WANT YOUR BUSINESS TO BE MORE PROFITABLE?
GET AN ENERGY AUDIT DONE IN YOUR FACTORY.

An energy audit can save you up to 20%* on your fuel and energy bill.
An energy audit is essential to identify the sources of energy wastage in your factory. A timely energy audit helps optimize the energy consumption of industrial equipment like furnaces, boilers, DG sets, motors and distribution network, air compressors and refrigeration and illumination towers. The result: you end up saving up to 20%* on your energy bill.

Some more easy ways to save energy:
1. Optimize the usage of energy.
2. Monitor the energy consumption of DG sets regularly.
3. Replace old and unproductive equipment with new and highly efficient equipment.

For more information, visit www.pcra.org or call 011-26198809.

* Savings are indicative only. Actual savings will depend on actual usage of tips and other parameters.
The significance of liquid gold was not realised until 1970s when oil crisis drove the entire world into tizzy. Having scarce domestic resources and consequent dependence on import, India could not afford to sit idle and had to respond by attaching high priorities to conservation and efficient utilisation of petroleum products. Thus, in 1976, Indian government constituted "Petroleum Conservation Action Group (PCAG)" as an action group exclusively committed towards conservation of petroleum products. Few months later on 10th August 1978, PCAG was reconstituted as "Petroleum Conservation Research Association (PCRA)" as a registered society under the aegis of Ministry of Petroleum & Natural Gas, Government of India.

Ever since its inception, PCRA is engaged in promoting fuel conservation and its efficient utilization with special attention to major oil guzzling sectors - Agriculture, Transport, Industry and Domestic, through its mass awareness programmes, field activities, sponsoring research and development, and a host of other activities. At the same time, PCRA has also been helping the government in formulating policies and strategies for petroleum conservation in order to reduce its dependence on import. Over the years, the scope of PCRA activities has expanded and today it is also endeavouring to improve productivity of various energy sources to ensure environment protection and sustainable development.
**OBJECTIVES**

To formulate strategies and promote measures for accelerating conservation of petroleum products leading to environment protection, energy security and sustainable development.

To create awareness among masses about the importance, benefits and methods of conserving petroleum products and clean environment by enhancing information and capacity building.

To promote research, development and deployment efforts aimed at petroleum conservation and environment protection; support and facilitate efforts for adoption and dissemination of fuel efficient technologies and substitution of petroleum products with alternate fuels and renewables.

To establish synergistic institutional linkages at the national and international levels in the areas of petroleum conservation and environment protection.

To provide training and technical advisory services, designed to achieve economy & efficiency in the use of petroleum products for cleaner environment.

To function as a “Think Tank” to the Govt. of India for proposing policies and strategies on petroleum conservation and environment protection, aimed at reducing excessive dependence on oil.

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**VISION**

To become a Centre of Excellence For Conservation of Hydrocarbons and Environment Protection For Sustainable Development on our inherent strength

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**MISSION**

Efficient Energy Utilization and Environment Protection Leading to Improvement in quality of life
The industry sector consumes almost forty percent of the total primary energy consumption in the country. PCRA programs in this sector focus on improvement in fuel use efficiency through upgradation of technologies and reducing wastages brought out through energy audit of large, medium and small-scale industries.

PCRA conducts energy efficiency studies in the industrial sector, which include Energy Audits, Fuel Oil Diagnostic Studies and Walkthrough Audits in small-scale industries. Through sector-specific technical seminars and meets across the country, PCRA disseminates recent technological advances and improved operational practices for raising energy efficiency. During these events, PCRA shares its experiences of conducting energy efficiency studies in the sector through case study presentations explaining investment-benefit ratio of energy conservation measures. Besides, through participation in national and international exhibitions, PCRA exhibits its in-house capabilities and expertise through display of information about success stories on energy conservation in various sectors brought about by PCRA.

Through Institutional Training Programs (ITPs), PCRA shares its industry audit experiences and good practices pertaining to the industry. These programs aim at raising awareness among stakeholders about their conservation potential that can be realized through energy audit of their plants. Moreover, PCRA develops energy auditors to serve industries and commercial establishments by empanelling suitable parties to conduct energy audit on its behalf.

**INDUSTRIAL SECTOR**

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Transport sector accounts for almost half of the country’s total petroleum consumption. Also this sector accounts for 70% of Diesel consumption and about 99% of petrol consumption in India. PCRA has taken a lead role in establishing standards and labeling in fuel efficiency of vehicles. In this sector the inter-ministerial working group has identified a saving potential of 20%. To realize this saving potential, PCRA conducts a variety of programs for State Transport Units (STUs), private fleet operators, organizations in private and public sector to promote efficient use of petrol, diesel, lubricants and greases through better maintenance practices, better driving habits, model depot studies, emission awareness programs, exhibitions, workshops, clinics etc. all over the country. The major thrust areas of activities in this sector include Driver Training Program, Model Depot Projects and mass awareness program. PCRA networks with a large number of organizations viz. Association of State Road Transport Undertakings (ASRTU), State Transport Undertakings (STUs), Automotive Research Association of India (ARAI), Central Road Research Institute (CRRI), Ministry of Road Transport and Highways (MoRTH), Traffic Police, NGOs and automobile associations for propagating awareness on efficient utilization of petroleum products in the transport sector.

PCRA provides training to the drivers on good driving habits and maintenance practices. Drivers from STUs, Army, Border Security Force etc. have been trained by PCRA through specially designed Driver Training Programs (DTPs). PCRA also tries to develop a cadre of drivers and driver instructors who can further train other drivers on their own. Besides this, PCRA regularly organizes workshops on Fuel Efficiency in Transport Sector at different places in the country. PCRA’s Model Depot Project is an integrated programme to study existing management, infrastructure and maintenance practices of the depots and workshops of STUs and other fleet operators having low KMPL. The study analyses in detail all historical records of the depots, examines current condition of vehicles, and makes recommendations for improving the systems with time bound action plans to improve overall efficiency of the STU.

**ACTIVITY**
- Driver Training Program
- Model Depot Study
- Transport Workshop

**END USERS**
- Institutions, Organizations
- State Transport Undertakings & Private Fleet Operators
- Drivers, Mechanics
PCRA recognizes the potential and scope for conservation of petroleum products & electricity in this sector. The use of non-ISI and substandard foot valves, pumping sets and other equipment result in wastage of oil and electricity. PCRA extends activities in agriculture workshop, kisanmelas, van publicity and educational programs for students, agriculture communities with agricultural Universities. During these events, clippings and films produced by PCRA on fuel saving tips are shown.

### ACTIVITY
- Agriculture Workshop
- KisanMelas
- Van publicity
- Awareness programmes with Agriculture Universities

### END USERS
- Tractor users
- Pump-set users
- Farmers, Village Mechanics, students
The housewives and youth are the major target segments in this sector. The inter-ministerial working group has identified a saving potential of 30% in the domestic sector. PCRA’s scope of activities in this sector includes education of housewives on better cooking habits, educating housewives and youth on good driving habits, use of fuel efficient kerosene and LPG stoves and lighting appliances. PCRA also encourages the use of alternate sources of energy such as bio-gas, solar heater etc.

PCRA adopts a networking institutional approach and takes help of Mahila Mandals, AIWC, AIWA, Youth forum, Jaycees, Lions Clubs, Rotary clubs, Residents Welfare Associations and various schools and colleges for conducting awareness programs. PCRA conducts awareness workshops for women where films on energy conservation are shown to them. Adequate literature is also being published and distributed to inculcate energy saving habits among women. This results in a substantial annual recurring savings of petroleum products, which is a significant achievement.

### Programs for Women & Youth
- Save LPG/ Kerosene Clinics
- Screening of video films on LPG Saving
- Training on fuel saving through better driving habits etc
- Youth Programs
- Efficient use of LPG, Kerosene
- Efficient Cooking
- Competition
- Essay Competition

### End Users
- Housewives
- School and college students
PCRA initiates and sponsors R&D projects in industry, agriculture, transport and domestic sectors for optimal utilization of energy and reduced carbon emission. PCRA promotes new R&D initiatives and sponsors development, demonstration and implementation of improved technology, processes and products to conserve oil & gas in identified areas. PCRA recommends field trials of devices, equipment or appliances in the form of pilot project and assists commercialization of products and processes after successful completion of field trials through technology transfer. PCRA promotes inter-fuel substitution through studies in alternative and bio-fuels. PCRA’s R&D projects focus on low-end technologies and the technologies that can be easily replicated and widely disseminated.
- **Biogas enrichment & bottling technology for vehicular use**

In collaboration with IIT Delhi, a technology has been developed to enrich biogas and convert it into bio-CNG, which can be used in vehicles as an alternative to petroleum CNG. A biogas enrichment and bottling plant has been installed in Bhilwara, Rajasthan. Enriched biogas (bio-CNG) is being used to run a CNG auto luggage carrier. It has been found that bio CNG (95% methane content) gives better mileage than petroleum CNG.

- **Generation of SynGas through plasma gasification of plastic waste**

In collaboration with CSIR-CMERI Durgapur, an integrated, cost effective and environment friendly technology has been developed to tackle plastic waste problem. A 20 Kg/hr lab scale plasma gasification unit has been installed & commissioned in CMERI premises. SynGas (synthetic gas containing CO, H₂ and CₓHᵧ) generated is fed to a Gas Engine coupled with an Alternator to produce electricity. It has been observed from experimental study that 2.4 kWe net electricity can be produced from 1 kg/hr plastic waste.

- **Porous radiant burners for LPG cooking stove**

In collaboration with IIT Guwahati, a porous radiant burner (PRB) for domestic cooking application has been developed and successfully tested. The newly developed PRB for LPG cooking stove has maximum thermal efficiency of 72%, against 68% of conventional burners. CO and NOₓ emissions of the PRB are in the range of 25-200 mg/m³ and 0-2 mg/m³, while the respective values of conventional burners are in the range of 250-1100 mg/m³ and 75-260 mg/m³. In terms of both thermal efficiency and emissions, the PRB has been found to be better than conventional counterparts. Compared to a conventional burner, the newly developed PRB can save about 2 kg of LPG in 14.5 kg LPG cylinder.

- **Minimization of energy consumption in potato cold storage using finned tube evaporator coil**

One of the important factors affecting energy consumption in potato cold storages is primitive design and careless selection of refrigeration system components. The bunker coil used as an evaporator is a major source of energy wastage and poor quality product. In collaboration with BCKV, West Bengal, finned tube evaporator coils have been designed & installed in existing bunker type cold storage system. Techno-economic analysis has shown saving of up to 26.5% in overall energy cost (in 3 units where implementation took place) due to reduction in diesel & electricity consumption. Also there’s material saving of 1.4% of stores products due to reduction in moisture loss.
Children and youth comprise more than forty percent of India’s population. PCRA organizes a variety of programmes to inculcate among them the habit of saving energy at early age by approaching schools, colleges and technical institutions. These constitute quiz, essay, debate and painting competitions on topics related to energy conservation. Participants are encouraged through awards in both cash and kind. PCRA aims to make young minds understand the issue of energy conservation and motivate them to apply and promote the cause of oil conservation into their widening spheres of domestic and professional lives. Pursuing this mission further, PCRA has initiated efforts for inclusion of text on energy efficiency in schoolbooks at central and state levels.

**CATCH THEM YOUNG**

- Youth Program in Schools to Inculcate Conservation Habits.
- National Level Essay & Printing Competition during Oil & Gas Conservation Fortnight.
- Booklets & Pamphlets on Oil & Gas Conservation for School Children & Housewives.
- Interactive Radio, TV Sport of Educative Nature.
- Quiz, Debate, Elocution Competitions.
PCRA regularly organizes mass awareness campaigns through various print and electronic media to sensitise common people towards energy conservation. In order to bring about attitudinal changes, sustained campaigns are organized for targeted end users. Customised energy conservation messages are displayed in these campaigns according to their tastes preferences. PCRA also uses Internet, digital cinema theatres and SMS facilities to reach out to more and more people. Besides, PCRA organizes intersection activities at traffic signals, walkathons and Nukkad Nataks to disseminate energy conservation messages further and farther.

- Development of Promotional Material in the form of Booklets & Leaflets in the Industrial, Transport, Agriculture and Domestic Sectors through Extensive Research
- Production of Films/ TV Spots for Educating Industrialists, Vehicle Users, Gram Panchayats, Housewives & School Children
- Posters and Stickers Especially Designed for Vehicle Users, Villages, Housewives & School Children
- Press Publicity in English, Hindi & Regional languages
- Outdoor Publicity though Kiosks, Electronic Display Boards etc.
- Education through Internet and PCRA Website
PCRA, over the years, has designed and developed a rich bank of conservation literatures carrying useful information and tips for saving of petroleum products for different types of users. These literature are regularly distributed free of cost to consumers in various sectors of economy. PCRA has also published many technical books covering energy conservation in various sectors of Indian industry such as Textile, Ceramic, Pharma sector and Paper & Pulp Sectors.

Besides, PCRA also publishes a quarterly bulletin titled “ACT (Active Conservation Technique)” carrying latest developments related to energy conservation and distributes it free of cost amongst stakeholders. ACT contains articles and papers on energy efficiency improvement, environment protection, R&D initiatives, energy audit success stories, special studies for petroleum conservation, alternative fuels, renewable sources of energy, implementation efforts for new technology and case studies. The bulletin also regularly updates the target readers on PCRA’s activities in the field of conservation.
Implementation consultant for ISO 50001:2011 EnMS

PCRA has taken an initiative to work as implementation consultant for Energy Management System at different industries through ISO-50001:2011 EnMS. Energy Management System (EnMS) is an effective and proven management tool to continually improve the energy performance of the organization and improve its input energy cost, productivity and thus competitiveness. PCRA has very good presence in oil & gas sector through its various successful projects.

Performance Achieve & Trade (PAT) scheme

PCRA is also associated with the PAT (Perform Achieve and Trade) scheme under NMEEE (National Mission on Enhanced Energy efficiency). In order to accelerate as well as incentivize energy efficiency, the PAT mechanism has been designed by the government through BEE (Bureau of Energy efficiency) under NMEEE. PAT is market-based mechanism to enhance cost effectiveness of improvements in energy-intensive large industries and facilities, through certification of energy savings that could be traded.

Having vast experience of more than 30 years and a repository of more than 2000 Energy Audit Reports in all sectors and equipped with a team of more than 30 Energy Auditors, Energy Managers and few AEAs, PCRA is gearing up the designated consumers through consulting services and conducting Mandatory Energy Audit (MEA). PCRA is also an Empaneled Accredited Energy Auditing firm (EmAEA) for carrying out Monitoring & Verification activities (M&V) of designated Consumers (DCs) under the scheme.

PCRA is also actively participating in PAT widening process thru contributing in Technical Committee for inclusion of Petroleum Refineries in PAT scheme as a Member.
Standards & Labeling (S&L) program for appliances using petroleum products is one of the initiatives taken by PCRA to develop improved efficiency standards of consumption of petroleum products in various applications in association with Bureau of Energy Efficiency (BEE), under Ministry of Power. This is as per the provisions notified in “The Energy Conservation (EC) Act 2001” which has been enacted to promote, facilitate and enforce efficient use of energy and its conservation in all spheres of economic activity. Under the provisions of Act, Central Government, may by notification, in consultation with BEE specify the norms for process and energy consumption standards for any equipment, appliance which consumes, generates, transmits or supplies energy including direct display of such particulars on label of equipment / appliances. In this direction PCRA had taken up three projects to save substantial amount of petroleum products involving Domestic LPG stoves, diesel engine driven Monoset Pumps for agricultural purposes and diesel engine driven Generator Sets. Depending on their energy efficiency, appliances are rated on a scale of 1 to 5 and efficiency rating is indicated by stars on the BEE specified label, for easy understanding for the consumers.

Domestic LPG Stoves

LPG in India is predominantly marketed by Public Sector Oil companies. Approximately 18 Cr households, are currently registered as LPG consumers with Oil Marketing Companies in the country. Govt. of India, as per Vision 2015 document, has plans to expand LPG coverage to 75% of the total household population in the country, with focus on rural areas. Thus growing LPG Consumption & higher cost of import & subsidies is a concern for the government. PCRA identified this as one of the potential areas, wherein conservation of LPG could be achieved through use of energy efficient LPG Stoves in order to reduce the import bill and the subsidy amount. As a result of Labeling program, the thermal efficiency of LPG stove is pegged to minimum 68% and enhanced thermal efficiency of Domestic LPG Stovethrough S&L program would contribute towards saving in LPG consumption for the customer as well as the Nation.
Diesel Engine Driven Monosets (2-10 HP) for Agricultural Purposes

PCRA identified this equipment with substantial potential for conservation of Diesel through use of fuel efficient Star labeled Agricultural pump sets. The existing population of diesel driven pump sets in country is approx. 7 millions as per recent report published by TERI. It is estimated that approx. 3.3 % (as per PPAC report) of country’s total diesel consumption (approx. 69 MMT for 2014-15) is being used by Agri-Pump segment. This benchmarking initiative is expected to improve the fuel efficiency from existing 21% of Agri pumps in use to 28% for new monoset Star labeled pumps.

Diesel Generators

DG set market has witnessed steady growth in the last decade to meet the standby power requirement. The existing population of diesel driven pump sets in country is approx. 2 millions. The diesel generator sets market in India has both organized (large reputed domestic brands and international brands), and unorganized (small local) manufacturers. It is estimated that nearly 6.5 % (as per PPAC report) of the total diesel consumption (approx. 69 MMT for 2014-15) is being used for captive power generation for Non-Industry sector. The S&L Program of Diesel Driven Generator Set is expected to provide informed choices to the consumer to procure fuel efficient equipment for their usage. Current scheme includes DG sets having diesel engine capacity upto 19 Kw.

The Standard & Labeling Scheme for these three PCRA’s benchmarking proposals is operational post approval by Ministry of Power and enrollment to scheme by the manufacturers is in progress. PCRA in association with BEE has been engaged in popularizing these schemes by targeting vendors / manufacturers, conducting meetings at major manufacturing hubs and creating awareness amongst end users by conducting Domestic Workshops, Agricultural Workshops, Institutional Training Program etc. as well as through release of advertisement in Print Media, PCRA website etc.
Oil & Gas Conservation Fortnight (OGCF) is a significant annual event of the Ministry of Petroleum & Natural Gas, which is organized jointly by PCRA and Public Sector Oil & Gas Companies every year from 16th to 31st January.

Started as Oil Conservation Week (OCW) in 1991, this nation-wide campaign has eventually become a very effective tool in creating and spreading awareness among the masses about the importance of conservation of petroleum products in the country. Encouraged by tremendous success of the campaign, the duration of OCW was extended to a fortnight from the year 1997, making it Oil Conservation Fortnight (OCF). With increasing use of cleaner and eco-friendly gaseous fuels in the country, the conservation of these fuels also became equally important. Therefore, from the year 2004 onwards, this event is being observed as "Oil & Gas Conservation Fortnight (OGCF)".

During OGCF, an intensive nationwide campaign on energy conservation involving a huge number of people is organised. A series of events and activities such as essay writing (in Hindi, Urdu & English as well as in various local languages), quiz and painting competitions for school children are carried out and winners are handsomely awarded. For common people, mass rallies, cycle rallies, marathons, walkathons, human chains, technical seminars, symposiums etc. are organised in every nook and corner of the country. State Level Coordinators (SLCs), Regional Level Coordinator (RLC), State Governments and Upstream Sector are also awarded to encourage their participation in OGCF. Publicity vans covering several states are also flagged off to create and spread awareness about the conservation of petroleum products among the masses.
**PCRA in media**

**PCRA-SBSTC MoU for fuel conservation**

Petroleum Conservation Research Association (PCRA), Ministry of Petroleum and Natural Gas, has signed an MoU with the South Bengal State Transport Corporation (SBSTC) at Kolkata on July 12 for imparting training to SBSTC drivers for bringing in best practices of driving towards conservation of fuel and environment protection. In presence of Tamonash Ghosh, chairman, SBSTC, MoU was signed by Prahlad Raychaudhuri, director and chief regional coordinator, PCRA (eastern region) and Subhendu Basu, MD, SBSTC. PCRA officials A Chanda, Sanjeev Kumar and SBSTC officials D Sinha and Sajal Roy were present during the signing ceremony.

**Desh ko ja chalate hain, Woh ab urja bhi bachayenge.**

**FUEL SAVING TIPS**

- Reduce idling time by switching off the engine if a vehicle is likely to be stationary for more than 120 seconds.
- Drive economy mode in cars and avoid using cruise control.
- Drive in the correct lane and avoid lane changing.
- Drive in the correct lane and avoid lane changing.
- Keep the car well-maintained with regular maintenance checks.
- Use public transport whenever possible.

**PCRA signs MoUs**

With SBSTC for new fuel

The presence of MHRD Secretary, chairman, NSUET, the MoU was signed by Prahlad Raychaudhuri, director and chief regional coordinator, PCRA (eastern region) and Sajal Roy, MD, SBSTC. PCRA officials A Chanda and Sajal Roy were present during the signing ceremony.

**With UBKV for energy conservation**

PCRA has signed an MoU with Uttar Banga Krishi Vikas Utthanaya (UBKV) at Cochrane on August 5. PCRA and UBKV will work collaboratively to spread awareness on efficient use of energy and conservation of petroleum product to the farmers of North Bengal. The MoU was signed by Prahlad Raychaudhuri, director and chief regional coordinator, PCRA (eastern region) and Dr Chitrakuan Chatterjee, vice chairman, UBKV.

**PCRA-ASTC MoU for fuel**

Petroleum Conservation Research Association (PCRA), Ministry of Petroleum and Natural Gas, Gol, and Assam State Transport Corporation (ASTC) signed an MoU at Guwahati on July 29 for imparting training to ASTC drivers for bringing in best practices of driving towards conservation of fuel and environment protection. MoU was signed by Prahlad Raychaudhuri, director and chief regional coordinator, PCRA (eastern region), and Rural Barracks, MD, ASTC. Around 1,300 drivers in different depots of ASTC will be trained in phased manner within two years.
GLIMPSES of field activities
India requires a multi-pronged approach in energy usage and substitution for guaranteeing its energy security in the years to come. PCRA is committed to build nation’s energy security by steadfastly promoting the use of the “fifth fuel” i.e. energy efficiency, in all sectors of the economy and every level of the society, through various proactive and inclusive steps. Our motto is "Improving Energy Productivity, Reducing Oil dependence"
# PETROLEUM CONSERVATION RESEARCH ASSOCIATION

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WANT TO GIFT YOUR WIFE A DIAMOND RING?
BECOME A CARPOOLER.

Carpool with your colleagues and save up to
Rs. 50,000* annually on your fuel bill.

Why drive to work alone when you can take your colleagues along. By doing this, you and your friends can save up to Rs. 50,000* annually. Now, whether you gift your wife a diamond ring or use the money for something else, saving is such a wonderful thing, isn’t it?

Some more easy ways to save fuel:
1. Switch off your engine at red light.
2. Drive in the correct gear.
3. Drive at 45-55 kmph.

For more information, visit www.pcra.org or call 011-26198809.

* Savings are indicative only. Actual savings will depend on actual usage of tips and other parameters.