

Observance of Oil & Gas Conservation Fortnight - 2016

Shilpa Bichitra, an industry and commerce oriented newsmagazine, as their media social responsibility, organised a mammoth mobile van campaign to create mass awareness on “oil and gas conservation” from 25th January to 31st January moving from Siliguri to Haldia via Kolkata. This unique and useful van campaign was flagged off by Mr. P. K. Roy chowdhury, Director & CRC, PCRA at Siliguri and it



has brought tremendous effect among rural and urban people en-route. Canvassing “Indhan ho swachh, Jan gan rahein swasth” by printed leaflets and audio-visual messages the van reached Haldia after covering 700 kilometers in seven days. Mr. A. K. Gangopadhyay, ED, Haldia Refinery of IOCL had flagged down.

As part of the public awareness initiative, Shilpa Bichitra had also conducted a seminar on oil and gas conservation to celebrate OGCF - 2016 on 29th January at Bharatiya Bhasha Parishad auditorium in Kolkata. The seminar was inaugurated by Mr. Nilkanth S. Avhad, ED, PCRA as a chief guest. Mr. Indrajit Basu, ED (CC &



Branding), IOCL; Mr. Ranjan Kumar Mohapatra, GM-cum-SLC, West Bengal, IOCL; Mr. T. N. Ramakrishnan, DGM - Sales (Retail) East, BPCL and Mr. Shambhunath Roy, Chief Regional Manager, HPCL were among the guest speakers from oil marketing companies. They urged the gathering not to

stop the usage of fossil fuels but to stop their wastage. Dependency on energy is universal and the rate at which society uses fuel is a cause for concern - they highlighted.

Mr. P. K. Roychowdhury, Director & CRC, PCRA; Dr. Ahish Ghosh, Director, Centre for Environment & Development; Dr. Aniruddha Mukherjee, HOD - Environmental Science, Calcutta University; Mr. Abhijit Chanda, Addl. Director, PCRA; Dr. Purna Basuchowdhury, Faculty, Calcutta University;



Mr. Bijan Behari Biswas, President, WB LPG Distributors Association were among other distinguished speakers who focused on the need of fuel conservation maintaining ecological balance and renewable energy.

Representatives of Automobile Association of Eastern India (AAEI), West Bengal Petroleum Dealers Association, Bengal Taxi Association also attended the seminar.

This mobile van campaign followed by the seminar was totally sponsored by the Petroleum Conservation Research Association (PCRA), Indian Oil Corporation Limited (IOCL), Hindustan Petroleum Corporation Limited (HPCL) and Bharat Petroleum Corporation Limited (BPCL).

