

AZADI KA AMRIT MAHOTSAV THROUGH GREEN & CLEAN ENERGY

Mass Awareness ‘River Campaign - 2022’ on ‘Oil & Gas Conservation’

From HALDIA to BELUR MATH (Via DAKSHINESWAR) on the river - HOOGHLY

As a part of social commitment to promote energy efficiency and conservation, an unique ‘River Campaign’ on ‘Oil & Gas Conservation’ was organised by Shilpa Bichitra (an industry & commerce oriented English corporate magazine) in the three (3) districts of West Bengal and Kolkata to create awareness about oil & gas conservation among the common people from 08/02/2022 to 12/02/2022 to celebrate “Azadi Ka Amrit Mahotsav through Green & Clean Energy”.

The ‘River Campaign - 2022’ (country-water-boat decorated with flexes & banners) was flagged-off by Mr. Atanu Sanyal, CGM, Haldia Refinery (IOCL) on 08/02/2022 at Haldia township ferry jetty in presence of Mr. Pratap Kumar Mondal, DGM, Haldia Terminal (HPCL) and Mr. Pradip Raha, Senior Manager Operations – Retail, Haldia Terminal (BPCL).

Carrying the tagline “Conserve Fuel – Save Future” along with the messages, tips & techniques of oil & gas conservation the campaign boat had covered all the passenger ferry ghats/jetties of three districts (*Purba Medinipur, South 24 Parganas, Howrah* and the city of joy – *Calcutta*). During the 5 day-long campaigning route it was halted every (35 nos.) ferry jetty/ghats from HALDIA to BELUR MATH (Via DAKSHINESWAR) on Hooghly river and awared the commuters and inhabitants of nearby areas. At every stage attracted the mass people through distributing leaflets and drawing public attention to the risks or advantages of certain behaviour pertained with oil & gas saving.

After canvassing the ‘need of fuel conservation’ the campaign was flagged-down by Mr. Partha Pyne, CGM – WBSO, IOCL, Mr. R. N. Datta, Director & CRC – PCRA (ER) and Mr. H. K. Neog, Addl. Director & Filed Engineer, PCRA (ER) on 12/02/2022 at Kolkata River Traffic Police Jetty.

The “River Campaign - 2022” was sponsored by Haldia Refinery (IOCL), HPCL, ONGC, OIL INDIA, GAIL, EIL and supported by PCRA and Kolkata River Traffic Police.

List of Jetty/Ferry Ghat

HALDIA	ACHIPUR	FAIRLIE
NANDIGRAM	BUDGE BUDGE	ARMENIAN
DIAMOND HARBOUR	BAURIA	HOWRAH
RAICHAK	AKRA	BANDHA GHAT
KUKRAHATI	MANIKPUR	AHIRITOLA
GEONKHALI	METIABRUZ	SHOVABAZAR
GADIARA	NAZIRGANJ	BAGHBAZAR
NOORPUR	SHIBPUR	COSSIPORE
SHIBGANJ	RAMKRISHNAPUR	RATANBABU GHAT
BURUL	CHANDPAL	KUTHI GHAT
RAIPUR	BABUGHAT	BELUR MATH
ULUBERIA	SHIPPING	DAKSHINESWAR

===== Flag-Off @ Haldia =====



5 Day-long 'River Campaign-2022' was flagged-off on 08/02/2022 at Haldia Township Ferry Jetty



===== Flag-Down @ Kolkata =====



5 Day-long 'River Campaign-2022' was flagged-down on 12/02/2022 at Kolkata River Traffic Police Jetty



===== Campaign Boat @ Major Ferry Jetty =====



Kukrahati



Raychak



Budge Budge



Uluberia



Babughat



Howrah



Dakshineswar Temple



Belur Math

Branding @ Campaign Boat





**Campaign
 Boat on
 Hooghly
 River**



**Distributing
 Leaflets to
 Ferry
 Commuters**

