

‘Highway Campaign’ on ‘Net Zero Emissions by 2070’

As a part of social commitment to promote energy efficiency and conservation, an unique and innovative ‘Highway Campaign - 2024’ on ‘Net Zero Emissions by 2070’ was organised by Shilpa Bichitra (an industry & commerce oriented English corporate magazine) to create awareness about oil & gas conservation among the common people from 26/02/2024 to 01/03/2024 towards the target to achieve “Net Zero Emissions by 2070”.

Displaying the tagline “Conserve Fuel – Save Future” and “Always use Green & Clean Energy to Achieve ‘Net Zero Emissions by 2070’ along with the messages, tips & techniques of oil & gas conservation the campaign was flagged-off on 26/02/2024 at Haldia Refinery by Mr. Angshuman Bhattacharya, HR Head, Haldia Refinery (IOCL); Mr. Pratap Kumar Mondal, DGM (Installation), HPCL (Haldia Terminal); Mr. Nasiruddin Ahmed, HSSE Officer, BPCL (Haldia Terminal) along with Mr. Suman Chakraborty, Secretary, Officer’s Association, Haldia Refinery (IOCL) and other officials.

During the 5 day-long campaigning tenure it was viewed by more than 3.5 lakhs of people and we awared the commuters and inhabitants of nearby areas. At every stage we attracted the mass people through distributing leaflets and drawing public attention to the risks or advantages of certain behaviour pertained with fuel saving and benefit of using green and clean fuel.

After covering approx 750 kilometres and 8 districts of West Bengal, on 01/03/2024, the campaign was flagged-down at Siliguri by Mr. Subir Das, Divisional Retail Sales Head, Siliguri Divisional Office, Indian Oil Corporation Limited.

This “Highway Campaign - 2024” was sponsored by Haldia Refinery (IOCL), BPCL, HPCL, ONGC, OIL INDIA, GAIL, EIL and supported by the local administration of 8 districts and National Highway Authority of India.



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Flag-off ceremony of the 'Highway Campaign' on 'Net Zero Emission by 2070' at Haldia on 26/02/2024



Haldia Refinery Office Complex



Officials from IOCL, BPCL and HPCL



In front of BPCL Terminal, Haldia



In front of HPCL Terminal, Haldia

Flag-down ceremony of the 'Highway Campaign' on 'Net Zero Emission by 2070' at Siliguri on 01/03/2024



In a petrol pump adjacent to the IOCL Divisional Office Complex, Siliguri # 01/03/2024



Campaign Van on Highway





স্বচ্ছ ও সবুজ জ্বালানী ব্যবহার করে ভবিষ্যৎ সুরক্ষিত করুন

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