(a) whether the Pahal-Direct Benefits Transfer for LPG (DBTL) consumers Scheme is getting ample response;

(b) if so, the details thereof;

(c) whether there is hundred per cent expectation to achieve the fixed target for the Pahal scheme within a certain time- frame; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF PETROLEUM AND NATURAL GAS (SHRI DHARMENDRA PRADHAN): (a) to (d) Government of India has re-launched Direct Benefit Transfer for LPG consumer (DBTL) scheme called, ₹Pahal', in 54 districts of the country on 15.11.2014 and in remaining districts of the country on 1st January, 2015. As on 05.03.2015, the response to the scheme has been adequate with 81.8% (11.89 Crore out of 14.54 Crore active LPG consumers) having joined the scheme.

LPG consumers who join the Pahal scheme, will get the LPG cylinders at market price and receive LPG subsidy (as per their entitlement) directly into their bank accounts. All domestic LPG consumers have been given two alternatives in the scheme. If LPG consumer has Aadhaar number, he/she will have to link it to his/her LPG consumer number and bank account. Alternatively, he/she can link his bank account directly to his LPG consumer ID.

All LPG consumers who have not joined the scheme, get a grace period of three months from the date of launch to join the scheme. During grace period such consumers get LPG as per their entitlement at subsidized price. Additionally, a period of three months beyond grace period known as parking period is given to LPG consumers for joining the scheme. During parking period such consumers will get cylinders as per their entitlement at market price and subsidy will be kept parked with OMCs. This parked subsidy would be released as soon as consumer joins the scheme. However, if a consumer joins the scheme after parking period, the parked subsidy would lapse and consumer will get subsidy from prospective date only.

Guidelines to oil PSUs on advertisements

†1548. SHRI RAMDAS ATHAWALE: Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) the year-wise amount spent on the advertisements by each of the oil companies of public sector during last three years till date;

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† Original notice of the question was received in Hindi.

(b) whether Government has issued/proposes to issue any guidelines to all the oil companies of public sector with regard to their advertisements; and

(c) the criteria fixed by oil companies of the public sector to opt for print media and electronic media for publicity?

THE MINISTER OF STATE OF THE MINISTRY OF PETROLEUM AND NATURAL GAS (SHRI DHARMENDRA PRADHAN): (a) The year-wise amount spent on advertisements by oil PSUs during the last three years and the current year is given below:

(₹ in crore)

PSU	2011-12	2012-13	2013-14	2014-15
IOCL	215.81	181.22	174.97	160.69 (from 1.4.2014 to 4.3.2015)
BPCL	39.17	45.89	41.37	37.85 (from April-Dec, 2014)
HPCL*	37.47	30.10	31.49	19.86 (from April-Dec, 2014)
ONGC	39.68	41.77	40.57	41.32 (till mid January, 2015)
EIL	0.09	0.18	0.32	0.33 (upto 2.3.2015)
CPCL	1.86	0.62	0.35	0.19 (provisional) (till January, 2015)
NRL	0.57	0.15	0.72	1.43 (upto 28.2.2015)
MRPL	1.32	1.18	0.58	9.72 (till 7.3.2015)
BLL	0.48	0.27	3.96	3.96 (from April-Dec, 2014)
OIL	4.13	5.23	6.69	9.01 (from 1.4.2014 to 5.3.2015)
GAIL	24.21	33.76	36.20	25.40 (from 1.4.2014 to 5.3.2015)

* Excludes loyalty card expenses

(b) Government has not issued any guidelines in this regard.

(c) Oil PSUs choose the medium for advertising on the basis of their communication objective, their target audience, availability of budget etc.

Memorandum for stopping extraction of CBM by ONGC

1549.SHRI T. K. RANGARAJAN: Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state: