

JOURNEYS



जर्नीज 2015-16

Energising Dealers & Distributors



**PADMA
BHUSHAN
SAINA NEHWAL
CHAMPIONS
THE MISSION**





Ms. Jwala Gutta, ace international badminton player, Arjuna awardee and member of the Bharat Petroleum Family championed the "GIVEITUP" campaign in Hyderabad. More people followed suit over the entire year in huge numbers. We bring you glimpses from the wave of action across BPCL



#GiveItUp

MORE REPORTS : www.bharatpetroleum.in/BPCInfoline





BHARAT PETROLEUM TAKES Give-It-Up campaign across the Country



**PAHAL in Guinness Book
of Records | 8**

**24x7 LPG Emergency Helpline
- 1906 launched | 9**

**SAHAJ : For Online New LPG
connections | 11**

**Bharatgas wins most Admired Brand
Award | 16**

FOCUS : Give It Up

We Care, We Share | 20

Have You Done Your Bit ? | 24

Photo Features

Give-it-Up | 3 & 38

In the NEWS



Corporate

Stellar Performance by a stellar company | 12

Awards galore for BPCL | 13



Retail

OISD Safety Excellence Award for Retail WR | 14

BPCL First Trichy Auto Fair 2015 | 15



Lubes

Seizing every moment to excel | 18

MAK 4T Scootech arrives! | 19



Like, follow, share

This post has been picked from the exclusive album for Give-It-Up in the official fan-page of Bharat Petroleum on FACEBOOK. LIKE It! Hundreds of posts like these tell you different stories of BPCL's efforts on this national mission.

Many more await you on our social media pages where updates happen on the go. JOIN FACEBOOK today and be a part of the trending reports and conversations. Urge customers to participate in various online contests from BPCL.

For the latest information & updates :
Register yourself on www.bharatpetroleum.in
and our social media platforms. Be a part of the family, online!

2015-16 Energising Dealers & Distributors

JOURNEYS

जर्नीज

"The LPG business now has a blueprint ready for taking a giant leap in the future, particularly in the area of LPG penetration, expansion, associated infrastructure development and customer experience."

The coming year will be an exciting year for all of us, considering the aggressive expansion plan and supporting infrastructure projects to be commissioned in record time.

This will ensure reaching LPG to the remotest corners of the country and also make us competitive in the market place.

- S Ramesh, ED (LPG)

Come join the 'GiveItUp' movement

LPG is a highly subsidized commodity in India and the subsidy amount was a whopping Rs. 40,000 crores during 2013-14. Any subsidy provided translates to money out of the exchequer. The same money if not given out as subsidy could be used for the general development and welfare of the Nation.

The Give-It-Up movement is an awakening call to all LPG consumers who can afford to pay the market price for their LPG supply to be a part of this nation building exercise by giving up LPG subsidy. We bring you reports from all across the network where exclusive campaigns were carried out. The emotional connect and national sentiment generated out of this exercise is tremendous. It was not just an activity to create awareness but also one to experience the joy of giving.

Log on to www.bharatpetroleum.in or www.ebharatgas.com to see the Scroll of Honour where we have listed names of all those who wished to express their desire to opt-out of LPG subsidy. The numbers are still counting.

All this and more put together for another fantastic read in your very own Journeys.

Warm regards,
Team Journeys.

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Printed at : Printrade India Pvt Limited, Mumbai

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LPG business an integral part of the National agenda

Dear Partner,

*In the LPG business, we had an eventful year during 2015. Bharatgas was in the limelight continuously and has been an integral part of the national agenda throughout the year. After concluding the massive initiative of **PAHAL** which is now in the **Guinness Book of World Records**, we moved on with the same energy and vigour to take up the **Give-it-up** initiative. We also facilitated the online enrollment and payments for customers, which is another major customer convenience initiative. Today, the oil industry is all set to launch an exclusive **Pan India Emergency Helpline Number - 1906** to deal with gas leakage complaints.*

The LPG business now has a blueprint ready for taking a giant leap in the future, particularly in the area of LPG penetration, expansion, associated infrastructure development and customer experience.

The coming year will be an exciting year for all of us, considering the aggressive expansion plan and supporting infrastructure projects to be commissioned in record time. This will ensure reaching LPG to the remotest corners of the country and also make us competitive in the market place.

*Even as we focus on all these areas, safety continues to be a top priority for the business and it will be our continued endeavour to ensure that we have the highest standards of safety in all spheres of our activities. I am sure all of you will leave no stone unturned for delivering the promise of **Safety First, Safety Must**. We also need to ensure that corporate governance is given top priority in all our actions.*

*We are also moving into the **40th Year of Foundation** on 24th January 2016. The theme of the celebrations is "40 Years of Fuelling Dreams", so let us pause to look back at the milestones we have crossed and also take firm strides together to fulfill the many dreams ahead. I urge you to share the goodwill through all platforms and ensure wholehearted participation in the elaborate celebrations planned. Commemorating the Ruby Foundation Year, Bharat Petroleum has instituted the **Energising Bharat Awards** to appreciate and encourage individuals for their untiring and selfless social service.*

I thank each one of you for being a spectacular contributor of the success stories of the LPG Business and once again wish all of you the very best in your endeavour. Please convey my best wishes to your family members and your staff who have steadfastly stood behind us in all our efforts.

With best regards,

S Ramesh
Executive Director (LPG)



एलपीजी राष्ट्रीय अर्जेंडा का अविभाज्य अंग

प्रिय साझेदार,

वर्ष 2015 के दौरान एलपीजी व्यापार इवेंटों से परिपूर्ण रहा। भारतगैस निरंतर प्रसिद्धि में रहा और साल भर राष्ट्रीय अर्जेंडा का एक अविभाज्य अंग रहा है। एक विशाल अभिक्रम 'पहल' की समाप्ति के बाद अब हम उसी ऊर्जा और जोश के साथ गिव-इट-अप अभियान के साथ आगे बढ़ेंगे। हमने ऑन लाइन नामांकन और ग्राहकों के लिए भुगतान करना भी आसान कर दिया है जो हमारा और एक प्रमुख ग्राहक सुविधा अभिक्रम है। आज तेल उद्योग, गैस रिसाव संबंधी शिकायतों से निपटने के लिए विशेष पैन इंडिया आपात्कालीन हेल्पलाइन नंबर - 1906 शुरू करने के लिए तैयार है।

एलपीजी व्यापार के पास अब आगे, विशेषतः एलपीजी प्रवेश, विस्तार, संबद्ध अवसंरचनात्मक विकास एवं ग्राहक अनुभव के क्षेत्र में लंबी छलांग लगाने हेतु एक तैयार खाका है।

उद्यमशील विस्तार योजना और रिकार्ड समय में शुरू की जानेवाली सहायक अवसंरचनात्मक परियोजनाओं को ध्यान में रखते हुए, आनेवाला वर्ष हम सभी के लिए उत्साहजनक होगा। यह देश के दूर-दराज के कोनों तक एलपीजी पहुंचाना सुनिश्चित कर हमें बाज़ार में स्पर्धात्मक भी बनायेगा।

इन क्षेत्रों पर ध्यान केंद्रित करने के साथ सुरक्षा को व्यापार की सर्वोच्च प्राथमिकता देना जारी रखा गया है और यह सुनिश्चित करने का हमारा निरंतर प्रयास रहेगा कि हमारे पास अपनी गतिविधियों के सभी क्षेत्रों में सुरक्षा के उच्चतर मानक हैं। मुझे विश्वास है कि सुरक्षा सर्व प्रथम, सुरक्षा हरकदम का वादा निभाने में आप कोई कसर नहीं छोड़ेंगे। हमें अपने सभी कार्यों में निगमित अभिशासन को सर्वोच्च प्राथमिकता देने के बारे में भी सुनिश्चित करना चाहिए।

हम 24 जनवरी, 2016 को 40 वां स्थापना वर्ष मनाने जा रहे हैं। इस समारोह का विषय है 'सपने साकार करने के 40 वर्ष' 'तो आइए जरा उन मील के पथरों पर दृष्टि डालते हैं जिन्हें हमने पार किया है और हमारे भावी सपनों को पूरा करने की दिशा में ठोस कदम रखते हैं। मैं आपसे अनुरोध करता हूँ कि सभी मंचों से अपनी सदिच्छा शेयर करें और आयोजित इस भव्य समारोह में, पूरे दिल के साथ अपना सहयोग दें। रूबी स्थापना वर्ष के उपलक्ष्य में, भारत पेट्रोलियम ने लोगों के अधिक एवं निःस्वार्थ समाज सेवा की सराहना और प्रोत्साहन हेतु एनरजाइजिंग भारत अवार्ड शुरू किये हैं।

मैं प्रत्येक व्यक्ति को एलपीजी व्यापार की कामयाबी में दिये गये शानदार सहयोग के लिए धन्यवाद देता हूँ और फिर एक बार आपको अपने प्रयास हेतु शुभकामनाएं देता हूँ। कृपया मेरी शुभकामनाएं अपने परिवार के सदस्यों और अपने स्टाफ तक पहुंचाएं जो हमारे सभी प्रयासों में हमारे पीछे दृढ़ता के साथ खड़े रहें हैं।

सादर,



एस. रमेश

कार्यपालक निदेशक (एलपीजी)

PAHAL in Guinness Records

**Hon'ble MoS (I/C),
MoP&NG presents
PAHAL's**

**Guinness World Record
certificate to Hon'ble
Prime Minister.**

**The "Pahal" scheme has
been acknowledged by
the Guinness Book of
World Records for being
the largest cash transfer
program (households) in
the world.**



The "Pahal" scheme has been acknowledged by the Guinness Book of World Records for being the largest cash transfer program (households) with 12.57 crore households receiving cash transfer as of 30 June, 2015.

Upon receiving the certificate, the Hon'ble Petroleum Minister Dharmendra Pradhan presented it to the Hon'ble Prime Minister Narendra Modi in New Delhi.

Government of India had launched the 'PAHAL' Scheme in 54 districts of the country on 15 November, 2015 and in remaining districts of the country on 1 January, 2015.

LPG consumers who join the PAHAL scheme get the LPG cylinders at market price and receive LPG subsidy (as per their entitlement) directly into their bank accounts. Close to 14.62 crore LPG consumers have joined

the PAHAL scheme and are receiving the subsidy directly into their Bank Accounts, the statement said.

Till April 2015, there were 18.19 crore registered LPG Consumers and 14.85 crore active consumers implying a gap of 3.34 crore consumers which are duplicate / fake / inactive accounts blocked under PAHAL Scheme and related initiatives.

If the quota of 12 cylinders per consumer and the average LPG subsidy of Rs.366 per cylinder for the year 2014-15 is taken into account, estimated savings in LPG subsidy due to the blocking of 3.34 crore accounts work out to Rs.14,672 crore, during that year, the statement said.

The statement also said that out of a total of 16.27 crore active consumers, 14.62 crore consumers are availing subsidy - resulting in further subsidy saving for 1.65 crore consumers.



The number - '1906' is a call-centre based service, available pan-India to all LPG customers of the three public sector Oil Marketing Companies.

Hon'ble MoS launches '1906' 24x7 LPG Emergency Helpline

Hon'ble Minister of State (I/C) Petroleum & Natural Gas, Dharmendra Pradhan in a programme held in New Delhi, launched '1906' - round-the-clock LPG Emergency Helpline for enhanced customer safety and convenience.

The number - '1906' is a call-centre based service, available pan-India to all LPG customers of the three public sector Oil Marketing Companies (OMCs).

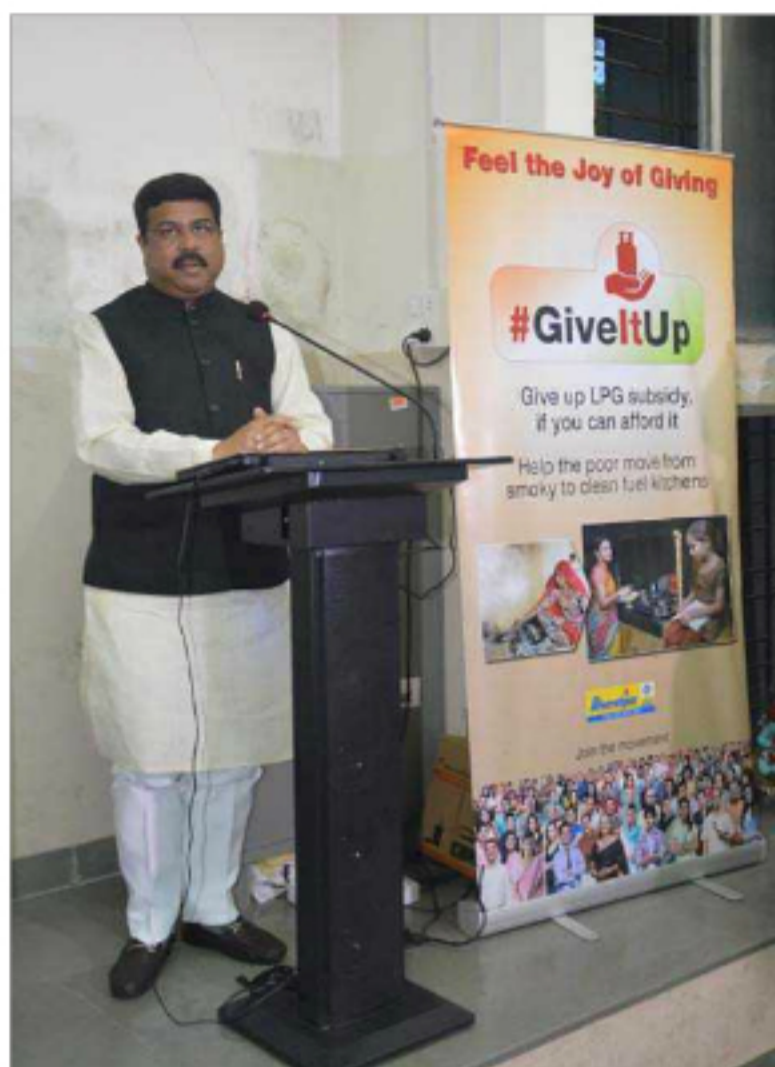
The helpline offers services in nine vernacular languages - Marathi; Gujarati; Bengali; Oriya; Assamese; Tamil; Telugu; Kannada; and Malayalam- apart from Hindi and English, to ensure that the callers are comfortable in registering their grievances.

The Call center is also equipped with a setup for outbound calls for contacting

mechanics / distributors and oil company officials. Though customers can access the ESC only through voice calls, the call centre is equipped with a web-based application for logging and viewing complaints. The portal houses an exhaustive data on the contact details of all LPG distributors, emergency service mechanics, and field officers, across the OMCs.

The LPG area in-charges of the three OMCs have been provided access to the portal to constantly monitor call logs, and update contact details of the mechanic and field officers on a regular basis. He also urged oil marketing companies to make the helpline number 1906 toll-free.

He also mentioned that a host of other such initiatives for customer convenience would be offered and that the year 2016 would be celebrated as the 'Year of the LPG consumer.'



Hon'ble MoS (I/C) interact with student campaigners

Honorable Minister of State (MOP & NG) Mr. Dharmendra Pradhan visited the campus of prestigious institute of Pune- Fergusson College & Navalmal Firodiya Law College and met Mr. Vikas Kakatkar, Vice-president of Deccan Education Society and his entire management team.

Mr. Ashutosh Jindal (JSM-MoP&NG), Mr. K. K. Gupta, Director (M), BPCL, Mr. S Ramesh ED-LPG, BPCL, Mr. Canth, Director (M), IOCL, Mr. Sukhmal Jain, RLM-West, BPCL, were the dignitaries present from OMCs.

The Hon'ble MoS interacted with the National Service

Scheme (NSS) students who had shown great enthusiasm and taken a lot of efforts to promote Give-it-Up in the city. The society operates around 43 educational establishments in Pune, Mumbai, Sangli, Satara and Wai in addition to the prestigious Fergusson College, Pune.

Mr. Kakatkar responded in a very positive manner to this nation building activity and opened every door of help from their institute to BPCL. After the meeting in August 2015, officers of Pune LPG imparted training to the students on Give-It-Up and students visited many places of the city where elite class was a frequent visitor like big malls, hotels, BPCL retail outlets, residential colonies and brought a big success in number of customers giving up their subsidy. BPCL team made a

brief presentation to the Hon'ble MoS, who congratulated the students and thanked the DES for coming forward in this initiative of government of India. In his inspirational speech he said that "The real power of the country lies in the youth of nation which was very evident from the efforts of young students." He shared that the 10% of the 90,000 Give-It-Up by Pune BPCL, has been contributed by Deccan Education Society's which is very highly commendable of their efforts.

He also urged students to come up with creative ideas not only for Giveitup but anything which will lead the country in energy field. He assured full support from the Ministry and Oil Companies. He declared that Deccan Education Society will be a leading partner in Giveitup Mission of India.



Mr. Dharmendra Pradhan, Hon'ble Minister of State (I/C) for Petroleum and Natural Gas at the launch with Mr. K. D. Tripathi, Petroleum Secretary

SAHAJ Online release of New LPG connections

In line with Digital India Vision envisaged by Prime Minister Mr. Narendra Modi, Minister of state(I/C) for Petroleum and Natural Gas. Mr. Dharmendra Pradhan launched Sahaj - the online release of new LPG connections, through the portal www.mylpg.in to enable customers to register for new LPG connections online, as well as make on line payments for the same.

While launching the facility, Mr. Pradhan congratulated the OMCs for implementing Sahaj initiative. He said, "The vision of Digital India is to transform the country into a digitally empowered society and knowledge economy and ensure that government services are available to citizens electronically. I compliment the PSU OMCs for aligning their business processes with the Digital India Vision". Mr. Pradhan said that the initiatives taken by Petroleum

Ministry have enhanced coverage of LPG and extended better services to customers. The ever-growing expansion of PAHAL, a scheme aimed to improve the subsidy administration of LPG across the country, has ensured smooth transfer of subsidy on LPG cylinder directly to the customers' bank accounts.

He also thanked the lakhs of caring Indians for having given up their LPG subsidy to help BPL families enjoy freedom from smoke-filled kitchens, following the appeal from Hon'ble Prime Minister. Mr. Pradhan also interacted with the customers and distributors through video conferencing in 12 cities where the initiative was launched simultaneously alongwith Delhi – i.e. Ahmedabad, Bengaluru, Bhopal, Bhubaneshwar, Chandigarh, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, Patna and Pune.

Stellar performance by a stellar company



Mr. S. Varadarajan, our C&MD, took pride in declaring BPCL's outstanding results at the 62nd Annual General Meeting of BPCL convened at K.C. College, Mumbai on 9 September 2015. He also detailed the future plans of the company across the entire value chain, from Exploration and Production to Refining and Marketing and responded concisely to the various queries raised by the shareholders.

It was a full house for the Post AGM Media Meet, with the print and electronic media in record attendance, all eagerly awaiting the opportunity to interact with our top management.

After touching on BPCL's phenomenal performance and eventful journey in 2014-15, Mr. Varadarajan mentioned the accolades received recently and future investment plans.

AGM : Seated from left are Mr. S.V. Kulkarni, Company Secretary, Mr. P. Balasubramanian, Director (F), Mr. S.P. Gathoo, Director (HR), Mr. S. Varadarajan, C&MD, Mr. K.K. Gupta, Director (M) and Mr. B.K. Datta, Director (R).

PRESS MEET : Seated from left are Mr. Milind S. Patke, GM (Brand & PR), Mr. P. Balasubramanian, Director (F), Mr. S. Varadarajan, C&MD, Mr. K.K. Gupta, Director (M) and Mr. S.P. Gathoo, Director (HR).



AWARDS



Forbes Global 2000 - attained rank 757 in 2015, up from 1045 in 2014



Fortune Global 500 - ranked 280



Platts Top 250 Global Energy Company Rankings - ranked among the top 20 Oil and Gas Refining and Marketing companies for 2014



Public Sector Unit of the Year Award - premier edition of the ICICI Lombard & CNBC - TV18 India Risk Management Awards



'Leading Oil & Gas Corporate of the Year' - PetroFed



Oil & Gas Marketing Company of the Year - PetroFed



Innovator of the Year 2013 Team Award - PetroFed



Best Performing PSU among the Navratnas - India Today Group



Honored by Asian Centre for Corporate Governance and Sustainability with 'Company with Best CSR & Sustainability Award 2014'



Winner 2014 ICAI Award in Corporate Social Responsibility



CSI excellence in IT Award for in-house developed 'Customer Care System'



Silver Award for in-house Magazine 'Petro Plus' and Bronze Award for Corporate Calendar - Association of Business Communicators of India (ABCI)



Mr. K.K.Gupta, Director (Mktg), Mr. N. Manohar Rao (GM Operations (Retail HQ)), Mr. P.C.Srivastava, ED(HSSE), Mr. P.S. Ravi (Head Retail(WR)) and Mr. Sanjeev Raina (COM (Retail West)) received the OISD Award for BPCL

OISD Safety Excellence Award in Retail Operations (WR)

Bharat Petroleum has bagged the Oil Industry Safety Directorate for Best Performance in Retail Operations (Western Region) for the year 2013-14.

Mr. Dharmendra Pradhan, Hon'ble Minister of State (Independent Charge), PNG, presented the "Oil Industry Safety Awards" in the presence of Mr. K D Tripathi, Secretary PNG, Mr. Sandeep Poundrik, Joint Secretary (Refineries), MoP&NG, and Mr. Hirak Dutta, Executive Director, OISD, presented to all the award winning entities.

The OISD Award for Best Performance in Retail Operations was received by Mr. K.K.Gupta, Director (Mktg), Mr. N Manohar Rao, GM Operations (Retail HQ), Mr. P C Srivastava, ED (HSSE), Mr. P S Ravi, Head Retail

West and Mr. Sanjeev Raina, COM Retail West. The evaluation criteria for the coveted Oil Industry Safety Awards included complexity of operations, accident free man-hours worked, volume of the products handled, direct & indirect loss due to any incident, hazard potential of the complex and no major incident during the period etc.

The Ministry of Petroleum and Natural Gas introduced the Oil Industry Safety Awards in the year 1987 to encourage outstanding safety performance of the industry and to inculcate a positive culture of competitiveness among the industry members. These awards are presented to those organizations which achieved 'Exceptional Safety Performance'.



Dealer Advisory Panel Meet

Dealer Advisory Panel meet (DAP) at **Pune** Retail Territory (photo above) was chaired by Mr. George Paul, Executive Director (Retail) who envisaged the concept. The DAP is for building relationships and creating a healthy & conducive atmosphere between company and Network. Mr. P. S. Ravi, Regional Head (Retail) West and Mr. A. L. Krishnan DGM

Sales (Retail) Maharashtra and Goa also attended.

Meanwhile **Mysore** territory celebrated the successful completion of one year by instituting the DAP and Transporter Advisory Panel (TAP) for Mysore Territory.

BPCL First Trichy Auto Fair 2015

BPCL was adjudged as one of the best stalls at the Trichy Auto Fair 2015, organized by the Trichy Auto Parts Dealers' Association (TAPDA) in BPCL First city, Trichy. This was a rare opportunity, for the territory to showcase its strengths in Retail, LPG & Lubricants. Trichy Retail team campaigned for Speed & the

Automation system. Live streaming of both Nozzle operation & CCTV footage at the Automated RO M/s. Annamalaiyar Fuels, Trichy was shown on the digital screens to the customers. Corporate films were played intermittently and there were games and awareness quizzes to infotain customers.

CII National Award Supply Chain And Logistics Excellence (SCALE)

BPCL has bagged the CII SCALE Special Award for INNOVATION under USER INDUSTRY category. (2014). The award instituted by the Confederation of Indian Industry (CII) through its Institute of Logistics is to recognize the leading Industry players in two categories namely Logistics Industry and User Industry. More than 150 Private/MNCs/PSU companies participated.

Celebrating Excellence

Annual Dealer Awards

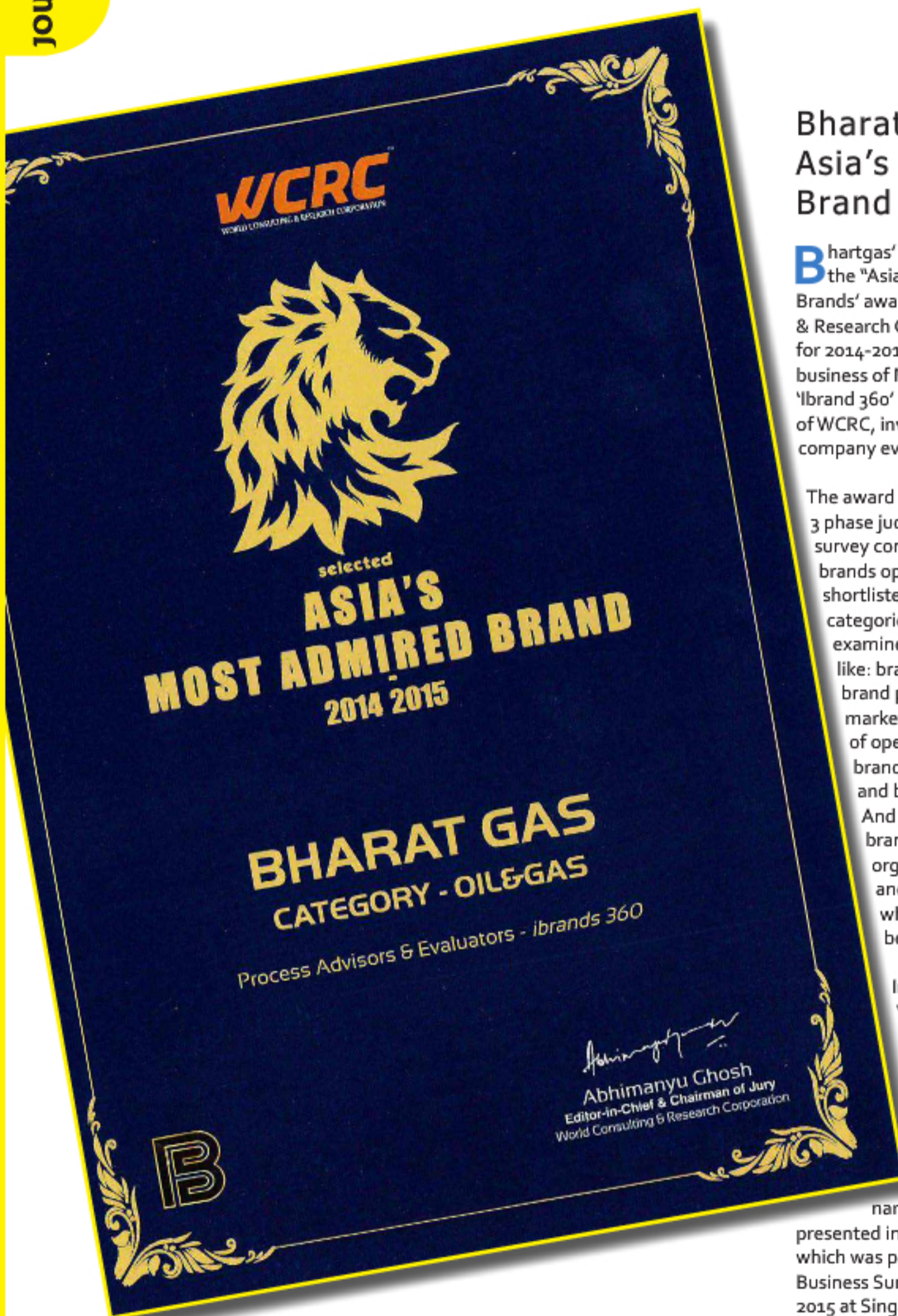
BHUBANESWAR : Around 100 dealers from all the four sales areas of Bhubaneswar Retail Territory participated in the event, which was graced by Mr. Surjeet Mahalik, Head (Retail), East. NRO dealer M/s Balasore Highway Star, who bagged new face of the year 2014-15 for achieving 800 KL from the very first month of his RO commissioning, shared his unusual success story with the participants on how he himself

stands in front of his retail outlet and blows whistle to attract the attention of every highway trucker. In case they stop, he would personally explain Q&Q and Automation of his RO, an exercise which would cost nothing but the gains are loud and clear. This was highly appreciated by all the dealers and Head (Retail) East.

MS Champion of the year went to M/s S.K. Rahaman and

S.F. Rahaman, Bhubaneswar. *HSD Champion of the year* went to M/s Surya Filling Station, Talcher.

MUZAFFARPUR: Around 140 Dealers from 11 districts participated in the Annual Dealers' Award Ceremony at which the Award for *Speed Champion of the Year* went to M/s Prasad & Sons, Chhapra; *HSD Champion of the year* was Om Sai Petro Services, Hajipur and Zenith Auto Services, Muzaffarpur won the title of *MS Champion of the year*.



Bharatgas wins Asia's Most Admired Brand award

Bharatgas' has been announced the "Asia's Most Admired Brands' award by World Consulting & Research Corporation (WCRC) for 2014-2015. WCRC is in the business of Management Consulting. 'Ibrand 360' is a specialized division of WCRC, involved in brand and company evaluation studies

The award has come home after a 3 phase judging, 1. A preliminary survey conducted by WCRC for brands operating in Asia, which shortlisted 500 brands across categories. 2) The list was examined on various parameters like: brand promise / growth, brand perception and goodwill, market acceptance, network of operations, brand recall, brand image, brand visibility and brand penetration. And 3. the nominated brands present their organizational credentials and performance, based on which \$100 brands have been selected.

In the Oil & Gas category, 'Bharatgas is the only brand selected from India. Other brands selected from India this year are: Ultratech Cement, Johnson tiles, Godrej and Tata Motors, just to name a few. The award was presented in 'Ideas Fest', an event which was part of Indo-Singapore Business Summit, held on 21st May 2015 at Singapore in the presence of Business leaders from countries in Asia from different fields.



Mr. K.K.Gupta, D (Mktg),
 Mr. S.Ramesh, ED (LPG),
 Mr. P.C.Srivastava,
 ED(HSSE), Mr. R.V.
 Deshmukh, DGM
 Operations & HSSE and
 Mr. S.K.Jain, RLM WR
 receiving the award from
 Mr. Dharmendra Pradhan,
 Hon'ble Minister (I/C),
 MoP&NG.

BPCL bags OISD Safety Excellence Award for LPG Marketing

For the 6th consecutive time, Bharat Petroleum has bagged the top honours from the Oil Industry Safety Directorate for Best Performance in LPG Marketing. Mr. Dharmendra Pradhan, Hon'ble Minister of State (Independent Charge), MoP&NG presented the "Oil Industry Safety Awards" for 2013-14 in the presence of Mr. K D Tripathi, Secretary PNG, Mr. Sandeep Poundrik, Joint Secretary (Refineries), MoP&NG, and Mr. Hirak Dutta, Executive Director, OISD.

Mr. Pradhan urged Oil & Gas Organizations to strive towards achieving the ultimate objective of 'Nil Incidents' across the Industry. He went on to add that our prime objective must be to create a safe work environment in the Oil and Gas industry with an underlying commitment to creating an incident and injury-free work environment in the entire Oil & Gas Industry in India. While underlining the importance of proactive measures

in preventing any incident in the Industry, Mr. Pradhan said that the Industry must lay more emphasis on self-regulatory measures for strengthening safety in the entire Oil & Gas Industry segments. The companies must strengthen its internal audit mechanisms and promptly liquidate the weaknesses. On the issue of fragmentation in monitoring & implementation of safety aspects of Hydrocarbon Sector,

Hon'ble Minister opined the need for having an umbrella organization looking after the vital Safety aspects of Oil & Gas Industry. "We must aim for establishment of world class Standard Operating procedures at our Oil & Gas Installations and must strive for making this Industry as a 'Total Safety, Security and Hazard Free' Industry," he said. The Hon'ble Minister also released the Compendium on Analysis of Major Incidents of 2014-15 and the 'Safety Audit Checklists'.



Seizing every moment to excel

CVO, D(R), C&MD, D(M),
D(F) and ED (Lubes)
launch the wonder packs
from MAK

MAK 4T Scootech NXT and MAK Petrol Zenith, were launched by C&MD, Director (Mktg), Director (Refineries), Director(Finance), CVO and ED(Lubes) at the All India Lubes Meet in Hyderabad.

"Carpe Diem – Seize the Moment" was the vibrant thread that ran through the All India Lube Meet 2015. It is when ordinary people rise above expectations and seize the opportunity that milestones truly are reached. The city of Hyderabad, the perfect confluence of old and new, was host for the MAK All India Lubes Meet 2015, on 19 & 20 June 2015. With a two-fold objective of rewarding top performers for the years 2013-14 and 2014-15, the Meet was also a platform for sharing of knowledge, success stories and high impact initiatives for collective growth. Selected high performing Lube Distributors as well as members of the MAK team came together in a convergence of enrichment and celebration.

The last few years have seen a turnaround of the lubes business, with many tried and piloted initiatives now set to give exponential growth. With a positive market sentiment, customer centric initiatives in place, widespread and high impact branding initiatives ready for scaling up, and our channel partners ready to go the extra mile we stand tall with the assurance that success isn't just what we accomplish in our lives, its what we inspire others to do !

In his key note address, ED (Lubes) Mr.K.P.Chandy focused on various successful initiatives taken by the Lubes BU in the last financial year like Retailer Shop Transformation, 2nd level garage branding, MAK City branding, development and introduction of 23 new grade/packs, continuous market penetration through distributor appointment, aggressive foray into export markets, and building and strengthening influencer relationships through various programmes. All these initiatives are opportunities to be grabbed and utilized for business growth and excellence in performance.

The MAK Team was privileged to have C&MD Mr. S.Varadarajan, Director (Marketing) Mr.K.K.Gupta, Director (Refineries) Mr.B.K.Datta, Director (Finance) Mr.P.Balasubramanian , Chief Vigilance Officer Mr.Manoj Pant as well as ED (Audit), Mr.J.Dinakar, present to share with the team an overall perspective of BPCL as well as share their thoughts with the Team. Director (HR) Mr. S. P.Gathoo, who could not attend the function had a very engaging and interactive session with the team through video conference.

Create lasting value to our customers by leveraging Technology at all levels, and this should create differentiation in the minds of our customers" said C&MD, Mr.S.Varadarajan, encouraging the business to aggressively enter into new geographies, while implementing the key learnings for best advantage. No target is unachievable for us, he said, inspiring the team to exploit new growth opportunities available for us. Director (M) , Director (R) , Director (HR) and Director (F) in their inspiring addresses and interactions with the MAK Team shared valuable insights as to their expectations from the Team and expressed confidence that the business would reach even higher performance levels in the days ahead.

High performing distributors and MAK teams were recognized and rewarded for their Excellence in Performance under various criteria. **Southern Region** bagged the Mega Award – Chairman's Rolling Trophy for Best Performing Region for the years 2013-14 and **Northern Region** bagged it for 2014-15 .

With the event theme—*Yehi Hai Mauka, Ab Laga Chauka* still ringing loud and strong, the MAK team is committed to grabbing all opportunities that come our way, converting them into successes and hitting the proverbial four (or a six) in every match we play !



MAK 4T Scootech arrives!



BANGALORE: Coinciding with the launch of the Mega One Day Wonder (ODW) Campaign across Bangalore City on 13th August 2015, Bangalore Territory also had the pleasure of launching the latest premium grade from the MAK stable - MAK 4T SCOOTECH NXT. The launch was done by RM (Lubes) SR, in the presence of Dealers and Distributors of Bangalore along with the BPCL First Team. Renowned Retail outlet - M/s Shree Shankara Service Station, Malleswaram played host for the launch.

CHENNAI: In a glittering function at our PFS Platinum RO, M/s ASM Meenambakkam (opposite Chennai International Airport) the tall cut out of MAK 4T Scootech NXT was revealed by ED Lubes, Mr. K.P.Chandy in the presence of Mr.Santosh Kumar,

Head Retail (South), Mr.M.S.Ramamoorthy, Regional Manager (Lubes) SR, other members of the Lubes & Retail Teams as well as Dealers & Distributors to mark the launch in Chennai.

KOLKATTA: The launch was done with lot of fanfare and publicity at one of the high selling Platinum Retail outlets of Kolkata Territory - 'M/s FUEL POINT' by ED (Lubes) Mr. K. P. Chandy along with Head Retail (East) Mr. Surjeet Mahalik and Regional Manager Lubes (East), Mr. S. Kannan in the august presence of loyal customers, a large no of channel partners, Retailers and BPCL staff from all SBUs.

MUMBAI: Mumbai Lubes Reseller Territory organized a grand launch of MAK 4T SCOOTECH NXT, the next generation premium semi-synthetic oil for gearless scooters, at PFS Platinum RO M/s. Bharat Petrol Supply Co (Vasai Gaon), Thane. ED (Lubes) did the honours in the presence of Mr. K. Ravi, RM Lubes (WR), Members of Mumbai Lubes Team and prominent Dealers and Distributors.

DELHI : The launch at M/s. Auto Centre, Defence Colony, New Delhi was done by ED (Lubes) Mr. K P Chandy in the presence of Chief Sales Manager (Retail - North) Mr. Bibhudutta Mishra, RM (Lubes) North, Mr Inderjit Singh, TM (Retail) Delhi, Mr. Saibal Mukherjee, officials from Lubes - HQ Mr D Parthasarthy D and Ms. Sheilagh Nair, BDM (Lubes) North Mr. Vikram G, TM (Lubes) Delhi Reseller Mr. Abhishek Gaur along with other officials from Retail and Lubes Delhi team.

Exclusive MAK Service Bike Garage

JAIPUR : Mr. K. P. Chandy inaugurated the first *MAK Serve Bike Garage* in Jaipur at M/s Sharma Auto Parts and Repairing Centre in the presence of Regional Manager, Lubes (North) Mr. Inderjit Singh. The garage started 12 years ago by Mr. Mukesh Sharma, situated at Bhankrota on the outskirts of Jaipur on the busy and visible Jaipur-Ajmer highway road has been twice enrolled for lubes supplies by Lube Distributor at Jaipur, M/s Lube Centre and now keeping in pace with our initiative of MAK Garage branding the garage has been converted with 2nd level branding and categorized to a "MAK Serve" bike garage.

HYDERABAD: M/s Saroja Bike Point, Kukatpally, a MAK Garage associated with us since 2009 was recently upgraded and ED (Lubes) Mr. K.P.Chandy inaugurated the first MAK SERVE BIKE Garage of the territory, in the presence of Regional Manager (Lubes), SR and the Lubes Team.

MAK Mobile Lab in Durgapur

MAK Mobile Lab, was launched at the Industrial Customer Seminar organized at Durgapur recently by Regional Manager (Lubes), Mr. S. Kannan in the presence of Mr. D. K. Jha, Chief Manager (P&AD) Mumbai, Mr. Samir Sarkar, Mgr QA (Lubes) East, Mr. B. C. Bhagat, RTSM, ER, Mr. Neeraj Tayade, TM (Lubes) Kolkata Direct, team members from QA, Lubes, LPG and Retail, Distributors and Distinguished Industrial Customers: SAIL, ECL, Graphite India and MDG Group.



JOIN THE
#GIVEITUP MOVEMENT.



Feel the Joy of Giving

MAKE A HOME
**HEALTHY &
HEARTY.**

#WeCareWeShare a NEW WAVE OF understanding

The first day of last year marked the nationwide roll-out of the modified Direct Benefit Transfer for LPG (DBTL) scheme (also known as PAHAL). The scheme was launched with the objective to prevent diversion of subsidised LPG, by transferring the subsidy amount directly in the bank accounts of the consumers. With more than 14.74 crore LPG consumers enrolled under the scheme (90 per cent of the active number base), it has become the world's largest cash transfer scheme and has significantly reduced subsidy leakage towards non-domestic uses.

Subsequent to the implementation of DBTL, which allowed domestic LPG cylinders to be sold at market price, the government launched the 'Give It Up' scheme in March 2015. The scheme was aimed at urging well-to-do households, who can easily afford LPG at market price, to give up LPG subsidy, in order to extend the subsidy benefits to poorer households, without increasing the fiscal burden. As a result of an intensive awareness campaign, nearly 57 lakh beneficiaries have voluntarily given up their LPG subsidy. This translates to an annual subsidy saving of Rs. 940 crore for the government, at prevailing prices and consumption trends. Even though this is a significant achievement, it represents a mere 3.6 per cent of the active consumer base.

In comparison, a study conducted by the Council on Energy, Environment and Water (CEEW) in 2014 establishes that the richest 15 per cent of Indian households can easily be weaned of the subsidy, as the full market price (then Rs. 950 per cylinder) is well within their affordability limits. At present, these households account for 25 per cent of the active consumer base. The study also highlights that the richest 10 per cent households in India corner 22 per cent

of LPG subsidy, while the bottom 50 per cent households together receive only 30 per cent of LPG subsidy. Thus, the government's move to target beneficiaries by excluding well-to-do households from the subsidy net is well-founded and timely. The government has planned to use taxable income (greater than Rs. 10 lakh per annum) as the basis for exclusion and self-declaration of income as the means for identification. While this is a step in the right direction, the modalities of such an exclusion approach need further consideration. For instance, even though the LPG subsidy is given on a household basis, the announcement suggests that the income threshold is applicable to individual incomes and not that of the entire household. Additionally, though self-declaration is a useful form of policy 'nudge', the success relies entirely on the integrity of the respondent. To overcome this challenge, should the government consider enforcing the scheme by linking LPG consumer data with the PAN number? Moreover, less than 3 per cent of India's population pays income tax and a significant proportion under-reports taxable income. Thus, exclusion based on reported income alone would not be

as expansive a criterion as is needed indirectly benefiting the tax evaders.

Using multiple criteria

CEEW's research suggests that it would be more practical and efficient to exclude households based on multiple criteria, simultaneously. One such criterion could be asset-ownership of high-end consumer durables. This could be an important way to capture the material status (wealth) of households than only relying on reported income, particularly in a country where the informal economy is as big as or larger than the formal economy.

Less than 5 per cent of Indian households own passenger four-wheelers, and ownership of this high-end asset is heavily concentrated amongst the richest households. This makes 'car ownership' an effective

criterion for identifying well-to-do households. Moreover, identification based on car ownership could be achieved by using the national vehicle registration database maintained by Ministry of Road Transport and Highways. However, this database would need streamlining to enable a direct mapping with the LPG consumer database.

Similarly, simultaneous ownership of a refrigerator and an air conditioner, or ownership of multiple air conditioners, could serve as another criterion to identify well-to-do households. Information about the ownership of such assets could be obtained either through self-declaration or by using the Socio Economic and Caste Census (SECC) database. Concerns about the authenticity of this database persist, as this is also self-declared. Each criterion has its limitation when applied standalone. However,

a combination of criteria such as taxable income and ownership of high-end assets, along with a robust database and stringent enforcement mechanism, would help identify and exclude well-to-do households from LPG subsidy effectively. With the dawn of the New Year, we are hopeful that the political will and leadership, as evinced in the roll-out of the DBTL scheme and Give It Up campaign, would further ensure that millions of households, which continue to rely on traditional fuels, transition towards a cleaner cooking fuel: LPG.

Excerpts from the article published in The Hindu (Mid 2015). Authored by: Abhishek Jain & Shalu Agrawal researchers at the Council on Energy, Environment and Water, an independent, not-for-profit policy research institution in New Delhi.)



#WeCareWeShare



PROBLEM OF **HUNGER**
NOT ASSOCIATED
JUST WITH FOOD
SUFFICIENCY,
BUT CRUCIALLY
LINKED TO **FUEL**
SUFFICIENCY."

— **SALLY**
SONTHEIMER

WOMEN AND THE ENVIRONMENT:
A READER : CRISIS AND DEVELOPMENT IN
THE THIRD WORLD

#WeCareWeShare

FIREWOOD COOKING, BESIDES CAUSING DEFORESTATION, LEADS TO STRUCTURAL AND CHEMICAL CHANGES IN THE LUNGS.



The adverse health effects of cooking stove smoke in developing countries have been much less studied than the effects of tobacco or outdoor air pollutants. Many studies have shown chronic respiratory diseases including chronic obstructive pulmonary disease (COPD) among people who are exposed to indoor cooking smoke.

About 25% of the 4.3 million global premature household air pollution (HAP) deaths occur in India every year, according to World Health Organisation estimates. The main contributor to household pollution is the smoke released by burning firewood for cooking. Cooking on chulhas not only affects the woman but also her unborn child.



#WeCareWeShare

NEARLY 39% OF EARLY NEONATAL STILLBIRTHS ATTRIBUTED TO COOKING FUMES. *National Centre for Biotechnology Information.*



Empower rural women
with clean fuel.
Entrust in a stronger India.

Join the  Movement.

#WeCareWeShare

Providing LPG connection in rural areas, so that women and children don't have to wander about to collect firewood, is not a very difficult task. If all of us who can afford it, surrender our LPG subsidies, millions of women can cook with clean fuel comfortably in their homes.

A NATIONAL MOVEMENT WITH A DIFFERENCE

#GiveltUp is a national movement urging those who can afford to buy LPG at market price to give up their subsidy which help light the flame in a poor man's kitchen so that they can move from smoky to clean fuel kitchens. We at BPCL support the cause of bringing good health. #Giveitup enables you to contribute to gift good health particularly to the women and children who are exposed to high indoor pollution caused by polluting fuels. "Do your bit and contribute hand in hand with BPCL towards the development of the nation and give up your LPG subsidy here. Take a small step for a big change."

Along with these powerful messages from the exclusive Facebook page for the GiveltUp Movement, we also bring you snapshots of the country-wide Give-It-Up campaign by BPCL. You can also view the exclusive album on BPCL Fan Page on Facebook. Share your joy of giving up subsidy. Mail us photos and videos of customers who have opted out, and let the Nation know that Bharatgas is a brand that cares. As members of a Caring Company, let us join together in making this movement a meaningful one for our Nation. Turn over for BPCL reports.



Lack of fuel
not only affects
women,
but young girls too,
who have to walk
miles for firewood
collection.

#WeCareWeShare

A lot of young girls accompany their mother to collect firewood for long hours driving them away from school and depriving them of their right to education. A lot of time wasted by these young girls and their mothers, if saved, can easily be utilised in providing education and better home care to the children.

Studies suggest that a greater number of households which use clean fuel for cooking send their children to school as compared to those who use firewood or Biomass.

#WeCare

MORE REPORTS : www.bharatgas.in/bpclinfo



Have you done your bit ?

"In the capacities as a leader, a follower or a friend, not just in the official circles, but also in your personal circles, please urge all those who can afford to give-up the subsidy to join the movement. I urge each one of you to be the motivation and be the reason for change."

-S Ramesh, ED(LPG)

Padmashri P.V.Sindhu ace international badminton player and member of the Bharat Petroleum Family championed the "GIVEITUP" movement at a function held at the BPCL petrol pump M/s. Cyberabad Filling Station in Hyderabad. She also addressed deliverymen and said since they know who can afford to give up LPG subsidy; they should urge them to consider given up their subsidy for the lesser privileged.

We bring you reports from across locations on the Give-It-Up. Have you done your bit?



Padma Bhushan Saina Nehwal joins the BPCL Give-It-Up Campaign in Bengaluru. Seen here with Ms. Devyani Rozario, DGM(LPG) HQ, Mr. M.S. Patke, GM(Brand & PR) and the Bengaluru Team. Super Saina also interacted with her young fans of Bishop Cotton Girls School, Bengaluru on the same day. She urged young children to urge their parents to give-up LPG subsidy. Saina, was one among the few who gave-up the subsidy as soon as the National Mission was announced



We Care

MORE REPORTS : www.bharatpetroleum.in/BPCLInfoline

In a message to all customers, staff and the business network, Mr. S Ramesh, ED(LPG) had recently shared that beyond the joy of giving, there is a very important message in the #GiveItUp movement launched by our Hon'ble Prime Minister, which is "Each one, saves one".

The movement to give up LPG Subsidy that was launched officially by our Hon'ble Prime Minister on 27 March 2015 at the Urja Sangam in Delhi, has been gaining momentum. ED(LPG) also shared that we also have a lot of conversations happening about it in the media and social media.

As leaders of the business and as providers of the fuel, it is also our responsibility to offer the clean fuel to lesser privileged families in far flung rural areas where they still resort to bio-fuels like coal and firewood that's very harmful to health. "We are aware that the nobility in this gentle act of giving up LPG subsidy is that we are providing cleaner cooking fuel and healthier living options for thousands of families below the poverty line.

We are empowering our Nation and safeguarding our soil and the children of our soil. And when many such genuine acts

of kindness flow in from all corners of the country, we would have the satisfaction of having done our bit too". he said. He also put forth this simple request : "In the capacities as a leader, a follower or a friend, not just in the official circles, but also in your personal circles, please urge all those who can afford to give-up the subsidy to join the movement. I urge each one of you to be the motivation and be the reason for change."

There are many who have already received their scrolls of honour for doing so and it has been listed in our website www.bharatpetroleum.in and www.ebharatgas.in.

Yes! Thousands and thousands have done their bit for the nation and it is increasing by the day. We have tried to cover maximum reports that we have received in this dedicated issue for Give-It-Up. They are also intact in its entirety on BPCL facebook, where the reports are pouring by the dozen each day. Please logon and join the movement where we guarantee that you will cherish the joy of giving!

Saal Ek Shuruwat Anek



A unique Customer awareness week caught the attention in Solapur as part of *Bharat Mela-Saal Ek Shuruwat Anek*. Large scale exhibitions with customer interaction opportunities were the main attraction.

The Exhibition was inaugurated by Mr. Ravindra Sengaonkar IPS (Commissioner of Police, Solapur) in the presence of Mr. Rajeev Sharma (RLC-West), Mr. Vijay

Sehgal (TM-LPG) and Mr. Amit Saxena (TM-Retail), dealers, distributors and prominent citizens of Solapur. Mr. Ravindra Sengaonkar IPS also appealed to everybody for enrollment under Give It Up.

Various initiatives of the Government of India including *Make In India*, *Digital India*, *Swachh Bharat*, *PM Jandhan Yojna*, *DBTL*, "*Hamari Betian Hamara Gorav*", *Employment Generation*, *Give It Up*, *Foreign Relations*, *Education* etc were displayed. Panels of various events and initiatives of MOPN&G were also displayed. BPCL also displayed its SBU initiatives like PFS Platinum, Beyond LPG, Quick Oil Change, Give It UP.

Mr. Rajeev Sharma (RLC-West) and Mr. M S Patke, GM (Brand & PR), flagged off the walkathons and other events. Customer engagement programmes included specialized counters for games, Quick Oil Change, Beyond LPG kiosks and painting contests.

#WeCareWeShare



**LPG,
A CLEAN
BURNING FUEL
WITH LOWEST
CARBON
EMISSIONS.**



RLM Mr. D N Mathur inaugurated the movement in Loni. Of the 52 consumers and distributors who participated, 49 of them willingly gave up their subsidy at the inaugural meet itself.

#WeCareWeShare



#We Care
MORE REPORTS : www.bharatpetroleum.in/BPCLInfoline



Women spend 374 **unsafe** hours each year collecting firewood in India .



M/s Sai Shakti Gas Agency of Surat LPG Territory also did their bit in spreading the message



The sarpanch & local opinion makers along with Mr. Dinesh Soni (proprietor of Divya BGGV) at Raipura).



District Collector gives up subsidy at the program in Chhindwara, where 25 other users also followed his gesture.



At Mahad 75 users of BPCL, LPG agreed to Give Up subsidy at the launch of the campaign.



Mr. Rajumama Bhole (MLA-Jalgaon) inaugurated the campaign organised by M/s Rekha Gas Agency.



Few among the early ones to give up subsidy at Vanika Bharatgas, Bareilly.

Hon'ble MoS (I/ C) shares the way forward for Bio-Fuels



The National seminar on "Bio Fuel Programme in India – The Way Forward" organised by Ministry of Petroleum & Natural Gas at Vigyan Bhavan was launched in New Delhi recently by Hon'ble Minister of State (I/C), Petroleum & Natural Gas Mr. Dharmendra Pradhan inaugurated the seminar in the presence of Padma Vibhushan Dr. R A Mashelkar Chancellor - AcSIR, NCL, Pune, Mr. K D Tripathi, Secretary, MoP&NG and Mr. Sandeep Poundrik, Joint Secretary (Refinery), MoP&NG. Chairman & Managing Directors of IOC, BPCL and HPCL also participated

in the seminar. The Ministry of P&NG has prepared a road map to accelerate the implementation of Bio-fuel program by increasing its consumption in India.

A Working Group has also been set up under the chairmanship of Mr. Y B Ramakrishna, Former Chairman of the Karnataka state Bio Fuel Development Board with the task of preparing the road map for creating synergy between various Ministries, develop awareness and conduct program in the country.



C&MD welcomes Hon'ble MoS (I/C)



Mr. KK Gupta, Director (M) at the seminar

Two prestigious Petrofed Awards for Bharat Petroleum



Petrofed has recognized BPCL as the "Innovator of the Year – Team" and as the "Environmental Sustainability – Company of the Year."

Mr. Dharmendra Pradhan, Hon'ble Minister of State (I/C) for Petroleum & Natural Gas, presented the award to Mr. S Varadarajan, C&MD, Mr.K.K. Gupta, D(M), Mr. S.P.Gathoo, D(HR) and Mr. Sanjay Bhargava , Head of Corporate R&D Centre, in the presence of Mr. K. D. Tripathi, Secretary, MoP&NG in Delhi.

Best PSU of the Year



Bharat Petroleum has been declared PUBLIC SECTOR UNIT OF THE YEAR at the premier edition of the ICI Lombard & CNBC – TV18 India Risk Management Awards. This award is for the best processes and practices adopted by BPCL in risk management. Mr. S. Varadarajan , Chairman & Managing Director, BPCL received the award in New Delhi.

Best Navaratna - Non financial



Dun & Bradstreet (DNB), the world's leading provider of global business information, knowledge and insight, has presented the 'Dun & Bradstreet India's Top PSUs Awards 2015' to BPCL in the Best Navratna (Non-Financial) sector. Ms. Monica Widhani, ED (Co-ordination), received the award for BPCL from Mr. Kaushal Sampat, President & MD – India, Dun & Bradstreet in Delhi.



**Mr. S Varadarajan,
Chairman & Managing
Director Inaugurating
the Business Process
Excellence Centre in
Mumbai**

Business Process Excellence centre for BPCL

The Business Process Excellence Centre, BPEC, was formally launched by Mr. S Varadarajan, Chairman & Managing Director in July 2015. Evolving from an idea, to a full blown Centre in the space of three years, this is the hub for all transactional processes that are common across businesses, is standardized and consolidated on to a process platform, in order to gain efficiency and effectiveness.

This Centre will provide business services to the rest of BPCL, enabling individuals at locations to concentrate on core activities. A formal

inauguration, by Mr. S. Varadarajan, our C&MD, was held on 1st July, 2015 to mark the migration of Invoice Processing for the Western Region to BPEC. The event was graced by Mr. K.K. Gupta, Director (M), Mr. S.P. Gathoo, Director (HR), Mr. P. Balasubramanian, Director (F), Mr. Manoj Pant, then CVO, Mr. Kishor Chitale, CEO, LBS, Capgemini (India & Middle East), as well as senior management of BPCL across Business Units and Entities.

While Mr. S. Varadarajan unveiled the BPEC plaque, Mr. K. Sivakumar outlined the BPEC journey.



Aviation Soars on R&D Wings

Mr. M.M. Somaya, ED (Aviation) with his team, Mr. Vijay Ranjan QCM, and Mr. S.P. Singh, Dy QCM Aviation receiving the first batch of in-house developed WDCs from the CRDC team – Dr. S Bhargava, GM CRDC, Dr. Sudha Tyagi, Shalini Gupta, D.T. Gokak, V. Ravikumar and Bharat Sajjan. The in-house development of the Water Detection Capsules (WDCs) by R&D has enhanced self-sufficiency and thrown open fresh options for the BU. WDCs are a critical component of aviation operations at all stages – receipt, storage and delivery of ATF or Jet A1. These capsules are used to detect presence of water up to levels of 15 ppm, a mandatory requirement by DGCA. Erratic supply by limited number of vendors was posing problems and it was decided to explore in-house options.



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Rank **#757** in 2015
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 **UP 288**
PLACES

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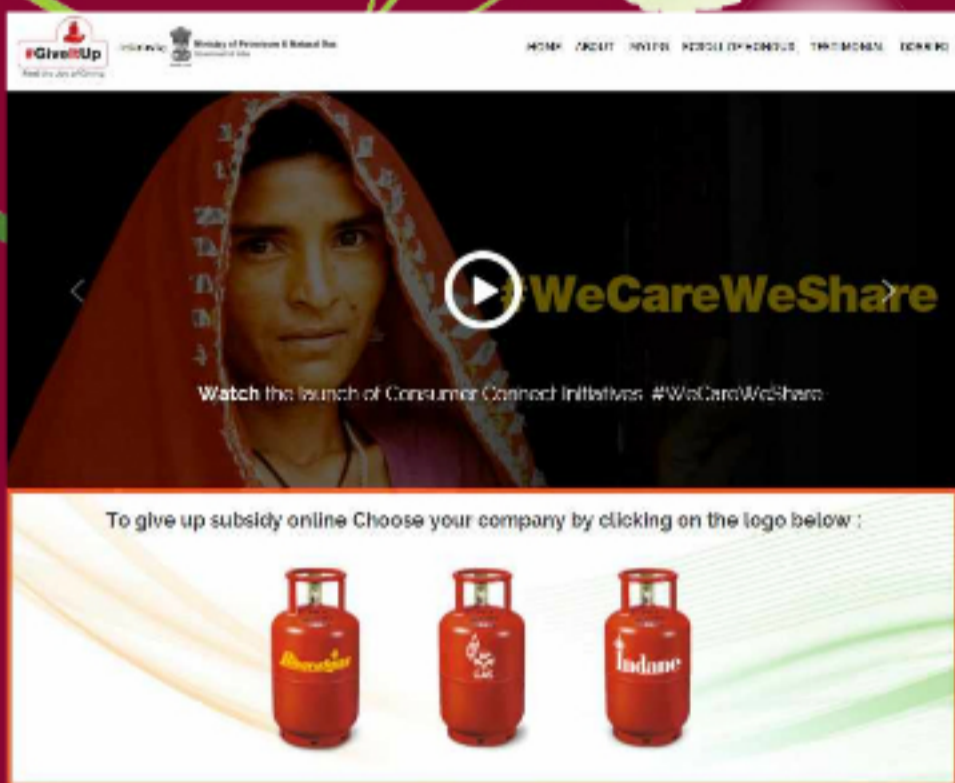


#GiveItUp Movement

According to a UN report, India is home to the highest number of hungry people in the world at 194 million. The problem of hunger and malnutrition exists not just due to poverty, but also as a consequence of cooking fuel deficiency. Many rural households do not have access to clean fuel for cooking leading to starvation and malnutrition, especially in women and children.

The Give It Up movement is a platform that is giving people a chance to make a difference in other people's lives. It is providing them a means to help the underprivileged families who have been suffering due to indoor air pollution. The movement goes beyond solving just one purpose, i.e. curbing air pollution and preventing people from harmful effects of that pollution.

Logon to www.mylpg.in today.



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**माननीय प्रभारी राज्यमंत्री,
पेट्रोलियम एवं प्राकृतिक गैस
मंत्रालय द्वारा माननीय प्रधानमंत्री
महोदय को पहल का गिनीज़
बुक ऑफ वर्ल्ड रिकॉर्ड प्रमाणपत्र
सुपुर्द पहल योजना के अंतर्गत,
30 जून 2015 तक 12.57
करोड़ घरों को नकद हस्तांतरित
किया गया और गिनीज़ बुक
ऑफ वर्ल्ड रिकॉर्ड्स में इसे सबसे
बड़ी नकद हस्तांतरण योजना
(घरेलू) का दर्जा दिया गया।**

‘पहल’ गिनीज़ बुक ऑफ वर्ल्ड रिकॉर्ड में

सरकारी वक्तव्य के अनुसार, पेट्रोलियम मंत्री धर्मेन्द्र प्रधान ने प्रधानमंत्री श्री नरेन्द्र मोदी को आज नई दिल्ली में गिनीज़ बुक ऑफ वर्ल्ड रिकॉर्ड में पहल को सबसे बड़ा नकद हस्तांतरण कार्यक्रम मानते हुए जारी किया गया प्रमाणपत्र पेश किया।

भारत सरकार ने पिछले वर्ष देश के 54 जिलों में नवम्बर को और शेष जिलों में जनवरी 2015 को पहल योजना लागू की। पहल योजना से जुड़नेवाले एलपीजी उपभोक्ताओं को बाज़ार मूल्य पर एलपीजी सिलिंडर मिलते हैं और उनकी एलपीजी सब्सिडी (उनकी पात्रतानुसार) सीधे उनके बैंक खाते में जमा की जाती है। वक्तव्य के अनुसार लगभग 14.62 करोड़ एलपीजी उपभोक्ता पहल योजना से जुड़े हैं और सीधे अपने बैंक खातों में सब्सिडी पा रहे हैं।

पहल योजना के अंतर्गत, 30 जून 2015 तक 12.57 करोड़ घरों को नकद हस्तांतरित किया गया और गिनीज़ बुक ऑफ वर्ल्ड रिकॉर्ड्स में इसे सबसे बड़ी नकद हस्तांतरण योजना (घरेलू) का दर्जा दिया गया।

अप्रैल 2015 तक, 18.19 करोड़ पंजीकृत एलपीजी उपभोक्ता और 14.85 करोड़ सक्रिय उपभोक्ता थे। इसका यह आशय है कि 3.34 करोड़ उपभोक्ताओं का अंतर है, जो पहल योजना तथा संबंधित अभिक्रमों के अंतर्गत ब्लॉक किए गए नकली/फर्जी/निष्क्रिय खाते हैं।

वक्तव्य में कहा गया है कि यदि 12 सिलिंडर प्रति उपभोक्ता का कोटा और वर्ष 2014-15 के लिए प्रति सिलिंडर रुपये 366 की औसत सब्सिडी का हिसाब किया जाए, जो 3.34 करोड़ ब्लॉक करने से उस वर्ष रुपये 14,672 करोड़ की बचत हुई। इसके अलावा आज की तारीख में कुल 16.27 करोड़ सक्रिय उपभोक्ताओं में से 14.62 करोड़ उपभोक्ता सब्सिडी ले रहे हैं इससे 1.65 करोड़

उपभोक्ताओं की सब्सिडी की अतिरिक्त बचत होती है। नई दिल्ली में आयोजित कार्यक्रम में पेट्रोलियम एवं प्राकृतिक गैस के माननीय प्रभारी राज्य मंत्री श्री धर्मेन्द्र प्रधान ने 1906 नामक चौबीसों घंटे चलनेवाली आपात हेल्पलाइन प्रमोचित की है जिससे ग्राहक सुरक्षा में वृद्धि होगी। यह क्रमांक 1906 कॉल सेंटर आधारित सेवा है जो सार्वजनिक क्षेत्र की तीनों तेल विपणन कम्पनियों (ओएमसी) के सभी एलपीजी ग्राहकों को पूरे भारत में उपलब्ध है। यह हेल्पलाइन हिन्दी और अंग्रेजी के अलावा अन्य नौ प्रादेशिक भाषाओं में सेवाएं प्रदान करती है मराठी, गुजराती, बंगाली, उडिया, असमी, तमिल, तेलुगु, कन्नड़ एवं मलयालम, जिससे सुनिश्चित किया जा सके कि फोन करनेवाले सहजता से अपनी शिकायतें दर्ज करा रहे हैं।

वक्तव्य में आगे यह भी कहा गया कि मैकेनिक/वितरकों और तेल कम्पनी के अधिकारियों से सम्पर्क करने हेतु बाहर कॉल करने की सुविधा भी सेंटर में है। हालांकि ग्राहक केवल वॉइस कॉल द्वारा ईएससी से सम्पर्क कर सकते हैं लेकिन कॉल सेंटर में एक वेब आधारित एप्लीकेशन है जिसके जरिए वे शिकायतें देख सकते हैं। इस पोर्टल में तेल विपणन कम्पनियों के सभी एलपीजी वितरकों, आपात सेवा मैकेनिकों और फील्ड ऑफिसरों के सेवा ब्यौरों का व्यापक डेटा है।

तीनों ओएमसी एलपीजी क्षेत्र प्रभारी को पोर्टल पर जाने की अनुमति है ताकि वे कॉल लॉग की निरंतर निगरानी करें, और मैकेनिक तथा फील्ड ऑफिसर के सम्पर्क ब्यौरे नियमित आधार पर अद्यतन करते रहें। उन्होंने तेल विपणन कम्पनियों से आग्रह किया कि वे हेल्पलाइन क्रमांक 1906 टोल फ्री बनाएं। माननीय मंत्री महोदय ने कहा कि ग्राहक सुविधा हेतु ऐसे कई अभिक्रम शुरू किए जाएंगे और वर्ष 2016, एलपीजी उपभोक्ता वर्ष के रूप में मनाया जाएगा।



सहज- नए एलपीजी कनेक्शनों की ऑन लाइन रिलीज

पेट्रोलियम एवं प्राकृतिक गैस राज्य मंत्री (स्वतंत्र प्रभार) श्री धर्मेन्द्र प्रधान
ऑन लाइन पोर्टल के जरिए नए एलपीजी कनेक्शनों के लिए 'सहज' योजना का शुभारंभ किया

प्रधान मंत्री श्री नरेन्द्र मोदी द्वारा परिकल्पित डिजिटल इंडिया विजन के अनुरूप पेट्रोलियम एवं प्राकृतिक गैस राज्य मंत्री (स्वतंत्र प्रभार) श्री धर्मेन्द्र प्रधान ने पोर्टल के जरिए नए एलपीजी कनेक्शनों को ऑन लाइन जारी करने के लिए 'सहज' नामक योजना का शुभारंभ किया ताकि ग्राहक नए एलपीजी कनेक्शनों के लिए ऑन-लाइन पंजीकरण एवं ऑन लाइन भुगतान कर सकें।

इस सुविधा का शुभारंभ करते हुए श्री धर्मेन्द्र प्रधान ने 'सहज' अभिक्रम कार्यान्वित करने के लिए ओएमसी को बधाई दी। उन्होंने कहा, 'डिजिटल इंडिया की संकल्पना है भारत को एक ऐसे देश में रूपान्तरित करना है जो डिजिटल रूप से सशक्त समाज और समझदार अर्थ-व्यवस्था हो तथा यह सुनिश्चित करना है कि सरकारी सेवाएं नागरिकों को इलेक्ट्रॉनिक रूप में उपलब्ध हों। मैं पीएसयू ओएमसी को अपनी व्यापारिक प्रक्रियाओं को डिजिटल इंडिया विजन के साथ एक जैसा बनाने के लिए बधाई देता हूँ।'

श्री प्रधान ने कहा कि पिछले सात महीनों में पेट्रोलियम मंत्रालय द्वारा की गई पहल के कारण

एलपीजी का कवरेज बढ़ा है और ग्राहकों को बेहतर सेवाएं प्रदान की गई हैं। देश भर में एलपीजी के सब्सिडी प्रशासन को बेहतर बनाने के उद्देश्य से शुरू की गई पहल योजना के लगातार बढ़ते विस्तार ने एलपीजी सिलिंडर पर मिलने वाली सब्सिडी को ग्राहक के बैंक खाते में आसानी से ट्रान्सफर करना सुनिश्चित किया है। उन्होंने उन 25 लाख परवाह करने वाले भारतीयों का शुक्रिया भी अदा किया जिन्होंने माननीय प्रधान मंत्री श्री नरेन्द्र मोदी की अपील सुनकर अपनी एलपीजी सब्सिडी छोड़ दी ताकि गरीबी रेखा से नीचे रहनेवाले परिवारों को धुएँ से भरे रसोई घरों से बाहर आने में मदद की जा सके। श्री प्रधान ने बताया कि चालू वर्ष में जनवरी से जुलाई 2015 तक बीपीएल परिवारों के लिए 22 लाख नए एलपीजी कनेक्शन जारी किए गए हैं।

श्री प्रधान ने दिल्ली सहित 12 अन्य शहरों में एक साथ शुरू की गई इस योजना के ग्राहकों एवं वितरकों से वीडियो कॉन्फ्रेंसिंग के जरिए संवाद साधा। ये अन्य शहर हैं अहमदाबाद, बंगलूरु, भोपाल, भुवनेश्वर, चंडीगढ़, चेन्नई, हैदराबाद, कोलकाता, लखनऊ, मुंबई, पटना और पुणे। अगले कुछ दिनों में इसे पूरे भारतवर्ष में शुरू किया जाएगा।

शिक्षा जागरूकता शिविर

ठेकेदारों, परिवहकों पीसीवीओ कू और ठेकेदार के कर्मचारियों को शिक्षा के प्रति अधिक जागरूक बनाने और उनके बच्चों की बेहतर शिक्षा के लिए टिम कोटा ने योगीराज पब्लिक स्कूल और योगीराज पॉलिटेक्निक आईटीआई कॉलेज-कोटा (टीजेएस ग्रुप) के सहयोग से एक अभियान चलाया। इस अवसर पर कोटा टीओपी के हितधारकों के साथ बातचीत की गई और उन्हें जीवन में शिक्षा के

महत्व से अवगत कराया। उन्हें बताया गया कि शिक्षा क्षेत्र का स्तर बढ़ाने और शिक्षा से वंचित बच्चों को स्कूल में वापस लाने के लिए समाज के सभी वर्ग योगदान दें। कोटा के टीओपी ने कहा कि समाज से गरीबी हटाने का एकमात्र साधन शिक्षा है और यह भी कहा कि शिक्षा और प्रगति एकदूसरे से जुड़े हैं और कोई भी देश अपने बच्चों को शिक्षित किए बिना आगे नहीं बढ़ सकता।



इंटरैक्टिव सत्र का आयोजन

22 जून 2015 को नोएडा श्रेणीय कार्यालय में, मार्ससे उत्तर ने उत्तर डिपो के अस्पतालों के प्रतिनिधियों के साथ मिलकर एक दिन का इंटरैक्टिव सत्र 'मिलन' का आयोजन किया जिसका मुख्य उद्देश्य था- हमारे कर्मचारियों एवं उनके आश्रितों की अस्पतालों द्वारा विकित्सा सेवाओं में सुधार एवं समय पर समुचित देखभाल हो। अपोलो, मैक्स, मेट्रो अस्पताल एवं अन्य अस्पताल से आये 34 प्रतिनिधियों का श्री उमेश उपाध्याय एवं श्री डी एन माथुर ने स्वागत किया एवं हमारे कर्मचारियों

एवं उनके आश्रितों के द्वारा की जारी कठिनाइयों की जानकारी दी थी तथा उच्च गुणवत्ता की सेवा के महत्व पर जोर दिया। यह कार्यशाला बहुत ही सफल रही।

इन प्रतिनिधियों ने बीपीसीएल उत्तर के प्रति आभार व्यक्त करते हुये कहा कि इस इंटरैक्टिव सत्र के माध्यम से वे बीपीसीएल के जरूरतों को समझ सके एवं उन्होंने उत्कृष्ट सेवाएं प्रदान करने का आश्वासन दिया।

मॉक ड्रिल

दिनांक 28.07.2015 को धनबाद डिपो में कोलकाता के नेशनल डिजास्टर रिसपांस फोर्स तथा भारत पेट्रोलियम, धनबाद डिपो के कर्मियों के साथ मिलकर आपात स्थिति में अगलगी से निपटने के लिए मॉक ड्रिल का आयोजन किया गया। एनडीआरएफ की कोलकाता से आई 42 सदस्यीय टीम ने भारत पेट्रोलियम के कर्मियों को इस प्रकार की घटनाओं से त्वरित बचाव प्रबंध करने का प्रशिक्षण दिया। एनडीआरएफ की टीम का नेतृत्व श्री एस एस यादव दिनांक 28.07.2015 को धनबाद डिपो में कोलकाता के नेशनल डिजास्टर रिसपांस फोर्स तथा भारत पेट्रोलियम, धनबाद डिपो के कर्मियों के साथ मिलकर आपात स्थिति में अगलगी से निपटने के लिए मॉक ड्रिल का आयोजन किया गया। एनडीआरएफ की कोलकाता से आई 42 सदस्यीय टीम ने भारत पेट्रोलियम के कर्मियों को इस प्रकार की घटनाओं से त्वरित बचाव प्रबंध करने का प्रशिक्षण दिया। एनडीआरएफ की टीम का नेतृत्व श्री एस एस यादव कर रहे थे, जबकि भारत पेट्रोलियम की ओर से डिपो प्रबंधक श्री जे टोणो उपस्थित थे। तेल लोडिंग कराते टैंकर के समीप भूकंप का काल्पनिक दृश्य तैयार किया गया और इसी तरह वहां धरती हिलने की स्थिति में बिखरे तेल में आग लग गई।

फिर शुरू हुआ बचाव प्रबंध का काम। मौके पर डटे एनडीआरएफ जवानों ने डिपो कर्मियों के साथ मिलकर आग पर फोम की बीछार कर उस पर थोड़ी देर में ही काबू पा लिया।

लखनऊ एलपीजी संयंत्र का निरीक्षण

संसदीय राजभाषा समिति की पहली उपसमिति के माननीय सदस्यों, श्री सत्यव्रत चतुर्वेदी (सांसद सदस्य, (राज्यसभा), संयोजक) श्री श्रीरंग अण्णा वारणे (सांसद सदस्य, (लोकसभा), श्री अजय मिश्रा टेनी (सांसद सदस्य, (लोकसभा), श्रीमती संतोष अहलावत (सांसद सदस्य, (लोकसभा) एवं एस.के. श्रीवास्तव (सचिव, राजभाषा विभाग) ने दिनांक 15.07.2015 को लखनऊ एलपीजी संयंत्र का निरीक्षण किया।

पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय की तरफ से श्रीमती अर्चना माथुर (अतिरिक्त सचिव) एवं श्री डी एस रावत (निदेशक) शामिल थे। भारत पेट्रोलियम कॉर्पोरेशन लिमिटेड की तरफ से उत्तर क्षेत्र के राजभाषा अध्यक्ष श्री टी पीठाम्बरन, श्री डी

एन माथुर, महाप्रबंधक एलपीजी उत्तर क्षेत्र, श्री रमेश नायर, महाप्रबंधक (एचआरएस) श्रीमती सुवमा जाधव, वरिष्ठ प्रबंधक (हिन्दी) निगमित सीओ एवं श्री उपेन्द्र मिश्रा प्रबंधक हिन्दी, उत्तर शामिल थे। श्री संजय शर्मा (प्रादेशिक प्रबंधक) एलपीजी, लखनऊ ने समिति को एलपीजी संयंत्र में हिन्दी के कार्य के बारे में अवगत कराया। 925 हिन्दी में कार्य किये जा रहे हैं कि संसदीय राजभाषा समिति ने बहुत सराहना की।

निरीक्षण में आयी समिति ने भारत पेट्रोलियम कॉर्पोरेशन लिमिटेड की प्रदर्शनी की खूब तारीफ करी, और सम्मेलन कक्ष बैठक में लखनऊ के कार्य को भी बहुत सराहा एवं हिन्दी में 100 प्रतिशत कार्य करने को कहा।

पाकनी डिपो, सोलापुर में गृहमंत्रालय द्वारा राजभाषा निरीक्षण

सोलापुर प्रादेशिक कार्यालय, पाकनी डिपो में श्री विनोद कुमार शर्मा, उप निदेशक (कार्यान्वयन) राजभाषा विभाग, गृह मंत्रालय द्वारा राजभाषा निरीक्षण किया गया। दिनांक 29.6.2015 को श्री अमित सक्सेना, प्रादेशिक प्रबंधक, रिटेल, सोलापुर तथा श्री विजय कुमार कांबले, प्रबंधक (परिचालन) प्रभारी, पाकनी डिपो द्वारा श्री विनोद कुमार शर्मा जी का पुष्पगुच्छ देकर स्वागत किया गया।

हिन्दी समन्वयक तथा सहायक प्रबंधक (एचएसएसई) श्री रोहित घोलप ने श्री विनोद शर्मा जी स्वागत करते हुए पश्चिम क्षेत्र, मुंबई से आए उप प्रबंधक (हिन्दी) श्री विद्याधर जोग का स्वागत किया। श्री अमित सक्सेना, प्रादेशिक प्रबंधक ने प्रादेशिक कार्यालय में हो रही हिन्दी की गतिविधियों के बारे में हिन्दी के कार्य को आगे ले जाने की दिशा में अपनी आंतरिक इच्छा प्रकट की। श्री विजय कुमार कांबले जी द्वारा पाकनी डिपो के कर्मचारियों को हिन्दी में कार्य करने के लिए प्रेरित किया गया। श्री विनोद कुमार शर्मा



जी द्वारा सभी उपस्थित अधिकारी एवं कर्मचारियों को हिन्दी के प्रति और अधिक तेजी से कार्य करने की दिशा में मार्गदर्शन दिया। टिप्पणियाँ और हिन्दी पत्र के मानक मसौदे कम्प्यूटर पर डाल कर रखने के लिए कहा और सभी टैंक लॉरियों पर भारत पेट्रोलोलियम का लोगो तथा नाम हिन्दी में दोनों तरफ द्विभाषी रूप में प्रदर्शित करने का सुझाव दिया। श्री

विनोद कुमार शर्मा जी ने समूचे पश्चिम क्षेत्र में हो रही हिन्दी प्रगति पर भी संतोषजनक टिप्पणी की। श्री अजय रूगे, प्रादेशिक समन्वयक, सोलापुर ने श्री विनोद कुमार शर्मा जी के प्रति आभार व्यक्त करते हुए सोलापुर कार्यालय की ओर उनके दिए गए सुझावों के अनुसार हिन्दी को आगे ले जाने की दिशा में आश्वस्त किया।

पीसीवीओ प्रशिक्षण

मोटर वाहन, अधिनियम 09 के अनुसार अर्थात् सड़क द्वारा जोखिमपूर्ण सामानों का सुरक्षित परिवहन और सड़क सुरक्षा एवं बचावात्मक ड्राइविंग पर राजकोट एलपीजी टेरिटरी द्वारा पैड लॉरी ड्राइवरों हेतु तीन दिवसीय पीसीवीओ प्रशिक्षण चलाया गया। प्रादेशिक समन्वयक ने कहा कि ड्राइवर शिक्षा क्लासरूम में दी जाता है जहाँ ड्राइवरों को सड़क के नियम और उनकी तथा अन्य लोगों की सुरक्षा का महत्व सिखाया जाता है। जबकि ड्राइवर प्रशिक्षण व्यावहारिक गतिविधि है, जहाँ ड्राइवरों को सिखाई गई बातें क्रियान्वित करने का प्रशिक्षण दिया जाता है। विशेषतः नये और युवा ड्राइवरों को गति नियंत्रित करने की हिदायत दी गई क्योंकि दुर्घटनाओं की संख्या में काफी वृद्धि हुई है। प्रादेशिक प्रबंधक ने दोहराया कि रात के वक्त ड्राइविंग न की जाए। प्रशिक्षण के अंत में लिखित परीक्षा ली गई।

एलपीजी मैकेनिकों के लिए अनोखा प्रशिक्षण कार्यक्रम

भारत गैस का सर्वविदित घोष वाक्य है पकाएं खाना, परोसें प्यार और प्यार बरकरार रखने का सबसे उचित तरीका है यह सुनिश्चित करना कि हमारे बहुमूल्य ग्राहकों के पास सम्पूर्णतः सुरक्षित सिलिंडर पहुंचे। अतः इस उद्देश्य से पूर्वी क्षेत्र एलपीजी ने आईटीआई के सहयोग से हमारे एलपीजी मैकेनिकों को प्रशिक्षित करने का बीड़ा उठाया। मैकेनिकों को पहली बार व्यावसायिक और पद्धतिबद्ध तरीके से कौशल विकास का प्रशिक्षण दिया जाना या और उन्हें सरकारी आईटीआई द्वारा प्रमाणपत्र भी दिए जाने थे। इससे उनका मनोबल बढ़ेगा और बाज़ार में हमारी स्थिति मज़बूत होगी। ऐसा पहला कार्यक्रम आईटीआई टॉलीगंज, कोलकाता में आयोजित किया गया, जिसमें कोलकाता एलपीजी टेरिटरी के

विभिन्न वितरकों के 34 मैकेनिकों ने हिस्सा लिया। इस कार्यक्रम की यह विशेषता थी कि यह 6 दिनों का आवासीय कार्यक्रम था जिसे 29.6.2015 से 4.7.2015 तक चलाया गया और इसमें मैकेनिक कार्य का प्रत्येक पहलू शामिल किया गया था चाहे एलपीजी उत्पाद ज्ञान हो या घरेलू स्थापना हो या सख्त ग्राहकों से निपटना हो।



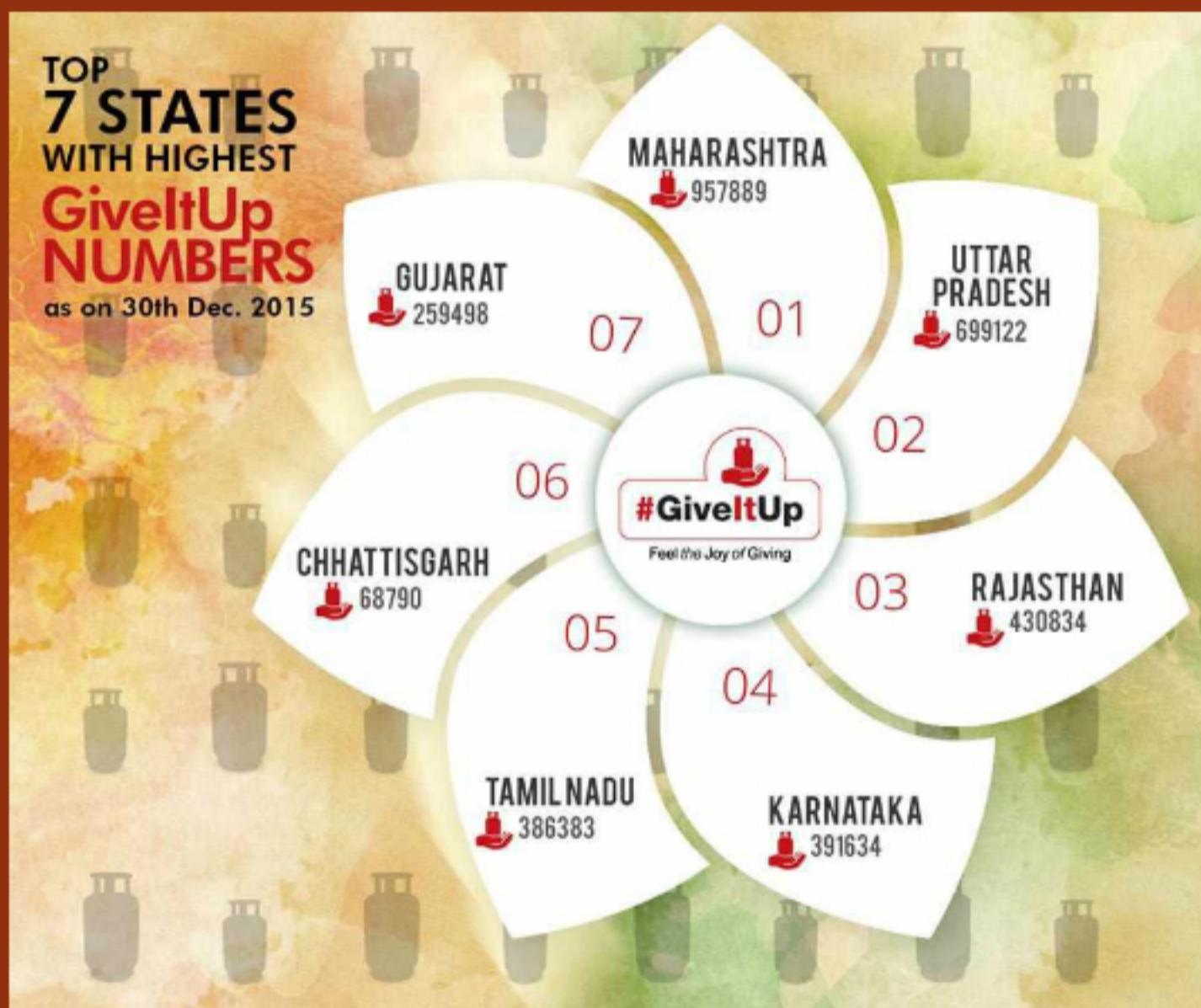
मानव संसाधन सेवाएं, पूर्व ने भी सहयोग दिया और आचरण प्रशिक्षण संबंधी जानकारी उपलब्ध कराई। रोल प्ले उत्साहपूर्वक चलाए गए। मैकेनिकों को प्लम्बिंग, ब्रेजिंग, वेल्डिंग इत्यादि के विभिन्न पहलुओं का प्रशिक्षण दिया गया। उन्हें वाणिज्यिक संस्थापना की अनिवार्य निरीक्षण करने हेतु भी प्रशिक्षित किया गया।





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