Beyond Biomass,
Communicating the LPG Case ...
Scenario as on 2016

- LPG Penetration as on 1\textsuperscript{st} April, 2016 – 61.9%
- Scarce access of clean fuel in rural areas, particularly to poor.
- Predominant use of Biomass for cooking in rural areas.
- Use of biomass leading to health hazards as most of these have single room dwelling.
- More than 5 Lakh deaths in India due to indoor pollution – a study by WHO

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Beginning of Transformation

- Hon’ble Prime Minister of India, Shri Narendra Modi’s Vision
  
  “Just imagine the health of the mother, and how the small children must be surviving in the house full of smoke. This thing pained me so much that I decided that every poor man’s house should have a gas cylinder”

- As a result of the vision, Pradhan Mantri Ujjwala Yojana (PMUY) was born on 1st May, 2016.
- PMUY is a scheme for providing LPG connections to women from Below Poverty Line (BPL) households.
- Proposed to cover 5 Crore BPL household in 3 years at a total allocation of Rs. 8,000 Crore.
Communication

- Launch of PMUY at Ballia, Uttar Pradesh on 1st May, 2016 by Hon’ble Prime Minister of India.
- Collaborative and inclusive state-wise launches of PMUY in a phased manner.
- Mass awareness about the scheme:
  - Organising LPG connection releases in melas at the hands of local representatives
  - Mass Communication and massive outdoor media campaigns.

PMUY ground events in all the states touching more than a million people directly
Implementation

- Give It Up – Appeal to give up LPG subsidy.
- District Nodal Officers
  - Appointment of District Nodal Officer (DNO).
  - Role of DNO: Coordination with local administration and public representatives on the behalf of oil industry for smooth and transparent implementation of PMUY.
  - Regular interaction of MoP&NG and DNOs & Senior Officials of oil industry for sorting out ground difficulties and facilitate smooth and expeditious implementation of PMUY.

More than 1 Crore people gave up subsidy which is financially assisting PMUY
Governance

- PAHAL (Direct Benefit Transfer of LPG)
- Carried out Adhar based de-duplicataton.
- Created separate site for daily detailed MIS on PMUY on Industry basis.

Guinness World record for PAHAL-Direct Benefits Transfer for LPG Consumers Scheme (India) including approx. 125 million households in India.

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PM LPG Panchayat

- Launched PM LPG Panchayat for PMUY beneficiaries, aimed at:
  - Health benefits of using LPG
  - LPG Safety
  - Peer to peer learning e.g. how to utilize time saved in cooking for economic opportunities

1 Lakh LPG Panchayat will be conducted
Other Initiatives

- Facilitated use of LPG further with various other initiatives
  - Swapping of 14.2 Kg LPG Cylinders with 5 KG LPG for affordability
  - Providing double cylinders of 5 KG LPG
  - Appointment of 10,000 rural LPG distributors (More than 5000 already appointed)
  - Started Ujjwala Rath for direct delivery in rural and remote areas
  - Leveraging common service centres for cylinder delivery in the proximity of consumption centres
  - Expanding LPG customer base in non PMUY segment as well.
Journey so far

- Current LPG penetration is 90%, up from 61.90% in record time of 34 months.
- Release of over 12 Crore LPG connections in last 4.5 years as against 13 Crore LPG connections in last 60 years.
- Release of more than 6 Crore LPG Connections under PMUY in record time of 33 months.
- PMUY is now open for all BPL families and aimed at ‘Universal Coverage’ of LPG in the country
- Target to cover 8 Crore BPL families under PMUY.

WLPGA ASIA 2019 Summit AV - https://youtu.be/WJWVrFe16lc
PMUY Hindi AV - https://youtu.be/qWuf3ba54A0
LPG has become a catalyst for social change.
Thank you