



**GAIL** reaches over 40 crores people since 2017 through its various social and digital communication initiatives to spread awareness about Natural Gas, new energy initiatives & other clean energy sources. GAIL reached a significant milestone of connecting 7 lakh followers on their Facebook handle through its various Social & Digital communication initiatives. GAIL also uses social media platforms for its award-winning initiative 'Hawa Badlo', which spreads awareness about the harmful effects of air pollution and ways to fight the menace for a cleaner and greener environment. This initiative has been actively working towards engaging the Indian masses against air pollution through events, short films, web series, videos, contests etc. GAIL is present across social media platforms like Twitter, Facebook, LinkedIn, Youtube and Instagram through which information about various GAIL projects of national importance.