services for the years 2008 and 2009. The results showed an increase of 88 % in the overall e-services evaluation results for the years 2008 and 2009 compared with 2007.





DEWA won the first place in the assessment conducted by Dubai eGovernment on a selected sample of public e-services. The results showed the assessment of 545 electronic services provided by the 18 departments and government agency in Dubai. The project used the “eServices Delivery Excellence Model” (EDEM) as a basis to “assess the quality of electronic services” for the years 2008 and 2009 with some minor amendments.

On this occasion, HE / Saeed Mohammad Al Tayar, Managing Director and Chief Executive Officer of DEWA stated: “We continue our steady path of success towards intensional. This new accomplishment in obtaining the first position in the overall assessment of the electronic services is in line with the strategy e-government efforts to raise the level of electronic services in Dubai while laying the foundations of an integrated knowledge based community which supports the United Arab Emirates Government strategy to establish a new phase of governmental procedures following the best practices that contribute to achieving a sustainable and balanced development,” H.E explained.

“DEWA launched the e-services in 2001. It started with the inquiry and payment services of electronic invoices, and then evolved to include 118 services in their three formats: the electronic, the interactive and the procedural,” H.E added.

“DEWA’s electronic strategy is in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum -UAE Vice President and Prime Minister and Ruler of Dubai who stressed on the need for concerted efforts of all departments to achieve the strategy aiming at promoting the electronic enablement (e-Enablement) of government services and the use of the portal. These measures will reduce the paperwork in government departments and will provide high-quality customers’ service. These measures will encourage others to give their views and suggestions in order to streamline our services and procedures,” H.E added.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai announced the concept of Dubai eGovernment in early 2000 and the formal launch was on 29th October 2001.

After the announcement a high-level Executive Team was formed to build an eStrategy for the departments of the Dubai Government including eGovernment infrastructure and vital eServices, leading to start of eGovernment with the launch of the public portal services.

In March 2009, HH Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-President and Prime Minister and Ruler of Dubai, issued a decree (Law No. 7 of 2009 in the Official Gazette Issue 339, 31st March, 2009) establishing Dubai eGovernment as a Department.

Under the decree, Dubai eGovernment Department merged the eServices and Government Information Resource Planning teams into one department aimed at jointly building a knowledge community and to lead the emirate’s eTransformation. >>>

**DEWA has launched electronic services since 2001, starting off with Enquiry Service and Bill ePay Service.**





## A Technical Talk and more promises to achieve

### **Al Tayer:**

**“At the previous stage, we have finished laying the foundations. Now, we are going ahead for progress”.**

### **Al Tayer:**

**“We were keen on acquiring the confidence of customers through our electronic structure. So, we exerted great efforts to enhance the criteria of security and electronic protection in the Authority website to the extent that enabled us to attain world certification in information security”.**

In an elaborated interview, H.E. Saeed Mohammed Al Tayer Vice President of Higher Council of Energy – MD & CEO of DEWA – stressed that what the Authority has seen in the offices of IT Department makes you feel that you are in a high-tech silicon Valley company, rather than a government department in Dubai. The achievements made by the IT team, and the local and regional awards attained by DEWA's e-initiatives beginning from 5-star reception counters.. ending with production stations for

power generation and water desalination. All these bear witness to what we are saying.

Below is the interview published in “Al Bayan” in arrangement with “e4all” (Dubai eGovernment) in issue No. 83 – September.

**We would like to congratulate you on your outstanding achievements and the high ratings DEWA has obtained in the Dubai e-Government evaluation. What are the factors behing these achievements?**

“To make these achievements, we have relied on the strategy of excellence and quality which necessitated that all our departments and sections should work hand in hand as one entity.

We achieved this coveted position due to IT team's innovation in adapting work requirements to technological advancements. Thus, the IT team became the main catalyst in the implementation of our strategic vision, and it gained the confidence of higher management, and became a partner in all developmental processes.

**Are you weighed down by too many demands related to It, which translate into additional financial burden?**

We work to a systematic plan and our decisions are not taken impulsively or on personal grounds. We apply the highest standards of performance indicators and efficiency measure-

ment, because we are greatly aware of the huge revenues and results that IT solutions and systems generate.

We have adopted this approach ever since H.H. Shaikh Mohammed Bin Rashid Al Maktoum - Vice-President of the UAE and Prime Minister and Ruler of Dubai Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai launched the first electronic government in the Arab world.

We view IT costs as part of a comprehensive quality performance concept which considers speedy and efficient delivery of services a prime duty. We also study the work of other similar bodies around the world, and draw comparisons

We also monitor the role of IT solutions within our Department in boosting performance and efficiency, lower production costs and avoiding squandering of resources. Eventually, we always win by investing in technology.

**Beyond all expectations But technology alone doesn't lead to distinction, and there are organizations that invest a great deal in technological solutions but are not able to achieve your kind of success. What is your secret?**

Performance and teamwork are more important than technology. This is very important for me personally, and I devote my time and efforts to understand the needs of the team



## Al Tayer:

**“The number of e-transactions through DEWA’s web-site increased in the year 2009 and reached 470000 transaction with a rise of 35% more than the year 2008”.**

## Al Tayer:

**“We do believe that educating people on the electricity and water consumption is part of the sustainability of our ability to manage the process of demand”.**



and interact with them. The results are always up to my expectations, or even go beyond them. I learnt this from H.H. Shaikh Mohammed Bin Rashid Al Maktoum - Vice-President of the UAE and Prime Minister and Ruler of Dubai Sheikh Mohammed Bin Rashid Al Maktoum, because what we can achieve through kindness, we cannot achieve through law and authority.

At DEWA, we place Performance Indicators that motivate employees to be innovate and excel, and we incentive them with awards. this is the secret of our success.

### **How did electronic services at DEWA evolve to reach this level?**

We launched our website in 1998, and we were the first department to launch the ePay service in 2001. We

divided our clients into different segments because we run services that are indispensable for business and individuals. Electronic transformation now covers 118 electronic services, which means that we have reached 97% eTransformation. This means our customers don't have to visit DEWA premises, as they can do most of the transactions from the comfort of their homes.

In 2006-2007, DEWA led all Dubai departments in designing websites as per the standards of Dubai e-Government. In the same year, we got the top position in eServices assessment, and maintained that status for three consecutive years.

**Prominent Achievements**  
**Does this mean that the wheel of ETransformation will slow**

**down after you have turned all your conventional services into electronic ones.**

On the contrary, we have only finished laying the foundations, and will now proceed to build the upper floors. We have launched services that are compatible with iPhone, Blackberry and iPad because they are popular and are considered as the gadgets for the next generation.

Our IT team has adopted HTML5

**Al Tayer: “We aspire to transfer from the eGov-ernment stage to mGov-ernment stage”**





H.H explores DEWA's applications compatible with i phone - in the presence of Al Tayer, Al Akraf and bin Haider

for enabling easy browsing of our sites and services via mobile phones and smart phones, regardless of their type and screen resolution. We have also launched our services through the audio definition system IVR, and enabled our customers to pay bills through Etisalat ePay machines which are available in all parts of the country. Also, customers have the option to pay through direct debit, as we have signed agreements with 25 banks.

We have also enabled our custom-

ers to pay their bills at Enoc and Epco petrol stations and Emirates post offices. We now have 11 different portals to collect bills.

At the same time, we have focused on winning the confidence of our customers in our electronic infrastructure, and our hard work was rewarded when we were awarded the international accredited certification in information security: ISO27001 – 2005.

**You launched a number of cam-**

### **paigns to attract users to ePay. What was the result?**

Poor adoption of electronic services is one of the major obstacles faced by eTransformation. Despite the many options that we provide, some customers are reluctant to use electronic services, and still prefer to visit DEWA offices to pay their bills. This prompted us to launch a number of awareness campaigns, the last of which was called “Save Your Time, Save Your Energy”, which lasted for six months.

The results exceeded our expectations, and now we have 163,616 registered customers for our electronic services. Our website recorded 28.3 million visitors in 2009, and the number of DEWA electronic transactions in the same year reached 470,000, a 35% increase over 2008. Overall electronic adoption has reached 34%.

During the campaign, the number of electronic transactions rose by 42% which is translated into 800 transactions per day. We were able to collect AED 10 million from 1,824 electronic transactions in one day. Another record came from a single customer who paid AED 7.5 million for his bills using credit cards. Also, the number of registered users for DEWA's website has risen by 54% and overall collection from electronic services increased by 57%.

**How dependable are you on your electronic structure in following up projects and efficiency, especially since your**



## department is very large with many branches?

I rely entirely on Information Technology to track progress. I have no other tools or options. The IT team has equipped my desk with a number of networked screens that help me track the overall status of any project in no time. I can access this information from my office, home, iPad or mobile phone.

### Countless returns.

**You have a unique initiative called "Add Your Touch" that involves the public to offer ideas and suggestions, as well as similar initiatives targeting children. What are the benefits of such initiatives?**

With the suggestion system, we saved and earned a lot. We received many ideas from the internal team and from the public that helped us reduce our operating expenses and developing our external resources. In turn, we rewarded the people who offered innovative ideas.

We established a virtual online club for children, and we also take part in the activities of "Kidzania" located at Dubai Mall. We have another section at Mall of Emirates that addresses children because we believe that public awareness of saving electricity and water resources is critical to meeting our goals. This is the core of our vision for future generations.

## How do you evaluate the role of Dubai eGovernment in helping

## you achieve eTransformation?

We would like to profusely thank Dubai eGovernment for their efforts in this respect. Dubai eGovernment is the key driver of eTransformation in Dubai. This requires Dubai eGovernment to launch more similar initiatives, such as promotion of electronic services, and working with other Government Departments to exchange best practices and innovative ideas in raising public awareness of electronic services.

**You adopted the SAP system for planning your corporate resources while Dubai eGovernment has its own Government Resources Planning System. Can you tell us why?**

We chose the new system after we consulted Dubai eGovernment, and keeping in mind our peculiar requirements and the nature of our work. Some of our operations need SAP applications. The selection of SAP was done after a thorough analysis of its performance in major establishments and companies worldwide.

**What is your vision for the future of DEWA's electronic services in particular, and for Dubai Government Departments in general?**

At present, we are boosting our services through portable devices, such as iPhone, Blackberry and iPad, and we plan to move from electronic government (eGovernment) to mobile government (mGovernment). We



**DEWA's applications compatible with Apple i Pad**

are also working on creating strategic partnerships with the private sector and technology service providers.

As for the initiative of Dubai eGovernment, agree with the vision of HE Ahmed Bin Humaidan, Director General of Dubai eGovernment which focuses on quality rather than quantity, and on electronic integration between different Departments.

It is the customers right to access all services in a convenient way, and this cannot be achieved unless we work together under the umbrella of Dubai eGovernment. After all, we are here to serve the customers of Dubai eGovernment across all sectors and segments, whether they are residents, visitors or businessmen.



## Focusing on the human element,

**“e4all” conducted an interview in its Issue No. (83) for September with Engineer Marwan Salem Bin Haider, CIO in DEWA, who provided some interesting behind-the-scene details of DEWA eServices.**

We focus mainly on the human element, particularly in professional applications such as promoting and developing. The spirit of belonging and team work are key drivers of success and excellence, and not technology. We treat our teams with tolerance, flexibility and trust, and we don't follow the bureaucratic system of marking attendance, leave and office timings. We focus on productivity first.

For example, when we started developing our electronic services via iPhone, the team that worked on it had no previous knowledge of that technology, but that did not prevent them from experimenting and developing a solution in just one month.

We also have a development and search section at the department. This advanced approach spurs us to continue developing and innovating new products for our customers.



As for Quick Reference Codes, these codes have an interesting story behind them. We learnt from H.H. Shaikh Mohammed Bin Rashid Al Maktoum - Vice-President of the UAE and Prime Minister and Ruler of Dubai to move before others start to think. I read about that technique late one night and felt that we have to beat others and adopt it first. So, I immediately called H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA, who agreed without hesitation on applying this technique to our work methodology. We applied the code system the very next day. These codes are valuable because they enable us to communicate with our customers without the need to register names or numbers. There are built-in programmes that read these codes on all types of mobile phones with the assistance of an attached camera. The programme analyzes these codes and automatically calls the address or e-mail provided.

### **DEWA launches its first applications compatible with “Apple iPad”**

In its strive to provide a wide variety of e-services; Dubai Electricity & Water Authority (DEWA) launched today during a press conference held at its Head Quarters, the first application compatible with “Apple iPad”. These applications have been completely developed by DEWA's IT department in order to enlarge the list of e-services provided by the authority. This Achievement comes in line with DEWA's constant effort to deliver the best e-services to its customers in order to save their time and efforts.

The conference was attended by H.E. Saeed Mohammed Al Tayer, MD&CEO of DEWA, as well as a number of EVPs, VPs and senior staff.

On this occasion, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: “This step is integral to DEWA's strategy in order to establish a balanced and effective electronic infrastructure that can enhance our electronic shift. DEWA has put on top of its priorities the acquisition of state-of-the-art technologies in order to use them in its various electronic services in line with Dubai strategic plan's objectives to maintain a continuous development trend”.

“The iPad modern applications target DEWA's customers and provide them with a quick and easy access to our available services. These applications include many services such as GPS to locate customer's centers, information pertaining to these offices including telephone numbers and working hours, and the ability to save and send data in “Business Card”





### Variety of brilliant services through DEWA's applications compatible in mobile phones

format. Moreover, these applications allow them to communicate with DEWA through e-mails or by visiting DEWA's website," HE added.

"DEWA's customers who are use "Apple iPad" applications will be able to send their complaints and suggestions in addition to the capability of attaching photographs containing the geographical coordinates of locations. Besides, customers will be able to enquire on the consumption bills for the services provided by DEWA including Electricity & Water, drainage and housing fees and settle them through the ePay system provided in collaboration with Dubai e-Government," H.E. explained.

Engineer/ Marwan Salem bin Haider – Vice President – Chief of IT in DEWA said: "DEWA's IT team ex-

erted enormous efforts to enable customers to acquire our latest news and information. These applications help in disseminating DEWA's news and achievements, publishing its latest services and broadcasting its recent activities and events with the possibility of viewing online videos aiming to enhance society awareness on the rationalization of electricity and water consumption".

"DEWA's customers will be able

to download these free applications from "Apple Store" and we will start notifying them through e-mails and SMS within the coming weeks," he added.

This new service is considered part of DEWA's strategy aiming to give its customers a wide variety of services already available for iPhones and Blackberry.

It is noteworthy that DEWA provides regular payment channels





through its offices from 7:30 a.m. to 8:00 p.m. except Fridays, and also through petrol stations such as ENOC and EPPCO, Emirates Post Offices, Etisalat and Banks' payment machines, mpay through the website: mpay.dubai.ae, and through DEWA's electronic portal ([www.dewa.gov.ae](http://www.dewa.gov.ae))

### **DEWA launches its website compatible with all mobile phones**

Dubai Electricity and Water Authority (DEWA) continues thriving in its stride to success and excellence while providing the best of electronic services. In this regard the DEWA's IT team exerted efforts to speed up the launch of its new website compatible with all mobile phones, especially Nokia and Sony Ericsson.

The website uses the latest HTML 5 technology which allows the customers to surf the website and view the web pages that fit all mobile's screens. The website will be compatible with all mobile phones and will no longer require specialized applications such as BlackBerry.

On this occasion, HE / Saeed Mohammad Al Tayer, Managing Director and Chief Executive Officer of DEWA stated: "This new accomplishment is an inherent part of our contingency plan and the continuity of our services and is in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum -UAE Vice President and Prime Minister and Ruler of Dubai who stressed the need for concerted efforts of all departments to achieve the strategy aiming at promoting the electronic enablement of government services and the use of the

portal. These measures will reduce the paperwork in government departments and will provide high-quality customers' service. These measures will encourage others to give their views and suggestions in order to streamline our services and procedures."

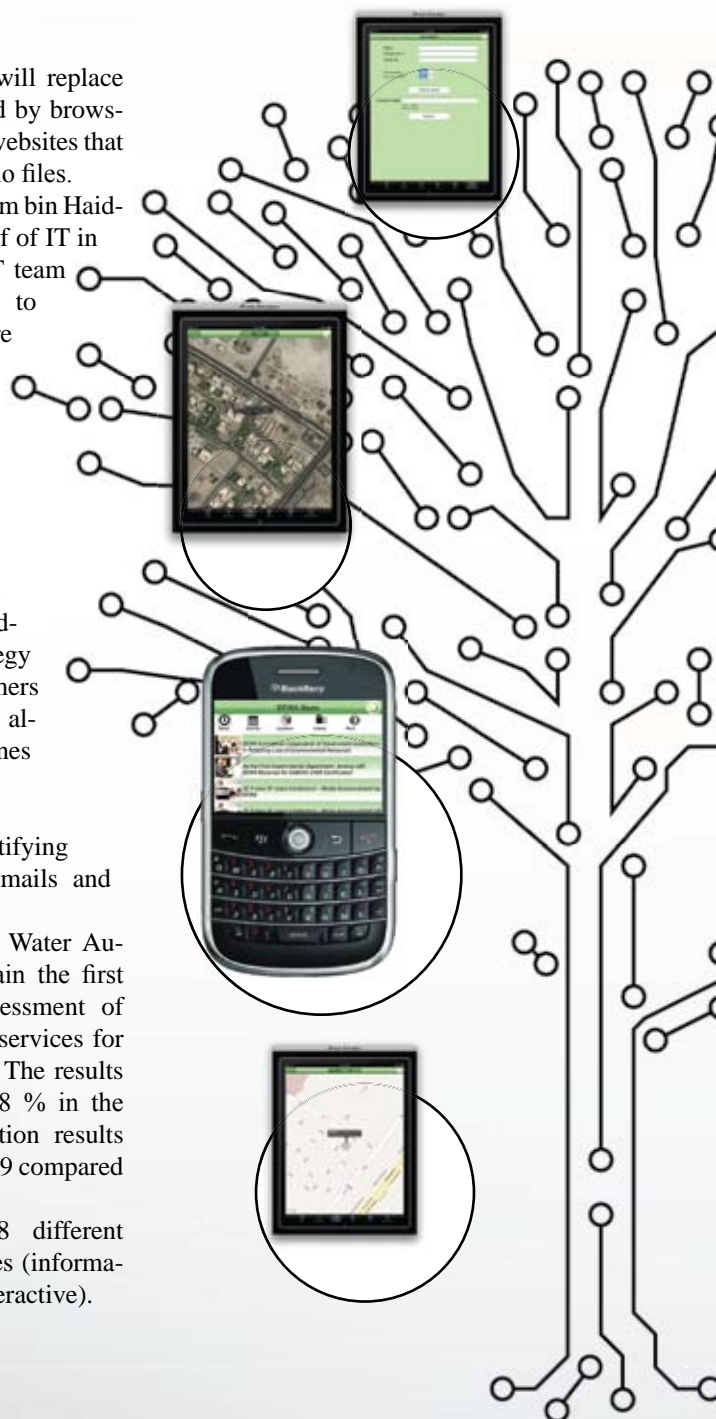
The new technology will replace the "Flash Template" used by browsers to view the content of websites that include video clips or audio files.

Engineer Marwan Salem bin Haidar – Vice President – Chief of IT in DEWA said: "DEWA's IT team exerted enormous efforts to enable customers to acquire our latest news and information. The new website will help in disseminating DEWA's news and achievements, publishing its latest services and broadcasting its recent activities and events. This new service is considered part of DEWA's strategy aiming to give its customers a wide variety of services already available for iPhones and Blackberry".

"DEWA will start notifying its customers through e-mails and SMS," he added.

Dubai Electricity and Water Authority (DEWA) won again the first place in the overall assessment of the Dubai e-Government services for the years 2008 and 2009. The results showed an increase of 88 % in the overall e-services evaluation results for the years 2008 and 2009 compared with 2007.

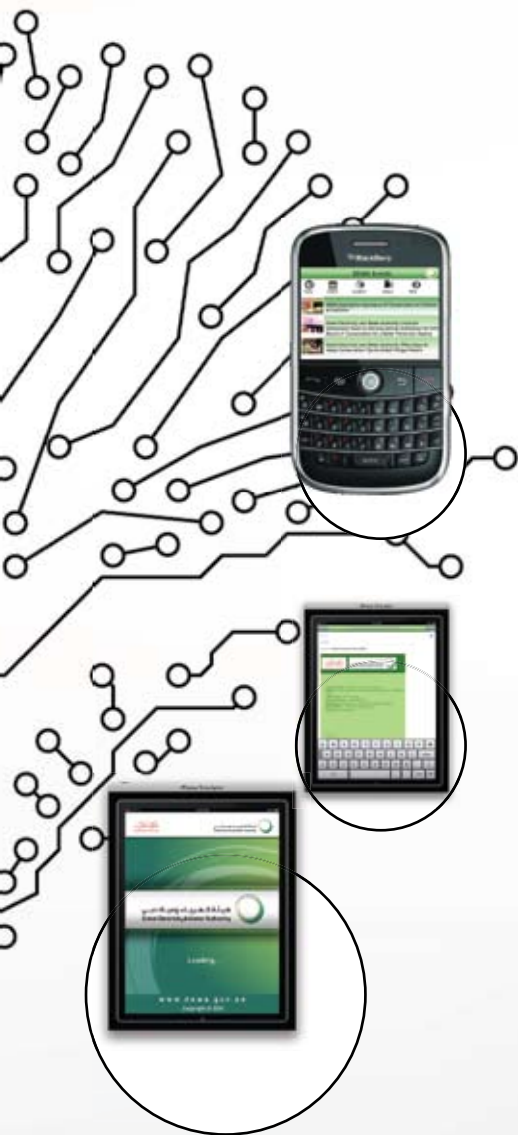
DEWA provides 118 different types of electronic services (informational, procedural, and interactive).







## DEWA actively participates in "GITEX 2010"



The Dubai Electricity and Water Authority (DEWA) participates in "GITEX 2010" through its own private stand, and for the first time since the start of its participation in this exhibition. DEWA made a top priority to acquire the latest technologies and solutions, and entered in the various operations of electronic integrated within the objectives of Dubai Strategic Plan in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum -UAE Vice President, Prime Minister and Ruler of Dubai, which aims to establish Dubai as the region's global economic and financial.

As part of its strategy to establish an effective and balanced electronic infrastructure to enhance the process of e-transformation, DEWA has launched its latest applications compatible with fourth version of "Apple iPhone" system (Apple iPhone iOS

4.0), developed by its own Information Technology team.

On this occasion, HE Saeed Mohammad Al Tayer, Managing Director and Chief Executive Officer of DEWA stated: "DEWA actively participates in the exhibition within a vision to provide high quality services to customers while following the best practices, including the support to the Government's strategy in order to promote the adoption of electronic services and promote the use of the portal, and work to reduce the number of departments so as to achieve sustainable and balanced development in line with e-government strategy aiming at raising the level of electronic services in Dubai while developing an integrated knowledge based society ".

H.E added: "DEWA launched several important applications including the barcode which is the rapid two-dimensional response aiming to sim-



plify procedures for clients in order to access the services or contact customer center or emergency or locate the offices or browsing an event or sending an e-mail, without using the hands, but through the camera and this free program is available in most mobile phones. DEWA provides 118 different types of electronic services (informational, procedural, interactive), around the clock. “

For his part, Engineer / Marwan Salem Bin Haider - Vice President – Chief Information Officer at DEWA said: “DEWA’s IT team worked relentlessly to add new payment methods and enable customers to obtain multiple options for payment.”

“DEWA’s IT team exerted enormous efforts to enable customers to acquire our latest news and information. DEWA’s customers will be able to download these free applications from “Apple Store” and “Android” store in addition to DEWA’s website. These applications help in disseminating DEWA’s news and achievements, publishing its latest services and broadcasting its recent activities and events with the

possibility of viewing online videos aiming to enhance society awareness on electricity and water consumption conservation,” Engineer Bin Haider added.

DEWA provides 14 free channels of payment and without any extra charges through its strategic partnerships developed with many partners, such as Dubai e-Government, the banking sector and Etisalat. Customers can utilize DEWA’s official website, send text messages 13 customer service centers, 97 Etisalat ATM machines, more than 25 bank ATMs, 54 branches of EPCO and ENOC petrol stations, 118 Emirates Post Centers, phone banking services, direct debit from bank account, and through Drive Thru payment in DEWA centers.

DEWA launched the iPhone applications to enable customers to easily locate the closest service and payment centers while browsing Google maps, and provide them with information pertaining to these offices including telephone numbers and working hours, as well as locations of nearby Etisalat ATM machines, EPPCO and ENOC petrol stations in addition to

the capability of attaching photographs containing the geographical coordinates of locations.

Besides, customers will be able to enquire on the consumption bills for the services provided by DEWA including Electricity & Water, drainage and housing fees and settle them through the ePay& mPay system provided with Dubai e-Government.

These applications will be added to the ability to save and send data in “Business Card” format. Moreover, these applications allow them to communicate with DEWA through e-mails or by visiting DEWA’s website.

DEWA used to launch several prizes during its participation in previous GITEX exhibitions to encourage customers, and this year also DEWA is launching a raffle draw on awards over the five days of the exhibition from 17 to October 21, 2010. Under the terms and conditions all clients who completed payments through the website or mobile phone [www.dewa.gov.ae](http://www.dewa.gov.ae) and mPay” between 1 September and 16 October are eligible to enter the draw.





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[www.dewa.gov.ae](http://www.dewa.gov.ae)



Emirates Post



Direct Debit



Tele Banking



ATM Machines



ENOC/EPPCO



Etisalat Public  
Payment Machines



iPhone  
Application



iPad  
Application



BlackBerry  
Application



Drive-Thru\*



Customer Service  
Centers



Bank Counter



**Come visit DEWA's stand at GITEX!**  
Dubai World Trade Centre,  
Sheikh Rashid Hall, Stand E9-15





## DEWA processes 4284 transactions during Eid al-Fitr holiday

Dubai Electricity and Water Authority (DEWA) announced that it has processed 4284 transactions during the Eid al-Fitr holiday, on Wednesday 29th of Ramadan, and on Sunday the 3rd of Shawwal. With this achievement, DEWA concretized its strategy to become a recognized world class utility with efficiency and reliability consolidating Dubai's position as a regional leader and strengthening its role as a global economic and financial pole.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "DEWA completed 4284 transactions in two days with 4 operating centers, including the Head Office - East Zabeel,

Burj Nahar Center, Al Wasl Center, and the Centre of Dubai Municipality – Al Twar. This comes under DEWA's tireless quest to raise the level of customer satisfaction through the application of best practices that improve the quality of services provided to all customers and to achieve its vision as a recognized world class utility".

H.E. announced that the total transactions carried out by DEWA were divided between 2779 for bill payments and 1505 for Customer Services, praising on the efficiency of the staff who worked during the holiday period to facilitate the customer services.

H.E. reiterated that DEWA provides

regular payment channels through its offices from 7:30 a.m. to 8:00 p.m. except Fridays, and also through petrol stations such as ENOC and EP-PCO, Emirates Post Offices, Etisalat and Banks' payment machines, mpay through the website: [mpay.dubai.ae](http://mpay.dubai.ae), and through DEWA's electronic portal ([www.dewa.gov.ae](http://www.dewa.gov.ae))

To facilitate the completion of the procedures, DEWA announced earlier the working time of its Customer Centers during two days in Eid Al Fitr holiday at DEWA's headquarters east of Zabeel, Burj Nahar, Al Wasl and the Centre of Dubai Municipality – Al Twar.





## Mystery shopper programme records 91% improvement DEWA service quality rating nearly doubles

The Dubai Electricity and Water Authority (DEWA) mystery shopper survey recorded an increase of 91 per cent in the quality of services and transactions offered to the public last May in comparison with April, while the efficiency and speed of transactions increased by 84 per cent.

The employee behaviour and customers' interaction showed an increase of 84 per cent in May compared with last April.

Saeed Mohammad Al Tayar, Managing Director and Chief Executive Officer of DEWA stated that these results, which are determined by a mystery shopper study, reflect DEWA's outstanding efforts to develop its performance and strive for the application of quality and excellence in customer service according to the best requirements and standards for customer satisfaction.

"DEWA performs periodic assessment to measure the quality of its services through a mystery shopper programme designed to implement the strategic plans of corporate excellence

as well as improving its performance through the activation and development of measurement tools and evaluation criteria.

The evaluation process is in accordance with the best international standards and with the participation of senior specialists in the areas of excellence," Al Tayar also added.

"DEWA is always aspiring to improve its performance while enhancing the capacity of its staff and human resources and refining their talents, potentials and creativity in line with Dubai Government Excellence Programme which was launched in 1998 by His Highness Shaikh Mohammad Bin Rashid Al Maktoum, UAE Vice-President and Prime Minister and Ruler of Dubai, to promote principles of excellence and high quality services across the government departments. The programme was a key factor that contributed to the development of government processes in Dubai and has set a series of standards that keep pace with world-wide standards," Al Tayar explained.

"We take the utmost importance to the implementation of quality standards to cope with recent rapid changes taking place in our contemporary world while improving all conditions for the provision of services to society in a modern take into account the surrounding work environment, the sense of mutual cooperation between the Commission and the public," Al Tayar added.

The "mystery shopper" programme is an effective strategy tool employed by Government Excellence Programme to monitor the performance of Dubai's government departments. The programme helps in identifying how government departments respond to customers' requests and the rapidity of responses to inquiries.

The "mystery shopper" programme succeeded since its inception in monitoring the levels of customers' satisfaction in government departments. It is used as an efficient measure to assess the effectiveness of the performance of various departments based on a set of specific criteria.

## DEWA honors outstanding staff

Dubai Electricity and Water Authority (DEWA) held a ceremony at its Head Quarters to honor a number of distinguished staff winners of Excellence and Assessment Program for the first quarter of this year.

H.E Saeed Mohammed Al Tayar, MD&CEO of DEWA accompanied by Dr. Yousef Al Akraf, vice president of human resources at DEWA honored the excellent employees, in the presence of the Vice Presidents, Executive Vice Presidents and a number of DEWA staff.

H.E Al Tayar stated: "These awards are part of a series of initiatives that aim to develop and encourage our staff to continue their efforts in order to leverage our position locally and globally while raising the level of our services".

"We are proud of our talented staff who works sincerely for DEWA, and therefore we always strive to honor and appreciate their tireless efforts," H.E continued.

"All DEWA's employees are requested to intensify their efforts and do more in order to raise the performance level of our services. The management overlooks at the performance of hard-working staff and provides them with all the necessary requirements to meet the demands of the customers," Dr Al Akraf stated.

The winners of the Award of Excellence for individuals are: Hina Sunil, Mohammed Siddiqui, Muhammad Iqbal, Ejaz Ahmad, Raja Mohammed, Ahmed Anwar ,Najat Ibrahim and Khoulood Samara.

Hina Sunil won for the category of Distinguished Employee in the administrative area. Sunil contributed to the development of training courses provided

to employees of DEWA, and assisted in the preparation of key performance indicators target 2010 - 2013 regarding the relevant functions of training, and also participated in the development of smart goals in all sections and departments of DEWA.

Mohammed Siddiqui won for the category of Distinguished Employee in the financial area. He works in the accounts management in addition to his daily duties showing cooperation with colleagues and making efforts to help new staff.

Muhammad Iqbal won for the category of Distinguished Employee in Specialized Jobs. Iqbal is working in the management of network (Scada) to test and operate the Telecom operating system, in a consistent manner with DEWA's standards.

Ejaz Ahmad, Raja Mohammed won for the category of Distinguished Employee in the field of technical/engineering; Raja is characterized by her professionalism and punctuality. Ejaz Ahmed works in Department of Transport - Operation and is skillful while performing her daily duties.

Ahmed Anwar won for the category of Distinguished Employee in the domain field. Ahmed works in the enterprise sector - transport, According to his subordinates by overweight mothers has

always been difficult and sensitive to the need to follow geometric and mechanical continuously.

Najat Ibrahim and Khoulood Samara won prizes for the category of employee excellence. And holds the immortality of the tasks to deal with the special procedures reports of communication between projects, a design document describes the network and the process of preparation, and gain great importance to relate to delivery operations, and thus avoid any delay in restructuring or planning for project management.

Khoulood is a coordinator tasked with providing the core indicators of performance in a timely manner. She also supervises the internal coordination between different departments in order ensure completion on time. Najat from SCADA network management oversee several projects, especially in stations 132/11 KV. Najat has the ability to get the job done on time and also has the ability to deal flexibly with the daily difficulties while making wise decisions on arising problems.





## In collaboration with Dubai Government Excellence Program **DEWA organizes a course entitled** **"Internal Excellence Assessor"**



Excellence Committee at Dubai Electricity and water Authority (DEWA), concluded the course entitled "Internal Excellence Assessor", which comes within self-appraisal initiative fostered by Dubai Government Excellence Program. This course comprised 19 trainees from the different departments of the Authority, and lasted from 26th to 30th of this September including several theoretical and practical workshops.

DEWA fosters a strategy aiming at boosting up employees' skills and contributing to their progress stride in line with the ambitious vision of Dubai based on knowledge and excellence economy. The course is listed under DEWA's objectives to empower employees with advanced functional capabilities which enable them to accomplish self-appraisal processes for the corporate performance internally, as well as defining points of strength and weakness and the necessary steps to be followed so as to enhance corporate performance and develop it to the best levels.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated, "DEWA seeks to realize the vision of H.H. Sheikh Mohammed Bin Rashid Al Maktoum – UAE Vice-President, Prime Minister and Ruler of Dubai – which aims to enable Government Sector to attain excellence in its systems, performance, services and results. Besides, DEWA aspires, through its pursuit to be a worldwide utility, to achieve excellence in the results of its performance via applying the International model of Excellence and Innovation, and the continuation of promoting developmental initiatives so

as to instill excellence culture in the employees of Government Sector.

H.E. pointed out, "DEWA has set plans to harvest the culture of excellence and continuous development and ensure the application of the standards of corporate excellence in all operations and at all organizational levels."

This course includes detailed explanation of the standards of excellence model and the mechanisms of self-assessment of corporate excellence presented by the team of Dubai Government Excellence Program. Self-assessment aims at establishing the culture of excellence and continuous development, ensuring the application of the standards of corporate excellence in all operations and at all organizational levels, and enabling Governmental Departments to determine points of strength and weakness and opportunities of improvement on their own. Self-assessment also helps build up and develop the capabilities of Governmental Human Resources through planning and performing self-assessment processes and setting plans for development and continuous improvement.

Self-assessment model comprises four stages which include forming and empowering the team, planning and performing assessment processes, applying and following up development plan, and preparing development and improvement plan.

Dubai Government Excellence Program comprises categories of corporate excellence which include: Distinguished Government department; electronically distinguished Government Authority; financially distinguished government

Authority; distinguished work team; distinguished administrative initiative; distinguished technological/technical project; distinguished common Government project; in addition to categories of job excellence and special honor.

From his part, Dr Yousef Al Akraf, Vice-president – HR and Head of Excellence Committee stated, "This course concretizes the cooperation and coordination between DEWA and Dubai Government Excellence Program and strengthens the relations among Governmental Departments and institutions in Dubai. DEWA has set the training and development plan according to the training requirements for all the departments and sections with their all different administrative levels with the purpose of enhancing efficiency and effectiveness and improving productivity and finding an effective mechanism to apply self-assessment model".

Dr Al Akraf stressed the importance of continuous training for DEWA's employees as it is an essential pillar to acquire knowledge and skills which employees need to fulfill their job duties and cope with the most up-to-date methods and systems of work, and to achieve corporate quality and excellence. Besides, this training is contained within the host of programs provided by DEWA for its employees this year, and contributes to developing and polishing up their skills with the purpose of promoting their skills, developing their efficiencies and benefiting from them to achieve DEWA's objectives.

It is worth noting that Dubai Electricity and Water Authority has won 10 awards within the categories of Dubai Government Excellence Program for the 2009 which included the category of Financially Distinguished Government Authority, the category of The best Technological/Technical Project, the category of Distinguished Government Project, the category of Distinguished Government employee, the category Distinguished Employee in specialized jobs, in addition to the category of the Creative Employee and the category of the Unknown Soldier.

## DEWA receives a high-level Korean delegation



H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA invited the Korean companies to actively participate in WETEX 2011, which is the largest gathering for water, energy and environment companies in the Gulf region. The exhibition is also an opportunity for decision makers and a big number of corporations and companies specialized in water and electricity to meet and demonstrate their latest trends and technologies for achieving sustainable development in water and energy sectors in the region.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA was talking during a meeting at his office in DEWA's Headquarters with a high-level Korean Delegation presided by Eung-Chun Oh – the regional President of Korean Trade Investment Agency in the Middle East and Africa as well as representatives from 27 Korean companies.

H.E expressed that the previous sessions of the Exhibition had seen great national, Arab and international participations on a world-wide scale including the most prominent companies in the field of energy and water like "General Electric", "Alstom", "Siemens" and "ABB". Besides, the Exhibition offers an outstanding opportunity for the Korean companies to demonstrate their solutions of water and electricity conservation pointing to the participation of a good number of ministries, Departments, and Governmental institutions, municipalities, national, Gulf and international companies concerned with the water, energy and environmental protection in the exhibition.

Also, H.E pointed out that WETEX is an ideal platform for discussing and tackling important topics that are the core of the current interests which include saving energy, water, natural resource protection and sustainable development. The exhibition is expected to witness the participation of 850 national and international companies. WETEX is visited annually by 8,000 prominent visitors, while surveys record a high level of accomplished transactions through it.

During the meeting, H.E. also explored a number of DEWA's achievements, which is currently set-

ting up the giant "M" Station which is regarded as the hugest of its stations with a cost of around AED 10 billion in collaboration with the Korean company "Doosan" as a major contractor. Production capacity of this station is 2200 Mega Watt and 140 million gallons of desalinated water per day. DEWA has co-operated with the Korean company "Hyundai" in the project of repowering of "D" Station-phase 2.

H.E shed light on the fact that DEWA has 23000 substations with a power capacity of 11 kV, and 152 substations with a power capacity of 132 kV, and 14 substations with a power capacity of 400 kV. At present, 4 substations with a power capacity of 400 kV are under process.

From its part, the Korean delegation praised the facilities and services provided by the Authority to the Korean companies in Dubai. This enabled them to make their distinguished accomplishments prominent regularly. In addition to this, the two parties tackled the excellent bilateral relations between the Authority and the Korean companies in Dubai.

The Korean delegation presented ways of strengthening cooperation with DEWA, especially in the techniques of energy conservation, renewable energy sector and Smart Grids which allows automated production, transmission and distribution of electrical services to customers, during WETEX 2011 which lasts from 8th to 10th March of next year. Also, the delegation listened to a lecture on cooperation with DEWA prepared by WETEX organizing committee.

At the end of the visit, the delegation extended their thanks to H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA for the good reception and giving them a close look at DEWA and the projects.

It is worth noting that Dubai Electricity and water Authority has recently made pioneering steps represented in 9.6% growth in electricity production and 4.58% in water production in Dubai, while the current installed capacity reached 8000 Mega Watt and 330 million gallons of desalinated water per day.



## DEWA receives the new Director General of "Watani" Program



H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA received, in his office in DEWA's Headquarters, H.E. Yousef AbdelKhaleq Mohammed Al Sharah – the new Director General of "Watani" Program, which aims at strengthening national identity and the practices of good citizenship among all the classes and sections of society. Both parties explored the most important pillars to develop the spirit of nationalism under the judicious leadership, and ways to foster the concept of national identity through embracing all nationals into one cultural melting pot.

"Watani" Program was launched under the directives of H.H Shaikh Mohammed Bin Rashid Al Maktoum – UAE Vice-President, Prime Minister and Ruler of Dubai, in order to cover every aspect of society with different activities directed at all the levels and targets of the society including nationals, residents and visitors, and to ensure national identity based on fixed values which adopt the UAE culture, civilization as well as the social and political system, and work to exhibit the deep-rooted values of the UAE society ensuring their role in forming its unique identity in a world threatening of the melting away of national identities.

On this occasion, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "DEWA adopts a strategy which aims to foster patriotism and national identity of the society as well as developing and instilling the culture of belonging into the minds of youth and the coming generations. This is regarded as one of the most essential goals of the country at present taking into consideration the fact that national belonging is part and parcel of national

identity, and that citizens should be accountable to the country exactly in the same way as the country is accountable to them. Definitely, this can be achieved through promoting the values and national principles into youth".

Also, H.E. added, "The culture of strengthening national loyalty and belonging is one of the basic conditions for a cohesive society in which the feeling of common identity and belonging to one society prevails. National identity is how a country visualizes itself, the values on which it is based and the relations it encourages to build".

From his part, Mr. Al Sharah stated, "We are keen on spreading and fostering the bonds of cooperation among all the institutions concerned with serving and developing society with the purpose of building up constructive partnerships which can contribute to promoting the efforts and aspirations which "Watani" Program aims to realize. These aspirations are represented in nurturing national identity, consolidating the concept of good citizenship and stressing the importance of co-existence among all the bands of society. Consequently, we have set our under-process strategy through preparing and launching different programs and events which comply with the Articles of The 2021 National Charter hoping that the meeting with H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA will be a good starting point and outset to perform distinguished programs and events as Dubai Electricity and Water Authority has its prominent role in serving outstanding services, as well as its monumental contributions in supporting the efforts aiming at promoting society".

## DEWA signs an agreement with the Dubai Health Authority to provide medical fitness examinations for its staff



In the framework of supporting and strengthening its strategic partnerships among Dubai's Government departments while contributing to the improvement of public services, DEWA signed an agreement with the Dubai Health Authority (DHA) to provide medical fitness examinations for its staff.

The agreement was signed at DHA's headquarters by Mohammed Juma Muftah, director of administrative operations for the DHA, and Maryam Hilal Al-Mutaiwei, Senior Manager, Personnel Management for DEWA in the presence of Hamza Abbas, from DHA's Management Department, Maisa Al Bustani, Manager of medical fitness support services, and Sameera Hussain Shaban, Manager-Passport & Residency at Human Resources - Personnel Management from the Human Resources Department of DEWA, and Hassa AlDoweis from the Individuals Affairs from the Human Resources Department of DEWA.

Mohammed Jumaa Muftah stressed on the importance of this agreement that follows the Memorandum of Understanding that was signed between the two parties last month to promote joint cooperation, exchange of experience and providing medical advice.

"This will have a positive impact on the development of services and the level of performance and customer satisfaction. Our efforts aim at building bridges of cooperation with various institutions and government bodies in Dubai to strengthen our relationship in order to achieve Dubai's prosperity and our common interests," he added.

"The keenness of DHA on the opening of many centers for medical fitness tests in various locations in the Dubai stems from its will to simplify and save time and effort for customers, therefore 13 centers

were dedicated for this purpose," he pointed out.

"Our great potential, advanced

technology and highly qualified professionals helped us in becoming a focal point and an ideal choice for many institutions and use them to their employees. We signed a number of agreements and memorandums of understanding with DEWA to provide medical services to its staff," he concluded.

Maryam Hilal Al-Mutaiwei, Senior Manager, Personnel Management at DEWA said: "The agreement will help in supporting the exchange of knowledge, expertise and institutional experience at all levels, in addition to exchanging information and studies related to both parties and supporting the efforts of modernization and institutional development by improving operational performance and simplified procedures, thus contributing to the development of services".

"The agreement aims at supporting the provision of treatment services and quality healthcare to DEWA's staff; in this regard an account was opened with the Dubai Health Authority for the fitness medical examination of DEWA's staff. This will contribute in saving money, time and effort spent by the employee in completing these procedures" she added.

She pointed out that the DEWA supports the strengthening of cooperation between institutions and government departments, especially in the area of simplification of procedures.

It is noteworthy that the two bodies recently signed a memorandum of understanding to support and promote the relations between the departments and institutions in Dubai which will contribute to the improvement of public services, and will coordinate the exchange of experience between them in the field of information technology, government service excellence and medical advice.





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## "Woman... The spirit of the Place" ... at DEWA.

**"I'm happy to see woman taking her outstanding role in society, and nothing hinders her progress. Woman like man deserves higher positions that suit her capabilities and skills"**

With these wise words, the Late Sheikh Zayed Bin Sultan Al Nahyan, recommended the woman of the UAE and accordingly the status of the woman of UAE witnessed several quantum leaps as the UAE woman has taken up high positions such as ambassador and ministers, and enjoyed the care and attention of the UAE leaders and officials, at all levels.





## Saeed Al Tayer

**“This committee is launched to support an effective role of woman in decision making and to provide a work environment that enhances the development of a highly competent woman workforce”.**

DEWA is not away from isolated from this shining reality for the UAE woman. It's one of the authorities which contributed to the crystallizing of this shining image by paying a special attention to the female workforce and it's evident in the significant numbers of female employees in its HR. Despite the technical nature of the authority's work, the number of female employees has reached 756 employees at

the outset the beginning of this year, with more than 2/3 of these employee are UAE nationals, noting that their specializations are varied from technological (32 %), administrative, and supervisory tasks.

This group of female workforce has its importance and should be taken into consideration when making decisions and drawing up work policies, Therefore, this urged the need for a committee for female employees to act as a platform unifying women efforts in the authority for more giving and constructive work, based on a common vision, mission and values combining the authority's employees and unify their efforts.

On the occasion of launching of this committee, H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA stated “We believe in H.H. Sheikh Mohammad Bin Rashid Al Maktoum, Vice-President

of Prime Minister UAE, and Ruler of Dubai's quote that “Woman is the Spirit of the Place, and without Woman, the Place has no Spirit”.

“Therefore, we worked on the involving of Woman Committee in the strategic plans of the authority aiming at the refining female employees' skills and capabilities, and enhancing their participation in making the authority's key decisions by providing all necessary means to exercise their vital role as a leading and effective partner in the authority's process of development and progress.

“The authority's lunch of this committee fosters the pivotal role of woman in decision making and provides a work environment that continuously supports the development of highly qualified female employees”. He added.

“We have decided to create the com- >>>



mittee in implementation of the third standard of the HR Law which is to care, reward and recognize the efforts and achievement of the HR requiring a positive work environment in order to encourage female employees to give more through creating incentive initiatives to increase their belonging and job satisfaction" said Dr. Yousef Ebrahim Al-Akraf, VP-Human Resources.

Commenting on the objectives of the Committee, he added "One of the key objectives of this committee is to enhance the authority's position through contribution to community services and achieving its strategic objectives in the field of excellence and community service, in addition to maintain the psychological and social security for female employee and to extend the bridges of communication between the work environment and the external world through the participation of female employees and their families".

- ◆ The Committee... Principles, Objectives, & Activities.
- ◆ The Committee is formed to process six areas of specializations:
- ◆ Strategic planning, execution and administrative support.
- ◆ Promote awareness, communication and education.
- ◆ Health and safety, and balance between work and social life.
- ◆ Provide consultations, professional and personal advice.
- ◆ Social accountability.
- ◆ Entertaining activities

It's worth to mention that the Committee has convened its first meeting on February of this year, and convened meetings later on, the Committee has adopted a scientific methodology by conducting a questionnaire to explore the views and ambitions of female employees in terms of this committee. Then, the committee determined the final results, key guide line issues for work mechanisms, activities programs and objectives, etc after the study and analysis of the questionnaire's results and reached the following resolution:

### **Vision:**

To be the drive for the progress of DEWA's female employee.

### **Mission:**

"To empower and encourage the working woman in DEWA through the establishment of joint platform for positive interaction and communication, to assist woman in improving the quality of life and work, in addition to activating its participation and role in community to achieve progress for all women and generations to come".

### **Logo "For Her"**

Also, the values of the Committee were mentioned and included an integrated set of positive values among of which, equality, social accountability, openness, support, teamwork, integrity and honesty.

The objectives of the Women Committee are:

- 1-Supporting and empowering the working woman in the authority, enhancing her capabilities, role and effective participation at all levels.
- 2- Establishing a joint platform to promote positive interaction and communication among the authority's female employees.
- 3-Promoting awareness on the importance of balance between the social and professional life for female employees.
- 4-Propagating a positive image on the authority's female employees by activating their role in the social activities.
- 5-Enhancing the participation and contribution of the authority's female employees in various relevant local and international events.
- 6-Appreciating and rewarding the efforts and achievements of the authority's female employees.

It's worth to mention that each of the previous objectives will be translated into a tangible reality through working steps and agendas, several practical and descriptive activities.

### **The Committee news in the media..**

Since its inception, the Committee's news has attracted the concern of the local media, and the positive views accompanied the launch of the Committee, its various activities and still following the activities of the committee. In last September, based

on its strategy to enhance the closeness, Women Committee hosted number of religious scholars, scientists and experts to deliver lectures and seminars on religion, culture and health for the Authority's employee in the occasion of the Holy Month of Ramadan. The Committee sponsored such events to support and empower the female employees in building their capabilities to enhance their role and active participation at all levels and to establish a common platform to promote the positive interaction and communication.

During the Holy Month of Ramadan, the Committee organized several cultural and health lectures for the female employees. Key speakers included Wedad Lootah, Family Consultant in Society Development Authority, and Samar Badawi, Senior Nutritionist. The event also included a lecture for Dr. Mohammad Al Aurifi titled "A day in the life of a fasting Muslim female" and another lecture presented by Abdullah Musa on "Decency"

### **The Committee... in the eyes of its pioneers.**

The Committee is still in its first year, however, it holds the experience, ambitions and enthusiasm of its member. About this, Khawla Al Mehairi, the Chairman of the Committee said "Dubai Electricity and Water Authority has launched the Women Committee for its female employees embodying the vision of H.H. Sheikh Mohammad Bin Rashid Al Maktoum, VVice President and Prime Minister of UAE and Ruler of Dubai regarding the activation of woman role and based on its efforts to provide the highest standards of security for its female employees and listed the Women Committee within the authority's strategic plans aiming at the development of the female employees skills and capabilities and increasing their participation for taking basic decisions".

"The wise leadership in the UAE is committed to woman's empowerment and the optimizing of her skills in the growing economy. This commitment is ensured by the constitution by the achieving of equality between man and woman and the social justice, in addition to gradual development of legislations to maintain balance between



## Khawlah Al Mehairi

**“UAE wise leadership is committed to the empowerment of woman and utilizing her skills in a growing economy”**

modernity from one hand, and our cultural heritage, and Islamic believes in the other hand” she added.

“The Committee discusses the women issues in general, as well as it enhances awareness on the importance of achieving balance between the practical and social life of the authority’s female employees” she explained.

“The Women Committee in DEWA is seeing to the enhancement of equality at the work place, and in a multi-cultural society as we see all over Dubai. The Committee also aims to enhance the role of woman and to contribute in her empowerment through knowledge, education, self-development, health and religious education”, she added.

Fatima Dimas, Senior Manager-Employee Relation, the Vice chairman of the Committee said “We are exploring for new ways to enable the authority’s female employees to benefit from their time at work. Also the Committee hosted religious

scholars and experts within the Committee’s events for the participation of the female employees in the Holy Month of Ramadan”

“The Committee is assigned with many tasks, however, its key task is to support the female employees in terms of family, internally and society, solving their problems at work, review proposals related to their affairs, in addition to supporting and provide suitable solutions for their problems and to listen to these suggestions” she clarified.

Ms. Demas referred that all lectures were held in the Training Hall, at the Head office and attended by a large number of the authority’s female employees of all departments, and received with good interaction between the employees and the lecturers. The female employees expressed their happiness for holding such valuable lectures by the Committee and called for more such events that promote the awareness of the woman, and recognize her role

and competency.

Once again, Dubai Electricity and Water Authority has succeeded to add a new accomplishment to its rich record, and to be the first to apply this vital and unique initiative which will achieve more progress and achievements at the internal and external environments.

**At the beginning of this year, the number of female employees reached 756 employees (2/3 of which are UAE nationals).**

**Despite it's in its first year, the Committee has the necessary experience, ambition and enthusiasm.**



# KAM

Key Accounts Management

## In order to speed up the process and provide high quality services **DEWA launches a new unit to serve its VIP customers**

In a first-of-its-kind governmental initiative, Dubai Electricity and Water Authority (DEWA) launched its main Key Account Management section, which includes VIP customers' unit. The new service aims to strengthen the strategic partnerships with DEWA's major stakeholders through the allocation of dedicated account managers to speed up processes and provide high quality services according to the best standards while meeting their requirements to facilitate the completion of their transactions.

This comes in the context of its relentless pursuit to raise the level of customer satisfaction, through the application of best practices that improve the quality of services provided to all customers and achieve its vision as a recognized world class utility.

On this occasion, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "DEWA continues its development at a steady pace and moves ahead with the implementation of vital projects to achieve the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, in implementing Dubai Government's strategy aiming at promoting sustainable development and consolidating the position of Dubai as a worldwide financial, business and tourism hub".

"DEWA has adopted state-of-the-art programs and plans for improvement and development. We visited our main customers to enquire on their needs and involve them in our continuing development plans as well as facilitating the procedures

and benefiting from their proposals and to meet their expectations. We also identified their expansion plans and future projects and the ways to secure their needs," H.E added.

The VIP customers' section team representing the Customer Relations Department visited the strategic governmental partners in order to cater their needs and to better serve the public while keeping pace with the continued development of Dubai and serving all its residents. These visits will be complemented by other ones to encompass quasi-governmental institutions, major developers, educational facilities, hospitals, shopping centers and other vital facilities.

The VIP customers' section can be reached through e-mail: [KAM@dewa.gov.ae](mailto:KAM@dewa.gov.ae) and through the following numbers: 04-609-613/615/616/618

DEWA extended its customer services network of offices throughout Dubai, in order to reach the largest number of customers and facilitate the access to the services provided. DEWA opened a Customer Care Center at the headquarters of the General Directorate of Residency and Foreigners Affairs (DNRD) in addition to two centers at Dubai Municipality's new Community Services building in Al TWAR and another one in Umm Suqeim. These centers will enable DEWA's customers to pay their electricity and water bills, to register new customers, to pay and to refund deposits, to get meters examination requests and clearance certificates and other services provided by the customer service offices.

DEWA will also open two new centers

in the Gardens (Discovery Gardens) and in DEWA's new building in Jebel Ali industrial area.

On the other hand, DEWA has seven independent centers spread out in Dubai (Headquarters, Al Hudaiba, Al Wasl, Umm Ramool, Burj Nahar, Eyal Nasser and Al Reef Mall).

DEWA also launched region's first e-services including "iPhone" modern applications targeting a large segment of the customer, by providing easy and quick to take advantage of the services. These applications include many services such as GPS to locate customer's centers, information pertaining to these offices including telephone numbers and working hours, and the ability to save and send data in "Business Card" format. Moreover, these applications allow them to communicate with DEWA through e-mails or by visiting DEWA's website.

It is noteworthy that DEWA provides regular payment channels through petrol stations such as ENOC and EPPCO, Emirates Post Offices, Etisalat and Banks' payment machines, mpay through the website: [mpay.dubai.ae](http://mpay.dubai.ae), and through DEWA's electronic portal ([www.dewa.gov.ae](http://www.dewa.gov.ae)).





## DEWA participates in a fundraising for the Pakistani flood victims

In support of its community activities and to promote the spirit of solidarity among members of society, Dubai Electricity and Water Authority (DEWA) participated in dubbed "Awnakum" - Arabic for "Your Help" to collect financial contributions to help the Pakistani people and alleviate their suffering.

The campaign follows the directives of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, the President of the UAE, and his brother His Highness Sheikh Mohamed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai on the need to contribute to aid victims of the floods of Pakistan, which has displaced millions and resulted in the sinking of thousands of villages.

Serving the community is the cornerstone of DEWA's strategy, which aims to contribute to the development and improvement of social conditions and to raise the quality of life in the community through all available means, whether cash, in-kind contributions or moral support. These activities fall within DEWA's mainstream public services and social responsibility to ensure the welfare of the state and play an exemplary role to other Government Departments and non-governmental organizations.

DEWA aims to spread the spirit of solidarity and compassion among the society during the month of Ramadan, and to raise the public awareness on the community needs.

DEWA in cooperation with the Red Crescent Authority in the United Arab Emirates collected cash contributions through the provision of donation boxes in the following locations: DEWA's headquarters, Hudaiba, Jebel Ali stations, Umm Rammool, Burj Nahar and Al Wasl.





## DEWA organizes an exhibition highlighting the danger of drugs



Dubai Electricity and Water Authority (DEWA) organized a three-day exhibition coinciding with the anti-drugs campaign launched by the General Directorate for Drugs Control of Dubai Police General Headquarters, under the title “Beware of becoming the next victim”, in its DEWA’s headquarters in Garhoud. This initiative comes within

the strategy of social responsibility of the Authority and its commitment to care for and support the concept of sustainable development based on a secure society and a vibrant open economy.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: “We are taking the lead by launching campaigns that would tackle the alarming issues of

our society and deal with them. This exhibition is a good opportunity to engage DEWA’s employees and the Dubai Police General Headquarters with the public to educate them on the dangers of this scourge as well as the harms and consequences of serious negative effects on community members”.

“DEWA’s strategic directions are





focusing on finding a balance between economic and social objectives and to establish integration between them through supportive policies, while enabling the community to enjoy a better quality of life and to protect the lives of future generations from jeopardy through the adoption of the precautionary measures. We also aim to provide equal opportunities for people in relation to a healthy, safe and productive life, "HE also said.

"DEWA as a governmental institution is keen to instill the culture of drug rejection in all its forms in the mind and behavior of our staff who will pass on this experience to their children. DEWA and its staff are fully prepared to cooperate with the concerned authorities for an efficient drug control," H.E continued.

H.E stressed the importance of concerted efforts exerted by individuals, government institutions, local and

international non-governmental organizations to promote awareness on the dangers of this scourge, especially among the youth and adolescents who might perceive it as a progress feature from the Western society, although drugs intake is a deviant and dangerous behavior endangering the health, family bonds, and religious values.

For his part, Dr. Yousef Al Akraf, Vice President for Human Resources said: "DEWA is keen to educate its staff about all matters that may pose a threat to them as employees and as members of society. As mature and responsible people they should have the ability to distinguish right from wrong, as well as what might positively or negatively impact them as individuals".

"We are working hard to meet all the needs of our staff members in particular and society in general as well as helping the society to confront the

threats that adversely affect the performance of our local community," Dr Al Akraf stated.

"DEWA is committed to continuing its tireless efforts that aim to support and implement programs and activities to increase the awareness of its employees. These activities are part of a series of initiatives aimed to provide the best healthy environment for our employees," Dr Al Akraf added.

"We are committed to providing all the facilities to hold all these exhibitions, programs and activities that will illustrate the dangers of this scourge all year-round. DEWA is working hard to develop and promote a culture of health among its staff that will benefit them as members of the community," concluded Fatima Deemas, Senior Manager of Employee Relations at the Human Resources Department and the organizer of this exhibition.





## To strengthen the ties with the senior management DEWA organizes an Iftar for its staff



In the framework of strengthening the ties between the staff and the senior management, Dubai Electricity and Water Authority (DEWA) organized an Iftar for its employees in the presence of H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA, Vice President Executives and employees. The iftar was held at the Diwan Al Khayal tent at Jumeirah Beach Hotel in Dubai.

On this occasion, H.E Al Tayer said: "We take this opportunity, to celebrate the holy month of Ramadan, the month of goodness of giving, with our employees, and we are keen to meet with our staff outside the formal working hours, especially during this holy month which should go along with the nature of the fasting, which in turn deepens the principles of participation and team spirit among DEWA's employees."

"DEWA thrive to ensure a suitable working environment for its staff, which will impact positively on the production process as well as our social responsibility. We are keen to take this opportunity to gather the employees in order to reinforce our relations with them and kindle the spirit of cooperation," H.E explained.

Dr. Yousef Al Akraf, vice president for human resources at DEWA said: "DEWA is always seeking to multiply its cultural and religious activities in order to develop the employee relations, as well as the social bonds, in addition to strengthening the sense of belonging within DEWA."

"DEWA's staff was behind its success over the last 50 years of continued excellence, so our responsibility as management and leadership to meet the needs of our employees. This

event opens the floor for networking opportunities and meetings between staff as well as acquainting them to the various sectors within DEWA," Dr. Al Akraf added.

Fatima Deemas, Senior Manager of Employee Relations and the organizer of the iftar stated: "This ceremony on the occasion of the holy month of Ramadan confirms DEWA's commitment to create a safe and stable work environment for the employees, and at the same time acknowledging DEWA's efforts to actively involve its staff in various events."

The attendees enjoyed this event full of closeness, and they wished that it will be held annually to increase the number of activities and events that raise the level of social cohesion and friendship between DEWA's various departments.



## Throughout the days of the month of Ramadan **DEWA organizes an iftar for its on-duty employees**



In the framework of its community activities to confirm a constructive social relationship with its employees, while promoting the spirit of solidarity among the members of the community, Dubai Electricity and Water Authority (DEWA) is organizing the "Iftar (fast-breaking) tent" for the holy month of Ramadan, for all its on-duty employees.

DEWA has been annually organizing this iftar to its employees in various departments including the call center Departments, system operations and production stations, at its headquarters in Eastern Zabeel and Jebel Ali Power and Desalination Stations.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "Serving the community is the main strategy of DEWA, which aims to improve the quality of life in the community, thus

promoting the practices of social responsibility in the UAE and setting an example for Government Departments.

"DEWA's initiative comes as part of promoting social responsibility in addition to its efforts to sponsor and implant the spirit of collaboration among its staff from the different functional levels and nationalities, as well as the desire to achieve the highest rates of employee satisfaction. This initiative and community-based cultural activities are an important factor in leaving a positive effect on job performance while serving the public," H.E. added.

"This initiative also comes as part of our community engagement and in accordance with the nature of the fasting month, which urges the strengthening of the social relations and deepening the principles of participation and team spirit," HE concluded.



## FOR THE 5th YEAR IN A ROW DEWA WINS 5-STAR GRADING CERTIFICATE FOR OCCUPATIONAL HEALTH & SAFETY MANAGEMENT

Dubai Electricity and water Authority (DEWA) has made a new outstanding achievement as it has won the 5-Star Grading Certificate for the 5th year in a row in the field of Occupational Health and Safety presented by The British Safety Council with the score of 97.8%. This score is the highest Five Star rating for any UAE based company in the past five years.

On the occasion of winning this prestigious global award, H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "This unprecedented achievement is the culmination of DEWA's continued efforts to promote its work environment, and to consolidate and strengthen the culture of occupational health and safety among its employees, contractors and all the categories of its customers."

"The certificates of quality and standards of occupational safety and health are no longer a luxury, but rather it has become an administrative and strategic imperative for the excellence of any institution striving to reach economic leadership in the increasingly competi-

tive world," H.E. noted.

"As a result of Health & Safety Management System Audit conducted in DEWA, we have won this certificate since 2002, and we had an unprecedented achievement in 2010 where we got a rate of 97.8%, which is the highest score accomplished by companies and institutions in UAE over the past five years," H.E. Al Tayer added.

H.E. Al Tayer emphasized the fact that this achievement makes DEWA look forward to more achievements and higher positions regarding performance levels as well as improving and developing work environment. H.E. extended his thanks and appreciation to the members of the team who contributed to winning this award.

Dr. Yousef Al Akraf, vice president for human resources at DEWA said: "During the current year a 5-Star Health & Safety Management System Audit was conducted in the Authority from mid-May to the beginning of June for 8 working days. This process included

verification of documents, checking various sites - office & projects based on Safety, Management, Fire, Measurement Control Systems and Workplace Implementation.

"The primary aim of this audit is to obtain an external assessment of the safety management arrangements by DEWA and the effectiveness of their implementation. This will provide a benchmark for DEWA for further improvement and development of the Health & Safety Management System. The Audit goes past compliance and into best practice, and focuses on Management systems as well as practical implementation," Dr. Al Akraf added.

It should be noted that the 5-Star Grading Certificate in the field of occupational health and safety are evaluated and awarded according to the most accurate and highest international standards and scrutiny by experts and auditors of the British Safety Council.







## Major mock fire drill at AL'Aweer (H) power station on 24.5.2010

A Major mock Fire Drill was successfully conducted in AL'Aweer (H) power station with scenario of fire on fuel oil tank No. EDG – 11 and with involvement of DEWA emergency team, Dubai Civil Defense, Dubai Police and Dubai Ambulance service.

DEWA fire fighters were excellently demonstrated their fire fighting capabilities with rescuing 12 numbers of victims. Dubai civil defense also extended their excellent support in fire fighting and rescue operation.

Dubai Police effectively used and handled helicopter for successful emergency fire fighting and rescue operation.

There were totally 224 number of participants, 2 Fire Truck from DEWA, 4 Fire From Civil Defense, 4 number of Ambulance, helicopter and other vehicles involved in that major mock fire drill.





MANY ACCOMPLISHMENTS ACHIEVED ... AND OTHERS YET TO COME



**Marwan Sultan Al Sabbagh**

**“THE FIRST EVER SUCCESS IS SELF-REALIZATION IN OUR BUSINESS, AND ENHANCEMENT OF TECHNOLOGICAL AND PROFESSIONAL CULTURE”.**



Despite all developments, DEWA is still striving for more, as it looks by the enthusiastic eyes and hearts of its employees. They are following the steps of the leadership and have no limits for excellence. In this issue, AL Masdar is pleased to have interview with Engineer Marwan Sultan Al Sabbagh, Vice Chairman of the Projects and Transmission Services Department to share with us his experience, main challenges and achievements:

### How did you reached your current position?

I joined DEWA in 1995, as an Engineer in the Distribution and Construction Department, then I became responsible for the Cables Welding Unit. In 2001, I worked as deputy Senior Engineer and then Senior Engineer. Two years later, in 2005, I was promoted to Manager of Electrical Power Distribution Projects Section, then to Senior Manager in 2006 of the same section. Currently, I'm working as the Vice President of Projects and Transmission Service. These achievements wouldn't have been achieved without exerting great effort and having strong desire in success in my career.

### What are your daily tasks and how they are important?

Our efforts are concentrated on achieving the satisfaction of our strategic customers and employees alike through the provision of advanced services, promoting of our service and professional culture within a healthy working environment. As for my tasks, it can be summarized as follows:

1-Simplify, control and track the procedures of executing projects and transmission services.

2-Administrater resources and set long and short plans for necessary projects and budgets.

3-Ensure the correct implementation of projects and as per the agreed standards, periods and dates.

4-Review the supply of equipment and materials of all types, to obtain the state of art equipment and materials to serve the Authority's aspirations towards more excellence and efficiency.

5-Ensure the execution of power

connection projects for customers and large scale projects on the specified times with quality and good performance.

6-Monitor the alignment of projects administrations strategies and >>>



### Personal Data:

**Name :** Marwan Sultan Al Sabbagh

**Age :** 37 years

**Scientific Qualification :** Bsc in Electrical Engineering

**Profession :** Vice Chairman – Projects and Transmission Services.

**Marital Status :** married with 6 children



transmission services with the Authority's vision and ambitions drawn by the Senior Management.

7-Active planning of projects.

8-Follow up employees requirements, development and modernization needs.

9-Manage and follow up electrical projects execution, to commit with quality, safety and environment standards on daily basis.

### **How do you overcome the daily difficulties of work? What are challenges face by this section?**

Difficulties at work can be overcome by hard work, patience, self-development, creating effective working methods, a process correlating with daily requirements to implement electrical projects, maintaining team work, constant communication with head of departments and engineers, and continuous control of work progress.

Our great challenge is time. The execution of projects to meet the target dates is not attainable at time due to work site conditions and other obsta-

cles resulted from the lack of preparation by the client or due to regulatory procedures of some strategic partners. However, these obstacles diminish when efforts, sincere desire, and communication with these partners are forged in the public interest is your.

### **What is your approach in managing your staff?**

As any other employee in office searching for more excellence and leadership, first, I apply open door policy for serious employees and customers. We apply the principles of seriousness and dedication at work, and we concentrate our efforts on precision and proficiency, and we encourage constructive communication with all concerned parties.

How do you transform DEWA's Value: Transparency, honesty, teamwork, customer-focused services..etc into reality?

We at Projects and Transmission Services Management are well informed about applicable principles in

terms of honesty and transparency at work and working on urging our people to committee with all authority's values and always reminding them with these values.

### **What is the role of female employees in this sector and what is the percent of female employees?**

We have 70 female employees working in our departement holding varies positions and performing tasks ranging from adminstration, cordination to engineering ..etc, and they have proven high proficiency and are distinguished in their fields.

We are prudent to support female employees by providing suitable work environment and listening to their suggestions, and encouraging their creativity and views.

### **What is the project or decision that resulted in great success in your work?**

With regard to successes, the first success is self-realization in our business and enhancement of technologi-



cal and professional culture. That is followed by our excellence in gaining the confidence of our superiors, employees, and creating an integrated and effective work environment. We are pleased that award list always included the employees of Projects and Transmission Services appreciating the success achieved by them.

I will give a brief on some steps and approaches followed by our department to achieve a great development in our business:

- Foster customer satisfaction through formation of coordination and report unit with reception office to answer all general inquires of the customer.

- Tighten security procedures at sites by provided night security.

- Introduce fleet management system to control the Authority's assets and best use of resources and time without wastage.

- Form an engineering unit under the supervision of Tenders and Engineering Section with the assignment of reviewing technical specifications of distribution equipment, and applying all updates in relation to technology with feasibility study and application of mechanisms. However, this unit has been assigned with another task also.

- Reduce the cost of extending high voltage cables from AED 88.92/meter to AED 51.25 (i.e reduction by 41%).

- Increase the average of cables trenches and refilling the opened trenches.

- With regard to cables installation works, we have reduced our dependency on contractors from 40% (1196 Km in 2009) to 28.4% (408 Km in 2010). We have stressed on internal workforce investment as our productivity increased from 35% to 58% and this contributed in more reduction of cable installation cost.

- We have developed the Planning Unit where production levels were not exceeding 41.2% due to unclear

sites and lack of previous inspection. A working team was formed before installation to facilitate the inspection and preparation of roads, and to ensure the passing channels, as well as the full readiness of sites. This benefited us from launching the stations directly after the completion of other works and provision of electrical power supply on specified deadlines.

- Trenching Unit, as we introduced trenching system.

- As for work progress no objection certificates, we have reengineered this aspect of work .

- WATHAB initiative: the statistics for cables extensions were only available with no records for secondary activities. After the introduction of Wathab for productivity, we noticed development in work and many advantages like : the possibility of recording statistical information and activities as per the Authority's rules, monitoring and controlling work according to priority by using key appointment tables.

- Weekly Performance Control System. This system was introduced to monitor performance indicators in our management. By this system, we managed to increase the productivity level to reach 78.62.% in Transmission Services Department and 79.65% in Projects Execution Department (increase by 30% approximately).

### **Are there any thoughts and suggestions you wish to realize?**

We have a large number of thoughts and suggestions to achieve within reasonable timescale without affecting the department's performance.

### **What is the your motto?**

"If any Muslim who cultivates a plant, and if a bird, a human being or an animal eats of it, he will be rewarded in charity" Prophet Mohammad (PP-

BUH)

### **What is the role of your family in your success?**

Behind each success story is the family who motivates its members for continuous work, good conduct and, praise to Allah, we have been given this grace.

### **Would like to send a message to the senior management, colleagues and employees?**

I would like to thank the senior management for its trust, in me and I will always remain committed to hard work and be loyal soldier for this Authority to achieve more excellence and progress, and a leading position at the Arab countries & at global levels. And for my colleagues I say that I'm happy for working with them and for the brotherly relationship and urge them to work hard, best use time wisely, take responsibility, and treat customers, partners, directors and colleagues, and all employees in a good manner by following in the steps of the senior management to be and remain at the top as leaders not followers.

**Production level increased by 78.62% in transmission services management and 79.65% in projects implementation**

**Out remarkable achievement is reducing the cost of cables extension by 41%**



## Within the framework of an enhanced cooperation between Dubai's Government departments DEWA organizes training sessions for its staff at the **DNRD's Head Quarters**

Dubai Electricity and Water Authority (DEWA) organized a three-day training program entitled "the flexible management" for 15 of its employees at the headquarters of the General Directorate of Residency and Foreigners Affairs (DNRD). This training comes within the framework of strengthening the bonds of cooperation and partnership between the DEWA and DNRD and reflects DEWA's commitment to provide the best summer training for its employees.

The program is an inherent part of DEWA's strategy to empower its staff with the necessary training along with care and attention. DEWA has prioritized the allocation of appropriate training opportunities for its employees while guiding their professional career development, linking their performance to its objectives. This process consolidates the drive towards innovation and excellence and reflects positively on the services provided.

H.E Saeed Mohammad Al Tayer,

Managing Director and Chief Executive Officer of Dubai Electricity and Water Authority stated: "Our mutual cooperation is in line with the vision and guidance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, to promote the principle of cooperation and strategic partnership between government departments in order to achieve Dubai Government's strategy to promote sustainable development and to consolidate Dubai's position as a global hub for finance, business and tourism. "

"DEWA is committed to developing its human resources and retaining the competent and skilled staff. We provide our staff with the appropriate opportunities for development and training to enable them to build up their capabilities and responsibilities," H.E added.

Dr. Yousef Al Akraf, vice president of human resources at DEWA said: "The use of this equipment, facilities

and training rooms reflects the deep rooted cooperation between DEWA and DNRD and the exchange of experiences in the field of information technology in addition to supporting and strengthening the relations between government departments in Dubai ".

"This training is part of a DEWA's program targeting the employees and contributing in the development of their skills and abilities and will help us in attaining our strategy's objectives," he concluded

It is noteworthy that this cooperation is the result of the Memorandum of Understanding recently signed between Dubai Electricity and Water Authority (DEWA) and General Directorate of Residency and Foreigners Affairs (DNRD), stipulating the opening of a center for DNRD at DEWA's headquarters, to handle the entry permits, residence and renewal for DEWA's employees and its customers, and a similar customer care center at the DNRD's to handle its staff and customers.