

'e-SV' / SAHAJ : An Initiative, undertaken by IOC as part of Digital India plan

IOC launched the facility of release of LPG connection with online payment and issuance of e-SV under the Digital India initiative in Delhi on 1st May 2015. Facility extended to PAN India in a phased manner from 01.08.15.

'e-SV' is the electronic subscription voucher which has the details of number of cylinders and pressure regulator loaned to the consumer against the security deposit. This document is emailed to the customer upon release of LPG connection online.

Why this initiative?

The new age consumer looks for a hassle free experience in all types of transactions. Keeping this in mind and in line with the continuing effort of Oil Marketing Companies to bring transparency in the supply and distribution of LPG the initiative was undertaken. This initiative would also eliminate multiple visits to the distributor's showroom by the prospective consumers for completing formalities and problems arising out of them. It will also cut down on the time taken for release of connection.

Benefits of this 'e -SV' initiative to the prospective customers

The 'e-SV' initiative enables the prospective customers to register, make payment online for availing LPG connection at their doorstep without visiting the LPG distributorship. The following are key benefits:

- a) Better monitoring:** Each stage in new connection release process can be electronically monitored resulting in reduction of lead time for release of new connection.
- b) Choice to consumer:** The consumer is empowered to select the type of connection i.e. single cylinder or double cylinder connection as well products like hotplate etc. on web as per their need eliminating the possibility of forced selling of these products by distributors.
- c) Consumer Education:** - While applying online for availing a new connection, the prospective consumer has to go through the conditions applicable for using LPG connection. This helps to educate the consumer.
- d) Tracking & Intimations:**-Tracking option and intimations by SMS and email are also available at various stages.
- e) Cashless transactions:** Consumers have the freedom to pay through their Credit/Debit cards, net banking through a robust payment gateway. Besides transparency, it allows customers to take immediate buying decision and also eliminates the possibility of overcharging.
- f) No visits to Showroom of distributor / Home Delivery:** This initiative provides immense flexibility by allowing the prospective consumer to register for new LPG connections online from the comfort of their home/office and pay online. There is no requirement for visiting distributor's showroom saving on time and energy. Original Subscription Voucher (SV) along with the equipment requested by the customer is delivered to their home.
- g) Online Inter-Company De-duplication:** This facility is integrated with online inter-company de-duplication check for multiple connection check before intimation of release of connection is sent to the prospective consumer. This helps in weeding out the possibility of release of multiple connections to the same household and avoids blocking of connection at a later date.

The process flow for SAHAJ (Online New connection) is given below:

