

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

UNSTARRED QUESTION NO:389
ANSWERED ON:06.12.2013
SUBSIDY ON BRANDED FUEL PRODUCTS
Bishnoi Shri Kuldeep

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) whether the Government proposes to subsidize branded fuel products;
- (b) if so, the details thereof along with the reasons therefor; and
- (c) the extent to which the fuel conservation drive, launched recently, has been successful in conservation of energy?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM AND NATURAL GAS (SMT. PANABAAKA LAKSHMI)

(a)&(b): There is no such proposal before the Government at present.

(c): Under the guidance of Ministry of Petroleum and Natural Gas, Petroleum Conservation Research Association (PCRA) in association with Public Sector Oil Marketing Companies has launched a Mega Media Campaign (Phase-1) on fuel conservation across all different media platforms i.e. TV, Radio, Website, SMSs, Internet Digital Cinema, Outdoor Publicity, News Prints etc. from 1st October, 2013. PCRA and Public Sector Oil Marketing Companies have also initiated direct people connect activities for generating mass awareness for judicious use of petroleum products. PCRA, through the Directorate of Advertising and Visual Publicity (DAVP) has finalized a third party survey agency to assess the effectiveness of the conservation drive.