

INDIA'S LPG GROWTH STORY



स्वच्छ ईंधन..बेहतर जीवन!



Access to clean cooking fuel

Extent

264 Millions consumers, 4 millions cylinders delivered everyday

Infrastructure

192 LPG bottling plants, 23833 LPG distributorships

Leaving no one behind

Significant reduction in multidimensional poverty, 79.6 million LPG connection to poor ,40% connection to SC/ST



Pradhan Mantri Ujjwala Yojana (PMUY)

Access to clean cooking fuel

❖ LPG Connections in April 2014 : nearly 130 millions

New Connections Issued (in Millions)	
2014-15	16.3
2015-16	20.5
2016-17	33.0
2017-18	28.2
2018-19	45.2
Total	143.2



Pradhan Mantri Ujjwala Yojana (PMUY)

About the Scheme

- 80 Million LPG connections will be provided to BPL families with a support of Rs.1600 per connection in 4 years.
- PMUY was launched by Hon'ble Prime Minister on May 1st, 2016.
- Empowering the Women in Rural Areas through direct intervention.
- Total Outlay: Rs.128 billion.
- **Support from Oil Marketing Companies (OMCs):**
 - Interest free EMI for purchase of Stove or Refill or both.



Pradhan Mantri Ujjwala Yojana (PMUY)

Status of Implementation at a Glance

Number of States/UTs covered	36
Number of Districts covered	715
KYC Cleared applications	82.1 Millions
Total Connections released	79.6 Millions
Connections released to SC/ST	30.9 Millions



Pradhan Mantri Ujjwala Yojana (PMUY)

Quarterly connections issued under PMUY since May 2016 to 30-06-2019



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Top-10 PMUY States as on date: 24.07.2019

S.No	State	Connection issued
1	Uttar Pradesh	1,36,68,014
2	West Bengal	83,12,271
3	Bihar	81,14,964
4	Madhya Pradesh	67,17,649
5	Rajasthan	60,46,988
6	Odisha	44,21,847
7	Maharashtra	41,84,906
8	Tamil Nadu	31,82,536
9	Assam	31,05,733
10	Jharkhand	30,13,203
	All India	7,50,43,714

Pradhan Mantri Ujjwala Yojana (PMUY)

Use of Technology

- **Project Management Information System (PMIS):** Project Management Information System (PMIS) is a web based solution for monitoring progress of PMUY
- **Ujjwala Tracking dashboard:** The tracking dashboard is used to monitor overall progress and identify bottlenecks through a real time monitoring dashboard.
- **Data Analytics:** All the reports generated are studied and problematic areas have been identified using Data analytics and corrective actions are being taken.
- **PMUY Website**
 - The Official website for PMUY is <http://www.pmuy.gov.in>
- **Social media platforms:** Use of Facebook, Twitter, Google groups to communicate information pertaining to PMUY



Pradhan Mantri Ujjwala Yojana (PMUY)

Challenges Faced

- Main challenge is **identification of poor household** for allotment of free LPG connection in the absence of cent percent authentic data. SECC census data has been used but in the field we found that many deserving households are still left out as the census data was not proper
- Usage of socio economic caste census data may be **misused by well offs** . We have observed in the field that there are some affluent class people also who comes under the list of beneficiaries .
- **Safety Awareness** of Beneficiaries: As majority of the beneficiaries were from poor and illiterate background, safety awareness among them was low.
- **Non availability of mandatory documents** like Ration card, Aadhaar card etc.
- There are many places where LPG distributorships could not be established due to law and order problem or it being a forest area. People residing at those places **continue to face poor standards of LPG services**.



How about utilization(Refills)??..

- About 78 % of PMUY beneficiaries came back for a refill
- Average refill consumption of PMUY consumers is about 3 cylinders per annum
- 63 % of the beneficiaries took more than 4 cylinders among those who came back for refill.
- More than 317 million refills delivered so far to PMUY beneficiaries



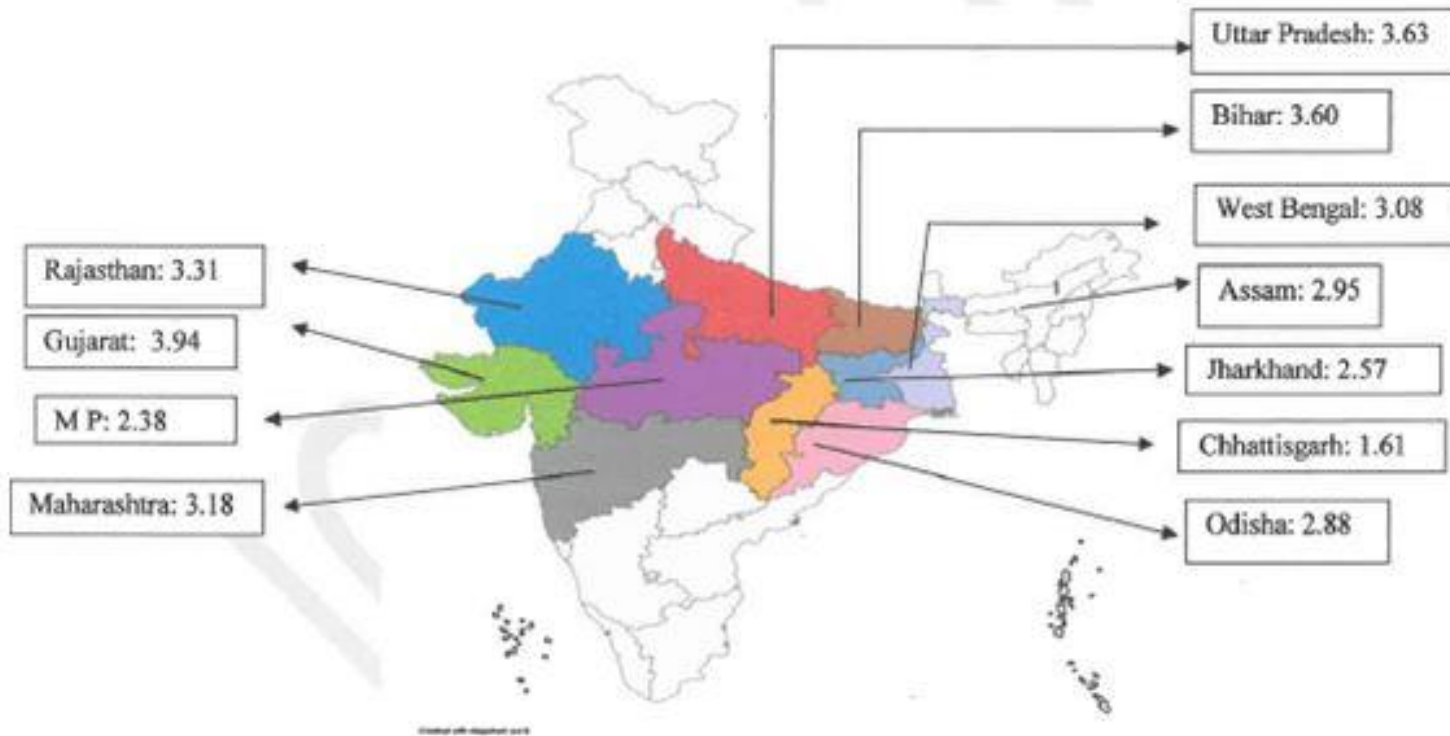
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Statement showing refills consumption of PMUY beneficiaries, who have completed one year and more as on 31.12.2018

No. of refills	No. of Active consumers			
	IOCL	BPCL	HPCL	Total
Initial	2471636	1426617	1645797	5544050
1	1782097	1060605	1183009	4025711
2	1586413	906408	981759	3474580
3	1413221	783790	842028	3039039
4	1226810	669562	709827	2606199
5	1053116	561771	588889	2203776
6	887921	466181	484137	1838239
7	742049	386854	394522	1523425
8	617124	319117	320868	1257109
9	513643	266190	261976	1041809
10	426427	219905	213455	859787
11	356845	183358	175303	715506
12-49	1846374	966024	847572	3659970
50-99	505	415	624	1544
100-199	12	7	36	55
Total	14924193	8216804	8649802	31790799



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The above chart shows that Chhattisgarh had the lowest per annum average refill consumption of 1.61 refills, followed by Madhya Pradesh (2.38 refills), Jharkhand (2.57 refills), Odisha (2.88 refills), Assam (2.95 refills), West Bengal (3.08 refills) and Maharashtra (3.18 refills).



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- At the time of implementation, OMCs identified that annual consumption of existing BPL families having LPG connection as 3 to 4 refills per annum.
- Average Refill consumption is on a declining trend since the average refill consumption of 1.98 crore PMUY Consumers as on 31st March 2018 is 3.66 refills per annum while that of 3.18 crore PMUY Consumers as on 31st December 2018 has come down to 3.21 refills per year.
- Further analysis revealed that out of 3.18 crore, 0.56 crore (17.6 %) beneficiaries never came back for second refill and 1.05 crore (33%) beneficiaries consumed 1 to 3 refills only.



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Steps taken so far by OMCs to promote refill consumption

While all activities enunciated below were carried out Pan –India, special focus was given to the 8 focus states – Bihar, Jharkhand, Uttar Pradesh, Uttarakhand, Rajasthan, Odisha, Madhya Pradesh and Chhattisgarh.

Product Placement

- i. Availability of adequate stock at Bottling plants to meet urgent demand of domestic 5 kg cylinders.
- ii. Ensuring 5kg inventory availability at all distributors who have released PMUY connections.



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Customer Contact

- i. Customer who were identified to have low or nil consumption were contacted.
- ii. 5kg camps cum LPG Panchayats were organized. 1,00,5735 LPG Panchayats done in 2018-19 of which 50% done through NGO partners. For 2019-20 we have planned to conduct 50,000 Panchayats with modified inputs.
- iii. Interior/rural areas, hilly and far flung and tribal areas were targeted specifically for 5kg domestic sale.
- iv. Expeditious implementation of swap option by imparting knowledge and making the consumers aware of affordability benefits of availing 5 kg cylinders.
- v. Exclusive display and advertisement at showroom promoting availability of 5kg Domestic cylinders.



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Network Expansion in Rural Areas

- i. Expeditious commissioning of new LPG distributorship and promoting 5 kg domestic sales through new connections.
- ii. Tying up with Common Service Centre (CSC)-SPV for refill booking and delivery of cylinders from their outlets to improve further accessibility issues for rural customers.

New Initiatives

- Training of grass root level entrepreneurs **“Ujjwala Didis”**: 10000 nos. trained so far in the state of Odisha- Promote refill sale / safe practices in their Gram Panchayats.

Cumulative sales during FY 2019-20				
OMC	HPCL	IOCL	BPCL	OMC
Total Refills	147283	177816	110299	435398



Status of opening new distributorships

- For the first time, locations chosen using geospatial mapping and candidates chosen using online draws
- Total No. of advertised locations for New Distributorships are 6,347
- Total 5,120 LOI issued
- Total 3,798 new distributorships have been commissioned

Year	No. of Distributorships
2014	13896
2019	23833



Significant Outcomes

- Significant increase in National LPG coverage (61% to 94.7%)
- Approx. 40.36 % connections released to SC/ST categories
- Boost to manufacturing sector (Cylinder, Pressure regulators & Hose pipe)
- New Points of presence in villages/ cluster of villages
- Huge awareness about LPG as a clean fuel

Pradhan Mantri Ujjwala Yojana (PMUY)

Accolades

■ WHO: Report dated 02nd May, 2018

“Countries are taking measures to tackle and reduce air pollution from particulate matter. For example, in just two years, India’s Pradhan Mantri Ujjwala Yojana Scheme has provided some 37 million women living below the poverty line with free LPG connections to support them to switch to clean household energy use. ”

■ UN: Report on Multidimensional Poverty Index

❖ “Of 10 selected countries for which changes over time were analysed, India and Cambodia reduced their MPI values the fastest—and they did not leave the poorest groups behind”

❖ “India strongly improved assets, cooking fuel, sanitation and nutrition.”

❖ “No. of people without cooking fuel reduced from 52.9% to 26.2 %(2016)”

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Accolades

- IEA:

Executive Director Fatih Birol :” "Providing access to LPG across India by 2020 is a major achievement. It is not an energy issue, it is an economic issue, it is a social issue,"

- CEEW:

- ❖ “Since 2015, both LPG connection and the use of LPG as primary fuel have increased by more than two-fold in three years. Also, rural households using only LPG for cooking (thus eliminating adverse health impact due to indoor air pollution caused while using traditional fuels) has increased significantly from 5 per cent in 2015 to 19 per cent in 2018”

- ❖ “PMUY has managed to reduce the inequity in access to LPG between different social groups. Over the last three years, the proportion of SC and ST households using LPG has increased from 12 to 45 per cent and from 8 to 32 per cent, respectively. This indicates a significant improvement in LPG penetration among marginal groups.”



Thank You

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