LOK SABHA
UNSTARRED QUESTION No. 2059
TO BE ANSWERED ON 30TH JULY, 2018

SAKSHAM CAMPAIGN

2059. SHRI KUNDARIYA MOHAN BHAI KALYANJI BHAI:
SHRI D.S. RATHOD:

पेट्रोलियम और प्राकृतिक गैस मंत्री

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

(a) whether the Government/Petroleum Conservation Research Association (PCRA) has launched Saksham campaign and if so, the details along with its objectives thereof;

(b) the activities proposed to be undertaken thereunder; and

(c) the details of funds allocated for the purpose?

ANSWER

पेट्रोलियम और प्राकृतिक गैस मंत्री
(श्री धर्मेन्द्र प्रधान)

MINISTER OF PETROLEUM & NATURAL GAS
(SHRI DHARMENDRA PRADHAN)

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(a) : Saksham is an intensive education campaign conducted by PCRA every year to create awareness about need and ways of fuel conservation, energy efficiency and environment protection. During the campaign, a number of people centric activities are conducted to promote message of fuel conservation and environment protection. The campaign is conducted in coordination with Oil Public Sector Undertakings under the administrative control of Ministry of Petroleum and Natural gas.

(b) : Important activities conducted in Saksham Campaign include :
(i) Exhibitions, workshops, seminars, group talks on fuel conservation & energy efficiency in industry, domestic, agriculture and transport sector.
(ii) Cycling events such as Saksham cyclothons and cycle day to promote cycling for fuel conservation, health and environment protection.

(iii) Campaign through print, radio, TV and digital media (including social media).

(iv) National competition on essay, painting and quiz for school children to express their feelings/ideas about fuel conservation and energy efficiency; and

(v) Fuel conservation campaign through van publicity programs and by organizing group talks/ workshops for farmers/villagers, etc.

(c) : During the year 2017-18, PCRA had spent ₹ 16.86 crore on education campaign activities.

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