‘Ujjwala rollout’ : **Safety until the last mile**…

Safety in every part of supply chain until the last mile …

B S Giridhar
Indian Oil Corporation Ltd
Indane overview

- **Second largest** marketer of LPG globally

- **Massive Distribution Network** - 11475 distributors (50%), 64% serving rural markets.

- **Huge customer base** - 118 Million
  Around 1.5 million customers adding every month

- Reaching 2 million + Household every day

- **Largest subsidy cash transfer scheme in the world**, 2.0 million subsidy transfer to bank account of customers every day
**Landmarks:- PMUY since inception (As on Dec’18)**

**Industry**
- **Enrollments**: 89 million
- **Connections released**: 62 million
- **Loan Extended (in Rs.)**: 75.14 billion

**Indian Oil**
- **Enrollments**: 40 million (46%)
- **Connections released**: 29 million (47%)
- **Loan Extended (in Rs.)**: 34.18 billion

Surpassed targets in world’s most ambitious social inclusion scheme.
The success saga

62% LPG coverage as on April 2016

PMUY in 2016-17 Tgt 50 million LPG connections to BPL Households

PMUY in 2017-18 Enhanced target to 80 million LPG connections

90% LPG coverage as on 1st Jan 2019

Indian Oil has released 29 million LPG connections under the program
Safety challenges in PMUY customer supply chain

- Eco system – First time users
- Logistics safety – Rural last mile connectivity
- Distributors safety – Rural neighborhood education
- Cyl Installation safety – Mechanics availability in hinterland
- Customer safety – Lack of basic education
Safe Usage of LPG is imparted by way of Nukkad Natkas
Safe Usage of LPG is imparted to PMUY beneficiary
Customer education - Efforts & Action Taken

- Large No of Safety Camps & during Melas for consumer enrollment information on safe usage is given to PMUY customers

- Special Drive: Cyclothon, School & College level activities with students, Nukkad Nataks is organised to disseminate safety while LPG is used

- 24 X 7 Emergency Service helpline in case of LPG leakage—Toll free 1906 is available to all LPG customers

- Every two years Safety mechanic inspection is carried by the distributors

- PM LPG Panchayats is another such new initiative to bring in awareness among the PMUY beneficiaries
LPG Domestic accidents

Challenges:
- Qualified installers and servicemen
- Regulatory frame work for mechanics
- Regulatory frame work for Manufacturers

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Supply chain Safety

Bulk import to Plants

Bottling

LPG Supply Chain

Customer consumption

Customer complaints

Delivery

Installation

Distributor

Safety essential for each activity
Consumer awareness

Source: WLPGA
Societal Transformation for safety

Source: BBS conference paper © BS Giridhar, New Delhi
**Eco system- Efforts & Action Taken**

- Safety is information is imparted and demonstrated right at the time of connection is installed by trained personnel of the Distributors.

- Safety Instruction Card is given to every new customer.

- Pre-delivery check is undertaken as mandate before refill is delivered.

- Safety messages and information is given through Banners, Hoarding/Standees, TV, Radio, Social- media and Newspapers.
Pradhan Mantri LPG Panchayats

- LPG Panchayats are platforms of peer learning
- About 90 minutes meeting at village level
- One local woman leader shares her experience
- A mix of short audio, and interaction facilitated by a local resource person, covering specific themes
- OMC distributor makes a demonstration; followed by Q & A on LPG Safety

Consolidating the Social Impact of Ujjwala
LPG Panchayat with PM as Motivator
“आप समय को नहीं खरीद सकते परन्तु उच्चवर्ग खरीद कर समय बचा सकते हैं”
-जातानयी साह, छतीसगढ़
Pradhan Mantri LPG Panchayats

- One lakh LPG Panchayats will be conducted across India till March 2019
- 67000+ LPG Panchayats conducted till Dec’18.
- Women share their stories of transformation through LPG – triggering increased adoption
- Local woman leaders, ASHA workers, Aangnwadi workers, Primary school teachers and Bhojan Matas to become champions of Ujjwala
Logistics safety realities
Godown safety in rural lands
Gas Connection installation & Repairs

Mechanics at work
Customer Education

FOR LPG APPLIANCES

- Always use BIS-approved appliances from authentic sources
- Obtain BIS-approved LPG regulators and Suraksha rubber tubes from authorised LPG distributors only

In Case of Leak

- Open all doors & windows for ventilation
- Put off all flames, lamps, incense sticks, etc.
- Put the safety cap on the cylinder

While in Use

- Do not operate electrical switches or appliances in the room
- Isolate the main electrical supply from the outside only

While in Use

- Strike match first, then open burner knob
- Always use cotton clothes and cotton apron while cooking; never use synthetic clothes like silk, chiffon, etc.
- Clothing is for wearing, not pan-handling. Use only pot holders

- Never leave vessels unattended on burners in operation - the contents may overflow, extinguishing the flame and causing gas leakage
- Do not keep electrical appliances like refrigerators inside the kitchen; power fluctuations in them can act as a source of fire in case of leakage

LPG Safety Tip of the Day

Issued in Public Interest by Indian Oil
Safety First - Consumer Awareness

Safety and Insurance Card To Each PMUY beneficiary
Targeting zero LPG accidents

Equipments regulation control
- BEE hotplates
- Approved PR / hoses /cylinders
- Eradication for spurious equipments

Skills certification & Licensing
- Godown supervisor
- Delivery person
- Mechanic

Hydrocarbon sector skills council
Innovations required

Equipments regulation control
• Valve check and O Ring check before carousel
• Suraksha hose connectors
• Auto change over valve for cylinders
• Excess flow slam shut valve
• Low pressure regulator test kit
• Cylinder unloading
• Composite cylinders – No BLEVE
Innovations required

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Thumbs Up by Ujjwala Beneficiaries

Thank you