



Mains Practice Question

Rajesh is posted as a District Nodal Officer for a leading oil marketing company in a certain district. He has been authorized to make the Ujjwala scheme a success in the district. However, he finds that behavioural issues on the part of residents are a big hurdle. Most of the residents have the apprehension that food cooked on LPG is not healthy and is tasteless. They are also apprehensive about the safety of LPG. These challenges persist even after the conduct of LPG Panchayat and safety awareness camps, and residents dismiss these as misleading. Apart from this, other factors that are checking the success of the scheme include the affordable availability of biomass and unaffordability to refill the LPG cylinder. In view of the above situation, identify and evaluate the options before Rajesh so that he can make the Ujjwala scheme successful in the district. (250 words)

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Approach:

- Identify the issues involved in the above case
- Identification and evaluation of options
- Conclusion

Mapping of issues

Pursuit of effectiveness	Effective implementation of Ujjwala scheme
Continuous commitment	Even in the face of reluctance by villagers, continuous commitment is required.
Service excellence	As a duty to the nation and organization, one should always strive for excellence.
Emotional intelligence	Establishing empathy with villagers and solving their problems in their own words.

Identification and evaluation of options

		Steps	Advantages
1.	Changing mindset	<ul style="list-style-type: none">• Explain the benefits of LPG by engaging peer groups from other villages.• Engage local celebrities in LPG Panchayat.	<ul style="list-style-type: none">▪ As the LPG Panchayat becomes successful, peer groups will be more empowered and aware of the benefits of LPG.▪ It will have an immediate and considerable influence on the behaviour of the villagers, leading to behavioral change.
2.	Institutional measures	<ul style="list-style-type: none">▪ Engaging institutional mechanisms like ASHA, ANM (Auxiliary Nurse Midwifery) etc.	<ul style="list-style-type: none">▪ Village level ASHA can create awareness and reduce the dependence on traditional chulha, leading to an increase in demand for clean LPG.
3.	On the qualitative aspect of food	<ul style="list-style-type: none">▪ A civil society organization (like Akshay Patra) can be engaged with a mandate to organize a food-Mela, where food cooked on LPG stove are	<ul style="list-style-type: none">▪ The misapprehension about the quality of food can be overcome by showing that food cooked on LPG is tastier and healthier.

		distributed among the villagers at a very nominal cost.	only help in quick there is no change
4.	Delivery aspect	<ul style="list-style-type: none"> ▪ A synchronized channel between 'gramin vitarak'—village LPG distributor and the OMC's (Oil Marketing Companies) distributor can be created. ▪ Introducing small LPG cylinders of 5 kg. It will cut the middle man as most of the people buy LPG cylinders from grey market. 	<ul style="list-style-type: none"> ▪ This can ease the channel. Additional distribution will a
5.	Addressing cheap availability of biomass	<ul style="list-style-type: none"> ▪ Addressing this will need a coordinated effort by all the stakeholders viz. village panchayats, district administration, civil society organisations ▪ Efforts such as community-based biogas plants and clean stoves can be undertaken to improve traditional methods of cooking. 	<ul style="list-style-type: none"> ▪ It will reduce the of biomass.
6.	Suggesting policy changes	<ul style="list-style-type: none"> ▪ A rationalized system of subsidy should be suggested to higher authorities under which the cost of initial 3-4 refills should be subsidized. 	<ul style="list-style-type: none"> ▪ This will ensure c

Behavioral change is a slow process. However, the values of public service demand continuous commitment from public servants. Dignity of human beings and their choices are very important so that one can live a worthy life. In such case, forceful and hasty decisions should be avoided, and incremental change must be strived for.

Models like Sevottam which provide a framework for organizations to assess and improve the quality of service delivery to citizens can prove helpful in such cases.

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