

**GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA**

UNSTARRED QUESTION NO:3197
ANSWERED ON:15.04.2010
PETROL PUMPS UNDER NANO SCHEME
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Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) whether the Government proposes to install check and fill petrol pumps under NANO (No Action No Operation) scheme;
- (b) if so, the details thereof; and
- (c) the time by which the proposal is likely to be implemented?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI JITIN PRASADA)

(a) to (c): In order to bring focus on the rights of the customer, oil industry has launched an All India Campaign in January 2010 inviting customers to check quality and quantity at ROs with the objective to build customer confidence and project a customer friendly image under name "Check & Fill".

To have an effective campaign necessary hoarding/banners as per design circulated were prominently displayed covering almost all the Retail Outlets across the country. Equipments to carry out the checks were made visible to the customers at the ROs by the setting up kiosks. In many locations, the campaign was formally launched by local dignitaries including elected representatives/Senior Government Officials and prominent citizens who have appreciated the efforts of oil industry.

Wide publicity was also given through advertisements in various National Dailies in English and Vernacular languages. Check and Fill print advertisements were released by OMCs almost for a fortnight. Various other initiatives were also taken by Oil Marketing Companies for spreading the message, which include:-

- (a) Painting of Buses/Tractors/Auto Rickshaw with Banner design.
- (b) Ad-Wheel (mechanical vehicle) Moving display.
- (c) SMS to over 1.5 lac customers.
- (d) 15 seconds Jingles on Red FM.

The campaign has been a success and within a span of three months, as per field reports, over 15.25 lakhs customers have carried out checks across the country and have given very encouraging feed back on the initiative of OMCs. This initiative has also received very positive media coverage.