Ujjwala Rollout: Safety until the last mile...

I.S. Rao (Executive Director – LPG, BPCL)
Safety begins with Step One....

- Safety & Insurance card to the PMUY beneficiary

- Installation of LPG connection by trained personnel

- Demonstration of safe LPG usage

- Distributor contact details/ Emergency contact numbers
Safety Clinics

- Awareness camps and workshops
- Public places such as schools, colleges as venue
- To overcome cultural barrier & women time constraint in village
- Ujjwala Suraksha Mitra
LPG Panchayats: Kuch Seekhein, Kuch Sikhayein

• 5 key issues addressed
  Health, Economic Cost, Safety, Environment, Empowerment

• Peer to Peer learning social platform

• Ujjwala Swabhimaan diwas

• Proposed 1 Lakh Panchayats through NGO partners
Ujjwala Didi (friend) – Train the trainer Programme

- Pilot project is being undertaken
  - Low Literacy rate
  - Low adoption of LPG
  - Massive release of PMUY connection

- Same village dweller & Opinion Leader

- Overcoming Cultural barrier & Gender Bias barrier of Indian villages

- Proposed to have 10,000 trained Didis in next three months
Public awareness Campaign

• LED Vans

• Moving theaters

• Ujjwala Rath

• Launch of Mini Express
Thank You