

***“We will not allow the project to come up at any cost.
We will not give our land.”***

Overview

Public unrest and protests in Maharashtra have stalled the \$44bn Saudi Aramco-led Nanar Refinery joint venture in Ratnagiri. Protest are the result of heightened social tensions due to unaddressed social grievances within communities impacted by the project. ENODO's analysis delivers insights that enable Saudi Aramco and India Oil Corporation to immediately reduce social tensions, get the project on track, and safeguard the investment in the future.

Key Findings

- Negative public sentiment due to unresolved social grievances (e.g., water insecurity, land and environmental issues, and political in-fighting) has manifested into unrest:
 - On April 18, union leaders and farm workers [vandalized](#) the Ratnagiri Refinery administrative office in response to news of the joint venture
 - ❑ Protestors demanded answers from Government officials, who [plan](#) to build the refinery by acquiring 15,000 acres of farm land from 14 villages
 - ❑ People in Ratnagiri are generally opposed to large development projects and perceive the refinery as a [threat](#) to Ratnagiri's environment
- Implementation of the Nanar Project has not progressed since the MoU was signed:
 - Maharashtra Government has failed to confirm state approval due to [infighting](#) within its cabinet
 - State Industries Minister Desai, a member of the far-right Shiv Sena party, has [cancelled](#) the notification process



Protest covered by local news channels in Ratnagiri

“Locals are continuing their protests against the oil refinery in Ratnagiri, while @BJP4Maharashtra tries to ruin their environment & livelihood.”

Key Findings

- People of Ratnagiri believe the Nanar project will negatively impact their lives:
 - Farmers are worried their [land](#) will be seized and their livelihoods destroyed
- Ratnagiri citizens are wary of corruption within the Maharashtra Government, which has fomented a culture of [neglect](#) in the Konkan region
- Maharashtra citizens are using the Nanar project as a way to vent their dissatisfaction with the state government, which fuels local unrest both on the streets and online:
 - Protestors blocked Mumbai-bound Aurangabad highway on [April 22](#) to demand better water supply initiatives from the government, who previously focused resources in urban areas
- The ruling BJP Party has failed to unite its coalition government under Chief Minister Mr. Fadnavis and address existing grievances concerning [governance](#), economic security, and water issues
- The Congress Party is [stoking](#) public anxiety via religious and caste narratives to increase negative sentiment against the BJP and gain people's vote ahead of the May 21 statewide elections
- Both local and state community members are unfamiliar with Saudi Aramco and see the company as a “foreign threat”
 - Hindu political parties have begun to attack the project due to ARAMCO's Islamic affiliation



April 18: Ratnagiri Refinery Vandalized



April 22: Locals protest, pelt stones on government vehicle



April 23: Cartoon mocking Mr. Fadnavis

Data Analytics

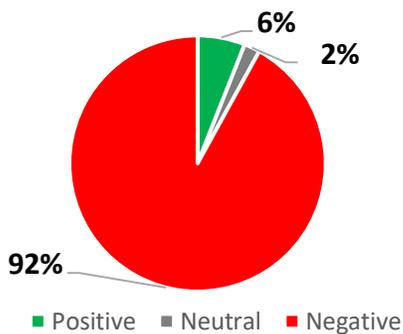
Analysts measured public sentiment of the most widely discussed social media topics from a total of 1,779 tweets, 832 Facebook posts, 85 Hindi and 72 Marathi news sites, 42 cartoons, 37 Instagram posts, and 13 Arab news sites.

“The people have repeatedly voiced their opposition to the project, and despite this, the government is going ahead with it.”

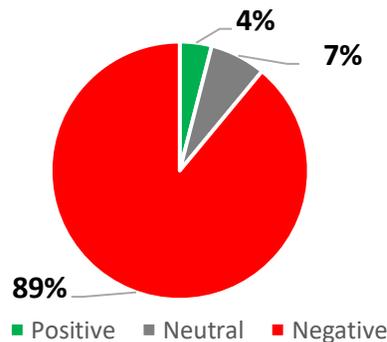
Sentiment Analysis

- Negative public sentiment is due to the Maharashtra Government’s failure to resolve existing social grievances and address citizen’s concerns regarding the Nanar project
 - 92% of negative public sentiment with the project is due to frustration regarding poor communication of the project’s scope and impact on the Ratnagiri people
 - 89% of the people across Maharashtra state express negative sentiment regarding the ruling party BJP who place Foreign Direct Investments over their concerns
 - Discussions in local language newspapers (e.g., Hindi and Marathi) indicate the public’s demand for Chief Minister Mr. Fadnavis to use his political relationship with BJP party leadership (Prime Minister Modi) to address their issues

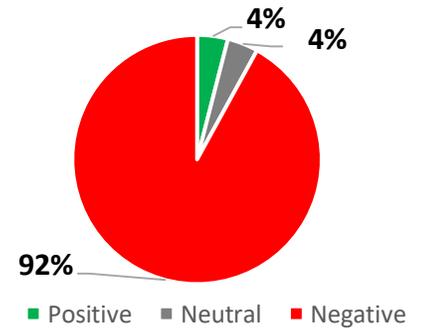
Nanar Project Sentiment



Maharashtra Government Sentiment

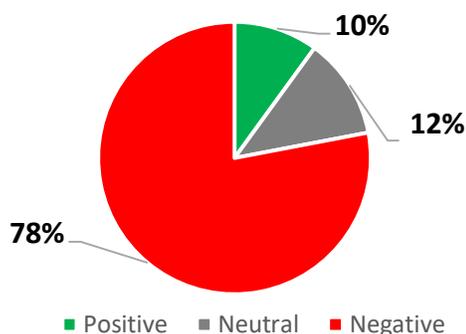


Water Security Sentiment

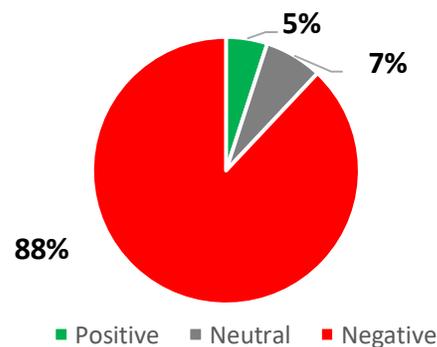


- Local Ratnagiri news sites represent higher negative sentiment (88%) compared with national and international news sites (78%)
 - Local information carries a more nuanced understanding of the local linguistic, social, and cultural environments

National / International News Sites



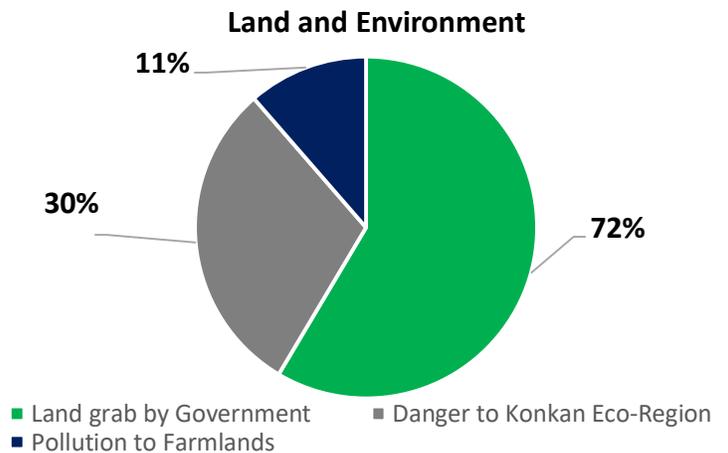
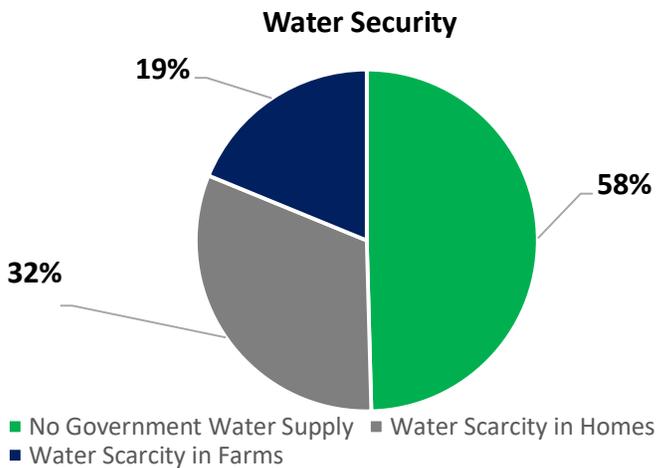
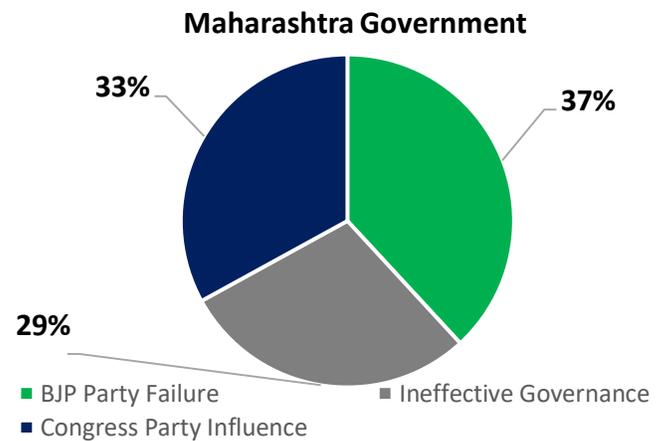
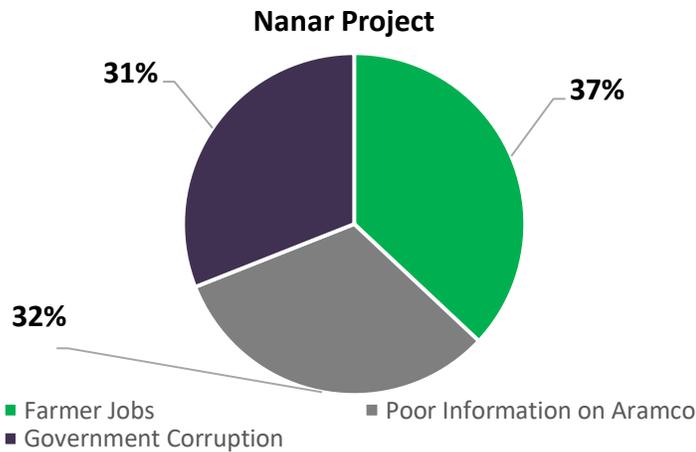
Local Language News Sites



“Oil refineries will cause immense air and water pollution that will impact the indigenous fishing and the popular mango export business of #Ratnagiri”

Sentiment Analysis

Sentiment analysis of the four key topics, using social media and local news sites, revealed the underlying concerns expressed by the people, which drives their negative sentiment



Recommendations

- Design and implement a communications and community engagement strategy to address environmental and economic concerns (e.g., water insecurity and loss of agrarian land)
 - Identify key stakeholders and influencers within the Ratnagiri and Maharashtra communities to engage on project concerns and address outstanding grievances
 - Promote transparency between external (e.g. Saudi Aramco) and internal organizations (e.g., Maharashtra state government and Indian-owned oil companies) to deliver socially responsible project management
 - Create a long-term strategy to align the interests of key stakeholders