

## **SSGC's initiatives to create awareness on safety measures amongst its customers**

As a customer centric utility organization, SSGC is fully aware of its responsibilities for creating basic awareness amongst its customers to adopt necessary safety measures while handling with a sensitive commodity like natural gas.

Our media campaigns are designed to educate SSGC's customers on the possible alarming consequences that may occur due to the negligence while using gas appliances and at the same time stresses for implementing basic safety measures in order keep safe from any accidental situation.

Besides running regular safety messages campaigns through its social media platforms, SSGC under condition # 18.1 of the license also executes **winter safety program** on yearly basis mainly during the months of winter season to underscore on implementing ways and means that are safe in daily usage of gas appliances such as gas heaters, ovens, geysers, etc.

In conjunction with this conventional above-the-line (ATL) Winter Safety Media Campaign, Company also executes a below-the-line (BTL) public contact campaign on mass level to promote these vital safety measures. This BTL campaign is managed by Company's Quetta Regional Office that reinforces our prime media campaign.

The conventional ATL media campaign is managed by SSGC's Corporate Communication Department that executes this 'Winter Safety Media Campaign' by undertaking the following listed measures;

**Print Media:** This campaign in print media is executed through largely circulated national and regional newspapers that are published in SSGC's franchise areas of Sindh and Balochistan. Through our customized advertisements, messages for a more cautious use of gas appliances alongside basic safety instructions are published in these prominent newspapers.

### **Electronic Media:**

**Television:** For televisions channels a media plan is executed that features a customized TVC emphasizing on practicing basic safety methods. Prominent regional satellite television channels having a huge viewership are selected for effectively communicating the message in the local languages. It has been our practice to buy the viewing air time in the prime zone i.e., before the news bulletins, regional news and television plays to televise our 25-second television advertisement that educates our customers on the hazardous consequences of gas heaters if they are not handled sensibly. Such safety media campaigns in yesteryears have been highly successful as they contributed in decreasing the unfortunate loss of precious human lives that use to happen due to mishandling of gas heaters as people used to suffocate in a closed environment where gas heaters were in operation during nights.

**Radio:** Safety messages are broadcasted on radio in national as well as regional languages from Quetta, Hyderabad and Sukkur radio stations. Radio spots are also aired through Dadu, Nawabshah, Mirpurkhas, Jacobabad, Naushero Feroz, Sanghar, Shikarpur, Turbat, Khuzdar, Loralai, Khairpur, Zhob, Noriabad, Tando M. Khan, Ghotki and Umarkot radio stations through various FM channels.

**Projection through social media:** SSGC runs a full throttle digital campaign through Company's social media platforms. This features important platforms such as Facebook, Instagram, Twitter and YouTube.

**Mass Public Contact Campaign –** (Executed and monitored by SSGC's Regional Office Quetta)

**Meetings for creating public opinion:** SSGC executives are deployed to conduct public meetings, who counsel Ulemas and Pesh Imams for building public opinion on adoption of safety measures. Similarly, meetings are organized in madrasas and schools for developing basic sense amongst students to implement safety measures. These students are further advised to spread the vital message in their neighbourhoods, friends and relatives.

An annual gathering of religious leaders is a regular feature that is organized at Quetta Press Club to take on board, the Ulemas and Pesh Imams of Balochistan for spreading the word through their sermons in Friday prayers and in other religious gatherings. The media fraternity of Balochistan including prominent journalists, reporters and camera persons from different districts of province are also invited in large numbers for this gathering at Press Club that is addressed by SSGC's Head of Balochistan Region along with Company's senior executives and media persons. These dignitaries stress the need for adopting safety measures while using gas appliances that would be widely reported by these media persons for mass consumption.

**Fleet march of branded company vehicles:** Company's Customer Services Department, Balochistan operates with a large fleet of vehicles in the region that consists of pickups, single and double cabins vans. As yearly practice these vehicles are branded through hoardings on each side, exhibiting messages of winter safety and gas conservation. A grand fleet march of these vehicles is an annual activity that begins from Regional Office Quetta. In past this activity has been instrumental in creating a mass publicity of our messages as these vans extensively roam around in residential colonies, main highways and other public places contacting scores of people and leaving a pleasant effect on customers.

**Display banners:** Large size banners displaying precautionary safety messages are hoisted at major public places such as office complexes, shopping malls, masajids, famous roundabouts, banks, market lanes and schools, etc. for spreading the important safety messages.

**Public announcements through vehicles:** For spreading these precautionary and safety messages, announcements through megaphones and through public address systems planted on vehicles roaming in towns are managed in suburbs and killis.

**Handbills:** Brochures / handbills are distributed amongst gas consumers containing the precautionary safety messages that are already projected through newspapers, television and radio campaigns. Results in past have shown that this activity strongly supplements the effect that has already been created through the ATL media campaign on conventional mediums.

### **Execution of Winter Safety Media Campaign for FY 2022-23**

**Projection through social media:** Since the inception of winter season i.e., from November 2022 SSGC has started projecting this message through its social media platforms comprising of both static posts and TVC. OGRA's logo is an integral part of all these posts. Following are few weblinks on which these messages have been posted.

<https://web.facebook.com/SSGC.OFFICIAL/photos/a.460085420734379/5617732638302939/>

<https://web.facebook.com/SSGC.OFFICIAL/photos/a.460085420734379/5617802288295974/>

<https://www.instagram.com/p/Ci3OnbvMMaW/>

<https://web.facebook.com/SSGC.OFFICIAL/photos/a.509115159164738/3575865645822992/>

<https://www.facebook.com/SSGC.OFFICIAL/posts/pfbid036qz2isP4eYw1kZuLzYzYGxSmj7Q5RFX8aUkgHEJ9YpcDJc4fhf41kqornrUVcNqDI>

The content posted on these social media platforms on winter safety, illegal use of gas compressors and general precautionary tips can be seen through following visuals;



**گیس ہیٹر کے استعمال میں لا پرواہی... دھوئیں میں نہ اڑا دے زندگی!**

- سونے سے قبل گیس ہیٹر بند کریں۔
- ہر سال ہیٹر سے سنکسہ، بڑا پائپ پر گیس کی جانچ کروا کر جانچ لیں۔
- ہیٹر چلا کر سونے کی صورت میں ہوائی آمد و رفت کے لئے کھلی یا دروازہ زوردارا مائل کر رکھیں۔
- ہیٹر سے پھلنے والے آگے کا تاجھکی سے بچنا سیکھ لیں۔
- گیس ہیٹر کے جانے والی گیس کی جانچ سے آگے ہیٹر استعمال کریں۔

PSQCA سے منظور شدہ گیس مصنوعات اور گیس فلٹرز استعمال کریں۔

SSGC CALL US: 1199 VISIT US: www.ssgc.com.pk

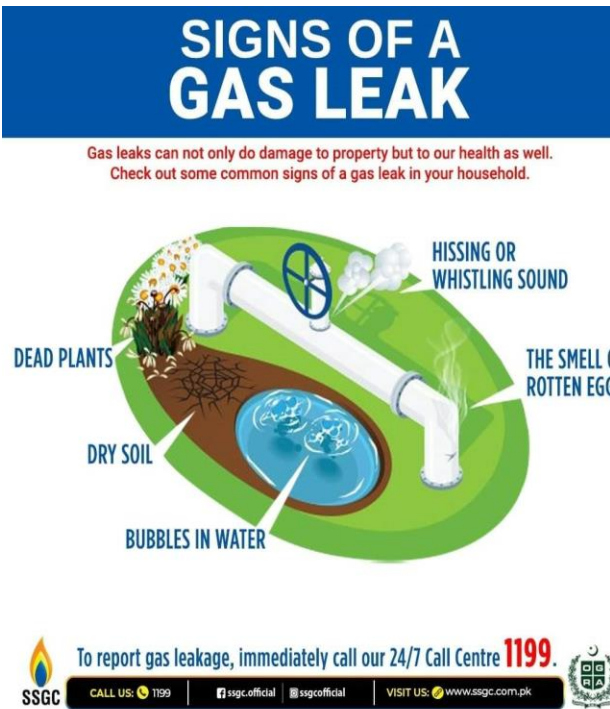


**گیس ہیٹر بچھا دیں... کہیں زندگی کا چراغ نہ بجھ جائے!**

- سونے سے قبل گیس ہیٹر بند کریں۔
- ہر سال ہیٹر سے سنکسہ، بڑا پائپ پر گیس کی جانچ کروا کر جانچ لیں۔
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**SIGNS OF A GAS LEAK**

Gas leaks can not only do damage to property but to our health as well. Check out some common signs of a gas leak in your household.

- HISSING OR WHISTLING SOUND
- DEAD PLANTS
- DRY SOIL
- BUBBLES IN WATER
- THE SMELL OF ROTTEN EGG

To report gas leakage, immediately call our 24/7 Call Centre **1199**.

SSGC CALL US: 1199 VISIT US: www.ssgc.com.pk



**بم پھٹنے والا ہے**

گیس پریشر بڑھانے والے سکشن پمپوں کا استعمال غیر قانونی اور انتہائی خطرناک ہے۔ ان پمپوں کا استعمال کرنے والے گھریلو صارفین پر گیس (تھیفٹ کنٹرول اینڈ ریکوری) ایکٹ کے تحت **1 لاکھ روپے جرمانہ اور 6 ماہ قید** کی سزا عائد کی جائے گی۔

کچھ لیر کے استعمال سے گیس ہل میں غیر معمولی اضافہ ہو سکتا ہے

SSGC CALL US: 1199 VISIT US: www.ssgc.com.pk




**Projection through television channels:** From December 12, 2022 our television advertisements would be on air on regional channels including PTV Bolan, KTN Ent and Vash New. They would be executed in three spells, i.e., from December 12-18, 2022 January 02-18, 2023 and February 06-12, 2023. As advised, we have recently incorporated the logo of OGRA alongside SSGC's logo in our 25-second TVC at two spots, firstly on top left of screen throughout the duration and on the concluding screen of the TVC as well. We are sending this TVC through WhatsApp for the review of authority.




**Projection through newspapers advertisements:** Due to some procurement issues the print media campaign could not kick off in time, but we have now managed its execution from January 2023.

**New advertisement on Gas Leak Alert:** Due to recent pressure profiling activities at times our customers experience either very low pressure or no gas at all at night time. In such instances, due to negligence, the customers leave the appliances ON that may lead to horrible accidents. We have developed an awareness advertisement in this regard with OGRA's logo which is presently under our management's review for approval. Once approved it would be duly translated in Urdu and Sindhi languages. Hopefully by next week we shall be able to project this message as well. DRAFT advertisement is however being shared here with the authority for its reference.



**Sui Southern Gas  
Company Limited**



## Important Message for

# Public Safety

*Unlike to the recent past, when gas use to flow 24/7 in our pipelines, nowadays due to substantial gas shortages in SSGC's system, it is very likely that our customers may experience very low pressure or at times no gas at all, especially during the night time.*

*In order to avoid any unforeseen tragic incidence that may occur due to any negligence in leaving the stoves ON, while there is no gas flowing, our customers are requested to ensure that they immediately turn OFF the knob of their stove / gas fired appliance. Similarly, before turning ON their stove next morning, they should ensure that the knob was properly turned OFF last night.*

*In such instances, when the gas supply is restored and if knobs are left open, the gas will tend to accumulate in the kitchen especially those ones that are congested without any appropriate ventilation. This can turn into a highly hazardous scenario, in case a lighter / matchstick is lit or any electric button is switched ON, leading to an explosion, that can be highly damaging to human life and property due to sudden outbreak of fire.*

*Considering the above, our esteemed customers, especially housewives and all those using gas fired appliances are once again requested to ensure that they immediately turn OFF the knobs if there is low / no gas and also double check before going to sleep.*