

## Union Petroleum Minister Murli Deora flags off WIAA-PCRA car mileage rally in Mumbai

*Participation by all the oil majors*

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Hon'ble Minister of Petroleum & Natural Gas, Govt. of India, Shri Murli Deora flagged off a Car Mileage Rally in Mumbai, a Rally with a difference, not for the thrill & spike of speed, but for the spirit & cause of promoting fuel efficiency in the country. The Rally saw a huge participation from all sections of the society, from enthusiastic youngsters to ever-energetic senior citizens, from self-motivated ladies to socially-responsible corporate leaders. While flagging off the Mileage Rally, Shri Deora said, 'More than 50% of the petroleum products in our country are consumed in the transport sector. Fuel Efficiency in driving therefore will surely lead to considerable reduction in wasteful consumption of this precious product in transport sector'.

Fuel efficiency is not just your car's engine efficiency, but it is also your own efficient driving habits. By adapting efficient driving habits, we can achieve up to 20% reduction in our fuel consumption. It is just a matter of changing few of your driving habits. The Rally was therefore won NOT by the driver who drove the fastest, but by the driver who drove the wisest, who drove with maximum efficiency.

Petroleum Conservation Research Association, under the Ministry of Petroleum & Natural Gas, Govt. of India, who is engaged in promoting fuel efficiency in the country in all sectors of the economy, organized the Mileage Rally in association with Western India Automobile Association and ONGC to encourage the car drivers in Mumbai towards better driving tips and thereby achieve maximum mileage from their vehicles. What was most significant of the Rally was that a large number of young Mumbaites attended it that shows the concern of young Indians towards the concept of Fuel efficiency in transport sector. Our country, spent Rs. 2,19,000 Crores last year on Crude Import and with surmounting international crude oil price, the import bill this year is expected to rise considerably. Fuel Efficiency in Transport Sector may surely contribute towards neutralizing growth in international crude price.

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