



MD's Message for SAKSHAM 2020

India's share of total global primary energy demand is set to roughly double to nearly 11% by 2040, underpinned by strong population growth and economic development. Fuel consumption in our country is on an upward spiral to meet the growing demands of the industry and the burgeoning population. Limited fossil fuel reserves, increasing Crude Oil imports and growing environmental concerns call for judicious use of fossil fuels by all of us.

In order to generate mass awareness on the pressing need for fuel conservation, Petroleum Conservation Research Association (PCRA) under the aegis of the Ministry of Petroleum and Natural Gas, Govt. of India, is organising a month long SAKSHAM (*Sanrakshan Kshamata Mahotsav*) 2020 campaign with the help of Public Sector Oil and Gas Companies as done last year. Promoted with the tagline '*Indhan Adhik na Khapayen, Aao Paryavaran Bachayen*', the campaign will start from 16th January 2020 and conclude on 15th February 2020 aiming at sensitizing the masses about the conservation and efficient use of petroleum products for better health and environment.

As part of this campaign, NRL will be organising SAKSHAM Cycle Day on 19th January 2020 in Silchar, one of the 200 cities across the country where the Cycle Day will be observed simultaneously. NRL will also be organising SAKSHAM Walkathon in Silchar on 2nd February 2020, one of the 624 Districts in the country where the event would be held on that day. Apart from these two events, a gamut of other activities will be conducted during this month-long campaign to reach out to the masses and raise awareness about this vital cause.

I urge everyone to actively participate in SAKSHAM 2020 and contribute consciously and whole heartedly in furthering the cause of fuel conservation and its benefits in terms of environment sustainability and health.

I take the opportunity to wish SAKSHAM 2020 a great success!

S K Barua
Managing Director

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