



जर्नीज JOURNEYS

PAHAL SPECIAL | 2014

Energising Dealers & Distributors



Ek Nayi PAHAL

The **BIGGEST** National Mission ever
uniting the **HIGHEST** number of people in the world





Shaam e' PAHAL

An exclusive get-together of the people, by the people and for the people of BPCL PAHAL implementation team at Trombay Club, Chembur, Mumbai
READ all about PAHAL from Page 14.

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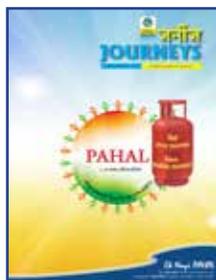
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This issue



PAHAL Special

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- ◆ Word count : 1000 (Max)
- ◆ Interesting images (At least 2 MB)

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EDITORIAL

PAHAL, a unique unifying initiative

A National Mission spearheaded by the Oil Industry to bring all LPG consumers under one unifying network, the PaHaL (Pratyaksha Hastaantarit Laabh)- the Direct Benefit Transfer Scheme for LPG Subsidy aims at covering 15 crore LPG consumers. It is perhaps the world's largest cash transfer program compared to similar programs in other countries, such as China, Mexico and Brazil. The effective implementation of the PaHaL has no doubt given great confidence to the Government of India. In fact its pace and precision of implementation has opened a new path for similar subsidies in our country namely for Kerosene, Food & Fertilisers.

At a high level meeting, the Hon'ble Minister of Petroleum and Natural Gas Mr. Dharmendra Pradhan made the presentation on PaHaL to Hon'ble Prime Minister explaining how this scheme ensures that LPG cylinders are sold at market rates and entitled consumers get the subsidy directly into their bank accounts. The consumer is linked either through an Aadhaar linkage or a bank account linkage and the consequent transparent operations will reduce diversion and eliminate duplicate or bogus LPG connections.

The subsequent Press Release issued from Dr. Neeraj Mittal, Jt.Secy of Marketing, MoP&NG, quotes Hon'ble PM's view that after the *Jan Dhan Yojana*, the PaHaL is the next big scheme which will benefit the economy and that the Hon'ble PM has urged maximum support for its successful implementation. The Press Release closes with these words of appreciation, "The Prime Minister complimented the staff and management of Oil PSUs and dealers for the successful rollout of the scheme."

Further, when the public enrolment into the PaHaL Yojana crossed 10 Crore, the Hon'ble PM Narendra Modiiji sent a personal SMS to all members and even spoke of it at various public platforms. He was very appreciative and expressed his confidence especially after having witnessed the massive enrolment in an unparalleled scheme in the shortest span of time.

BPCL has played a pivotal role in the implementation of this scheme which is the biggest National Mission ever, uniting the highest number of people in the world. *Journeys* is pleased to bring you details of the PaHaL implementation by BPCL which is not just one story, but many stories from many teams united for the distinctly unique PaHaL.

Turn through these pages to feel the *Ek Nayi Disha, Ek Nayi PaHaL* and why BPCL is privileged to be a part of this mission for the Nation!

Warm regards
Team Journeys

“
Echo it

After 'Pradhaan Mantri Jan Dhan Yojana', PAHAL is the next big scheme which will substantially benefit the economy.

-Shri Narendra Modi
Hon'ble PM of India

”



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मुंबई-18 सितम्बर 2014

61st Annual General Meeting

Mumbai - 18th September 2014



61st AGM of BPCL convened

Mr. S. Varadarajan, C&MD, was delighted to proclaim BPCL's phenomenal performance at the 61st Annual General Meeting of BPCL convened at K.C. College, Mumbai on 18 September 2014. He also detailed the investment plans across the value chain from Exploration and Production to Refining and Marketing and succinctly responded to the various queries raised by the shareholders. The print and electronic media were present in full strength at the Post AGM Media Meet, all eagerly awaiting the opportunity to interact with our apex team. After dwelling on BPCL's excellent performance and eventful journey in 2013-14, Mr. Varadarajan touched on the accolades received recently and future investment plans.

From left are Mr. S.V.Kulkarni, Company Secretary, Mr. J.R. Verma, Director, Mr. P. Balasubramanian, Director (F), Mr. S.P. Gathoo, Director (HR), Mr. S. Varadarajan, C&MD, Mr. K.K. Gupta, Director (M), Mr. B.K. Datta, Director (R) and Mr. B. Chakrabati, Director.

From Left are : Mr. S. Ramesh, ED(Brand, PR & NI), Mr. P. Balasubramanian, D(F), Mr. S.P. Gathoo, D(HR), Mr. S. Varadarajan, C&MD, Mr. K.K. Gupta, D(M) and Mr. B.K.Datta, D(R)



BPCL presents Dividend to Govt. of India



BPCL C&MD presents Dividend to Govt. of India

Mr. S. Varadarajan, our C&MD, presented the dividend cheque of ₹ 675.24 crores, being the dividend from BPCL to the President of India for the financial year 2013-14, to Mr. Dharmendra Pradhan, Hon'ble Minister of State (Independent Charge) for Petroleum and Natural Gas, on 25 September, 2014 at New Delhi.

Also present on the occasion were Mr. Saurabh Chandra, Secretary, Petroleum & Natural Gas, Mr. Rajive Kumar, Addl. Secretary, MOP&NG, Dr. S.C. Khuntia, Addl. Secretary & Financial Advisor, MOP&NG, Dr. Neeraj Mittal, Joint Secretary (Marketing), MOP&NG, and Ms. Monica Widhani, ED(Coordination). The equity shareholding of the Govt. of India in BPCL is 54.93%. The Dividend was approved by the Shareholders at the 61st AGM held on 18 September, 2014 at Mumbai. During FY 2013-14, BPCL achieved a record Net Profit of ₹.4060.88 crores.

Dividend to Govt. of Kerala

BPCL presented the dividend cheque for ₹. 1057 lakhs to the Government of Kerala for the year ended 31 March 2014. BPCL has paid a dividend of ₹.17 per share for the 62,22,222 shares held by the Govt. of Kerala. Mr. Prasad K Panicker, ED (Kochi Refinery) handed over the cheque to Mr. Oommen Chandy, Hon'ble Chief Minister of Kerala in Thiruvananthapuram on 8 October 2014.

Also present were Mr. P.K. Kunhalikutty, Hon'ble Minister for Industries & IT, Mr. K. Babu, Hon'ble Minister for Fisheries, Excise & Ports, Mr. K.C. Joseph, Hon'ble Minister for Rural Development, Planning, Culture and NORKA, Mr. Adoor Prakash, Hon'ble Minister for Revenue and Coir, Mr. V.K. Ebrahim Kunju, Hon'ble Minister for Public Works, Mr. P.K. Abdu Rabb, Hon'ble Minister for Education and Mr. P.H. Kurian, IAS, Principal Secretary (Industries), Government of Kerala.



PCCKL's Maiden Dividend



Mr. S.P. Gathoo, Director (HR) and Chairman PCCKL hands over the first dividend to Mr. S. Varadarajan, C&MD, BPCL in the presence of Mr. P. Balasubramanian, Director (F) BPCL, Mr. N. Vijayagopal, MD PCCKL and Mr. R.K. Jain, Company Secretary, PIL .

PetroNet CCK Limited (PCCKL), BPCL's JVC with Petronet India Ltd. (PIL) is engaged in pipeline transportation of MS, HSD and SKO using its 292 km long Kochi-Coimbatore-Karur Pipeline. About 30% of MS, HSD and SKO produced at Kochi Refinery is being evacuated by PCCKL through pipelines. BPCL presently holds 49% of PCCKL shares, 26% shares are held by PIL and the rest by financial institutions.

PCCKL earned the highest ever revenue of ₹.92.91 crores with an operating profit of ₹. 76.85 crores during 2013-14. Profit After Tax for the year was ₹. 44.54 crores, as against the previous year loss of ₹.18.83 crores. These excellent results enabled the company to declare a maiden dividend in 2013-14, which was approved in its AGM on 15 Sept 2014 and presented to BPCL on 19 Sept 2014.

SDR for 2013-14 Released



Mr. S. Varadarajan, C&MD releasing the Sustainability Development Report of BPCL in the august presence of Director (Refineries), Director (Marketing), BPCL Company Secretary and ED (HSSE) at the BPCL Head Quarters, Mumbai.

Mr. S. Varadarajan, C&MD released the SDR for the year 2013-14 in the presence of Mr. K K Gupta, Director (M), Mr. B K Datta, Director (R), Mr. S.V. Kulkarni, Company Secretary and Mr. P.C.Srivastava, ED (HSSE) on 29 September 2014 at BPCL HQ, Mumbai. The report highlights BPCL's performance and future plans in the field of economic development, environment performance and social parameters mainly covering the seven Business Units and Entities. This year's SDR report is assured by Independent Assurance provider M/s. KPMG as per ISEA 3000 and A1000AS (2008) Standards. HSSE has been publishing the Sustainable Development Report (SDR) annually for the last 8 years as per widely accepted Global Reporting Initiative guidelines (GRI). The SDR is available on BPCL corporate website www.bharatpetroleum.in

SCOPE Gold Trophy for Bharat Petroleum

Bharat Petroleum has bagged the SCOPE Gold Trophy for Excellence in Corporate Governance. The meritorious awards instituted by the Standing Conference of Public Sector Enterprises (SCOPE) were presented by Hon'ble President of India, Shri Pranab Mukherjee at a glittering function in New Delhi on 05 November 2014.

SCOPE is the apex body of Central Government owned Public Enterprises. Top Awards for 2012-13 in specialized fields were distributed at the ceremony.

Mr. S. Varadarajan, Chairman & Managing Director, BPCL received the prestigious Gold Trophy on behalf of BPCL in the presence of Mr. Anant Geete, Union Minister of HI&PE, Mr. P. Radhakrishnan, MoS for HI&PE, Mr. K.D. Tripathi, Secretary, DPE, Mr. C.S. Verma, Chairman, SCOPE & Chairman, SAIL and Dr. U.D. Choubey, DG, SCOPE.



Mr. S. Varadarajan, Chairman & Managing Director, BPCL receiving the prestigious Gold Trophy on behalf of BPCL from the Hon'ble President of India

BPCL crowned with TOP TWO honours of PETROFED

Bharat Petroleum Corporation has been crowned the "LEADING OIL & GAS CORPORATE OF THE YEAR" and the "OIL & GAS MARKETING COMPANY OF THE YEAR", two of the top-most recognitions of PetroFed Oil & Gas Industry Awards.

Mr. S. Varadarajan, Chairman & Managing Director, BPCL and Mr. K.K. Gupta, Director (Marketing) received the Trophy and Citations from the Petroleum Secretary, Mr. Saurabh Chandra at a glittering ceremony in New Delhi on 8 September 2014.

This is the fourth time that Bharat Petroleum is winning the coveted position of the 'Oil & Gas Marketing Company of the Year'. The previous wins were in 2007, 2008 and 2010.

The Petroleum Federation of India is an Apex Hydrocarbon Industry Association to promote Member interests in line with Public/National



Mr. S. Varadarajan, Chairman & Managing Director, BPCL receiving the Petrofed Award from Petroleum Secretary, Mr. Saurabh Chandra. Mr KK Gupta, Director (Marketing) looks on.

policies through a self regulatory environment with consumer interest in sight. Bharat Petroleum has always been rated very highly and have been winning many of its top awards right from the time the PetroFed Awards was instituted in 2007. After assessing the performance for 2012-13, the PetroFed Oil & Gas Industry Awards 2013 was presented in seven different categories, of which the top two definitive ones were for Bharat Petroleum.

Quick bytes



Tom Joseph receives Arjuna Award



Celebrated volleyball player, Mr. Tom Joseph, Officer (Sports) received the coveted Arjuna Award from His Excellency, the President of India on the occasion of National Sports Day on 29 August, 2014, the birth anniversary of India's greatest sportsman, Dhyan Chand. Mr. Tom Joseph, former Indian Volleyball Captain, made his India debut in the 1999 SAF Games held in Kathmandu, Nepal. Considered one of the finest players, he has led India to victory in numerous tournaments, including his maiden stint as national captain in the Rashid International Volleyball Tournament 2000.

Birendra Lakra felicitated



Mr. Dharmendra Pradhan, Hon'ble Minister of State (I/C) for Petroleum & Natural Gas, felicitated Birendra Lakra, the renowned hockey player of Odisha, for his outstanding contribution in India winning a Gold Medal at the Asian Games – 2014 at a grand function held at Bhubaneswar. Assistant Manager, Birendra hails from village Lachhada under Bonai subdivision of Sundergarh District, Odisha.

He has been a consistent performer in the Indian Hockey team. He was first included in the Indian Junior team for the Singapore tour in 2007. Thereafter, he went on to represent India in various International events including the World Cup, Champions Trophy, Asian Games, Commonwealth Games and the London Olympics in 2012.

Security Solutions Offered :A UK Delegation on Safe Cities and Critical National Infrastructure Mission, comprising 23 officials of UK Security Companies, headed by Mr. Richard Freeman, Police and Security Adviser, UK Trade and Investment (UKTI)'s Defence and Security Organisation, visited CO on 11 September 2014.

Mr. B.K. Datta, Director (R) briefed them on the challenges being faced by BPCL on security issues across the supply chain. An overview of the Security System of Mumbai Refinery was given and a presentation on the Central Procurement System was made to facilitate future business.

National Safety Council Awards

Gwalior AFS has been awarded with the highest honour of the category - Sarvashrestha Award. **Mumbai AFS** bagged Certificate of Merit for Meritorious Performance in Industrial Safety and **Rairu Depot, Gwalior** received a Trophy and Certificate in the Shreshth category

Mumbai Refinery has been conferred with the Excellence in Energy Conservation & Energy Management' for the year 2013 by the Indian Chemical Council (ICC) for initiatives in energy optimization. Mr. S.S. Sunderajan, ED (MR) and his team received the award from Hon'ble Minister for Chemicals and Fertilizers, Govt. of India, Mr. Ananth Kumar.

Woman Achievers

Ms. Gita Ramachandran, DGM IIS Applications was conferred the 'Woman Achiever in IT' Award on 5 September 2014 by Vinit Goenka, National Co-Convener, BJP IT Cell at INTEROP Mumbai 2014. This award honours Women Achievers who have done exceptional work in the IT domain and demonstrated excellence, leadership and integrity in their fields.

Ms. Ritu Mathur, Team Leader HR (Aviation) was conferred the award of 'Woman Executive of the Year' by PetroFed for the year 2013. This award honours a woman executive in the oil & gas industry for all-round achievement.



(R) Mr. Pramod Sharma, ED(Retail) at the relaunch of PFS in Delhi

ED(Retail) relaunch PFS awareness

Delhi Retail territory, launched a mega sales promotion on 2nd Sep'14 which was inaugurated by Mr. Pramod Sharma, ED(Retail) in the presence of Mr. T Peethambaran, Head -Retail North in a glittering function organised at M/s Sidhu Service Station .

The scheme titled "ILLUMINATING LIVES WITH PURE FOR SURE PLATINUM" was launched to create awareness about Platinum PFS, to acquire new customers, sustain the existing ones and motivate the RO staff, especially the DSMs to engage with the customers and develop strong relationships through consistent Customer Service. The scheme has been sponsored & collaborated by M/s Servotech, India, one of the leading manufacturers of LED lights.

Focusing on intensive training

In order to create a differentiation in the market there is a need to relentlessly focus on the 3 Ds - Driver (our customers), DSM (First Touch Point) & Dealers (Channel Partners) and it would require to work continuously on 3 Ps - Product, Processes, People, said Mr. Pramod Sharma, ED (Retail). He was addressing the new Sales Officers at the Intensive Sales Training Workshop in NR that was organized in Manesar (Gurgaon).

Mr. Sharma, spent almost half a day with the participants and enlightened them with his vision of Retail in BPCL. Besides emphasizing on the importance of training for knowledge acquisition by everyone, he gave rich insights on the changing business scenario from gratitude to grievance to aspiration.

The four new Retail TMs in NR also attended the workshop that was aimed at equipping and strengthening them with

the domain knowledge, its application, various approaches, related policies, guidelines etc. The workshop involved meaningful debates and intense interactions on various subjects. It was inaugurated on 10 August 2014 by Head Retail, North, Mr. T Peethambaran.

NR has also taken up a drive to train all the dealers under social objective category to equip them with knowledge and hone up their skills to be able to do business more effectively. After covering Jaipur, Jodhpur, Kanpur, Meerut, Kota and Varanasi, Chief Mgr -Dealer Selection & Training- North, along with Varanasi Retail Team, conducted a the 'Back to Basics' workshop for SC/ST dealerships at Mughalsarai, in August 2014. Twenty-one Dealers from Various Sales Areas attended the workshop which covered all essential aspects for successfully operating a retail outlet.

Meanwhile, detailed training on P.A.L. (PFS, Automation and Loyalty) was also imparted to the DSMs of the ROs in and around Gorakhpur city in the same month.

Energizing Transporters

Kota Retail Territory organized a Mega Transporters Meeting in the last week of July, covering 61 fleet owners who operate from Kota to all other places with loads of popular Kota stones and grains.

The objective of the meeting was to promote awareness of BPCL brand and its commitment towards products, services and offerings for fleet owners. The platform was leveraged to gain customer confidence and additional volumes from Retail Outlets during monsoon, which is the lean season of the year.

Ms. Azmina Singh, Manager COCO, Retail, Kota welcomed the Transporters and all other participants . The meeting was presided over by Mr. Rajeev Jaiswal, Territory Manager

(Retail) and Mr. Ashok Ganjoo, TC, in the august presence of Mr. Iqbal Singh, Dy. Mgr. Fleet Sales, Mr. Sharmik Panchal, Dy. Manager, Retail Engg., Mr. Dharendra Kumar Gautam, Dy. Manager Marketing (Lubes), and Mr. Hitesh Fulmali, Executive Retail (Sales).

Existing fleet customers were also invited and cheques of values equivalent to their respective redemption of smartfleet points availed from RO M/s Vinod Filling Station, Kota were presented.

All 61 participating transporters appreciated the efforts taken by BPCL in providing nation wide support and arranging such a meet to create awareness among the transporters fraternity. RO Dealer Mr. Vinod Sharma proposed the vote of thanks. Seven new fleet customers with nearly 100 trucks were accepted into the BPCL fold.

News bytes


“Bharatgas Mini” at Vizag Retail Outlets

The smartest and quickest service from Bharatgas, “Bharatgas Mini” 5 Kg cylinders was launched at Four retail outlets of BPCL First Vizag city. Mr. P.K.Raghunathan, RLM (South), launched 5 kg Cylinders on 26 August 2014, in the presence of Mr. K.Suresh - Territory Manager (Retail) Vizag, Mr. B.Ramesh Territory Manager LPG Vijayawada, officers, dealers, distributors and customers.

Since Vizag city is going to be the future hub for IT professionals in the newly formed state of Andhra Pradesh, all the four RO's were selected in various strategic locations to have the first mover advantage covering all emerging segments of customer groups. Ample publicity was ensured before and after the launch.

PFS Fortnight celebrated

A joint initiative of Quality Assurance and Chennai and Coimbatore Retail Territories, the “PFS fortnight” was celebrated from 1 to 15 August 2014. During the PFS fortnight, Mobile Labs were extensively used for demonstrating the Q&Q initiatives of BPCL. Major activities conducted at 8 Retail Outlets in both territories included awareness programmes for customers on the PFS Audit, Certification System and Product Quality and Quantity checking of Mobile Laboratories in the PFS Outlets

Filter paper tests and density measurements with and quantity check using 5 Litre measure were also demonstrated. Likewise, benefits of MAK Lubricants, Speed and Hi-Speed were explained to the customers.

FUELLING SKIES

New AFS at Khirmu

BPCL has commissioned a new **Aviation Fuelling Station** at Khirmu, an Indian Army Base at an altitude of 10,000 ft in the Tawang sector of Arunachal Pradesh, near the China border. The Indian Army has recently constructed a strategic Advance Landing Ground (ALG) for Helicopter operations on the Khirmu hills. Khirmu AFS is the first of its kind in BPCL, where the refuelling will take place directly from the fixed facilities, with pressure control mechanism, unlike conventional refuelling through mobile vehicles.

The specific Aviation Refuelling Module comprises customized hose length to reach all refueling points of the helipad with safety & quality control adherence embedded systems. Despite adverse climatic conditions, challenges of the terrain and frequent landslide situations (where one has to pass through the Sela Pass at an altitude of 13700 ft), the Aviation and E&P Project Team ensured that it was commissioned before schedule.

Dealer Panel Meet in Guwahati Territory was inaugurated by Mr. Siddarth Banerjee, Head (Retail) East on 28 August 2014. Mr T. N. Ramkrishnan, Ch. Manager Sales and Mr. Susmit Das, TM(Retail) spoke. 26 Dealers representing seven States participated.

Dealer Panel meeting in Patna was on 1 September 2014. From 11 Districts, 31 Dealers participated. Chief Manager Sales (Retail), Eastern Region, Mr. Rajiv Dutta deliberated with them. Entire Patna Retail team headed by Territory Manager Mr. Debesh Sensarma, Territory Coordinator Mr. Avinash Kumar, Ops I/c Mr. Gandhi Roy, along with all SOs, EOs and CG were present to address the concerns of the panel. From Lubricants, Territory Manager (Lubes) Mr. Manish Kumar and Lube sales officer were present too.

The 2nd Railway Diesel Installation (RDI) at Lalgah in Bikaner Division was inaugurated on 30 September 2014 by Ms. Manju Gupta (DRM, Bikaner) in the presence of Asst. DRM, Bikaner, Mr. Jeet Singh and Sr. DME Power, Mr. Balbir Singh. The highlight was that the RDI pre-commissioning activities were completed by Jaipur (I&C) within a record time of 30 days! The current facility, constructed with “least cost” by using 2x20 KL tanks and 2 STP pumps from the non-operational facilities, is expected to reach approx. 800-900 KL/month.

‘Advanced Real-time Refinery Monitoring and Optimization,’ the proposal jointly submitted by BPCL, Gyan Data Pvt. Ltd. (GDPL), Chennai and Process Systems Enterprise Ltd. (PSE), London won a prestigious funding award under the India - UK Collaborative Industrial R&D Programme. This is one of the four projects shortlisted for funding, that have won a share of over 2 million pounds; our proposal is the only one selected from the petroleum refining area. The main objective of the project is to develop an advanced prototype toolkit for monitoring, estimation and optimization of crude distillation units (CDUs).



Leadership in LPG Operations & HSSE Summit 2014

Northern Region team : Winner of Best Region Award – for Excellence in Operations & HSSE

Along with innovation, industry, improvisation and intelligence, there is also a strong need for a new “I”, the “Individual”. What is it that “I can” do for my company? What is it that “I can” do to ensure safety of my staff, assets and property? What is that “I can” do for making Bharatgas the most loved brand? said Mr. George Paul, ED LPG

Setting the summit in perspective, sketched the Bharatgas’ trajectory through its past, present and future; emphasizing that a lot of “I” alone can bring the required “we” effect to transforming Bharatgas into the most loved brand. The “Can I” questions thrown were many at the “Leadership in Operations and HSSE summit” and the answer evolving out of each of the deliberations spread across the two days was, “I can”.

In an exclusive session with Director (Marketing) Mr. K K Gupta, participants raised their queries on the way forward, not just for the LPG business but BPCL in its entirety, after Director (Marketing) had shared the ground realities that were staring at BPCL in the face. He urged the team to raise the bar of excellence and leave no stone unturned to achieving it. With “customer delight” as the prime objective, Mr. Gupta said that all compliances with SOPs and stipulations become mandatory and that on-field and off-field safety can only be ensured with zero-tolerance for negligence and near miss incidents. ED-LPG joined him in responding to the queries raised by the participants.

Dr. D. C. Patra, DGM (Strategy)-LPG HQ deliberated on the BU’s performance with accurate details of the current realities of the LPG business vis a vis the expectations and desired targets. Mr. R. V. Deshmukh, Ops & HSSE, Chief-HQ, threw more light on the Operations & HSSE performance in the just completed fiscal and the targets up ahead.

Mr. P C Srivasatava, ED (HSSE), chaired the panel “Leadership in Operations” at which Industry experts like Mr. Sanjoy Sen, Jt. Chief Controller, PESO (West Circle) Mr. Nikhil Deshpande, General Manager DuPont, Mr. Sasi Chemmenkottil Vice President of M/s Total Gas, detailed on the recent developments and best practices. Jt. Chief Controller, PESO, Mr. Sen appreciated the steps being taken by BPCL and also advised us to be more vigilant on safety aspects while dealing with PMC, wherever bottling assistance is taken from PMC. The deliberations on these two days were divided into specific sessions on HSSE Excellence, HSSE lessons Learnt, Bharatgas the most loved Brand, Leadership in Operations, Logistics

and Talent Management. Each panel discussion was chaired by key-role holders from the Business and presentations were driven by insights from all operating locations. Mr. Suresh Nair, DGM (LPG Sales), Mr. D.N.Mathur, RLM (NR) and Mr. Sukhmal Jain, RLM (WR) were among the moderators.

At the close of the two days, awards rained on best performers at the glittering Awards Nite. Director (Marketing), ED(HSSE) and ED(LPG) along with respective RLMs distributed the prizes for team based performance as well as for outstanding dedication to work by individuals. Northern Region took home the Best Region award for Excellence in Operations & HSSE.

Bharatgas Territory coordinators, Operations/ HSSE / Logistics Role Holders from Regions and HQ and young achievers shared their thoughts and experiences with the fraternity at the summit organised at The Retreat, Madh Island Mumbai during 18-19 August 2014. The two day meet has been received as a new platform where high-points are celebrated in its best degree and low points are acknowledged with humility as lessons learnt or rather stepping stones for Bharatgas to overcome and wake up to work together as a future ready team.

At the closing session, ED (LPG) acknowledged the young officers who were invited to share the life saving incident at Uran as well as other innovative ideas, both of which were relevant to giving a new dimension to handling LPG operations with a human touch. “Let’s learn from every opportunity, every good practice and every leader, young or young at heart- that’s what Leadership in Operations is all about,” summed up Mr. George Paul as the final take away from the Meet.

➤ **Bangalore LPG Territory** was privileged to have Mr. S.C Khuntia , Additional Secretary & Financial Advisor , MOP & NG, New Delhi along with our respected Mr. S. Varadarajan, C & MD and Mr. P. Balasubramanian, Director (Finance) visiting them on 02 August 2014.

➤ **LPG Bottling Plant at MR sets record** of 162 LPG cylinder lorries in two shift operation on 05 August 2014. The earlier highest record was 154 packed lorries.

➤ **Safety First, Safety Must** campaigns taken out across locations receive huge response and participation



Saluting unsung heros!

Team BPCL served untiringly when the Nation needed support at the disaster hit Srinagar Valley. Lives, homes and families were wiped away in the floods but the rays of hope that the BPCL team could bring by saving as many lives possible and stabilizing fuel supplies, is extremely noteworthy.

BPCL teams were coordinating from the disaster site, the regional offices, HQ and Coordination Office at Delhi for updating our Ministry; and the chain of activities and constant communication happening round the clock ensured that BPCL was at it in full swing. As the HPCL LPG bottling plant was flooded and IOCL plant was too far away, BPCL reached to the rescue by operating one of its private bottling plants and provide LPG to all points including to HPC and IOC.

Likewise, our depots were into action swiftly and the entire team ensured that supplies reached everywhere in the

least possible time overcoming all obstacles of terrain and turbulence. BPCL e-connectivity was restored the fastest and we could provide a channel for IOC to communicate too. BPCL thus pulsated non-stop as a very important life-line for Srinagar.

The teams that camped at Jammu, the teams that were on their toes 24 X 7 at the regional and corporate head-offices and the teams in touch with the Flood Relief and Disaster Management Councils in the State and our Ministry, have done our Nation proud by touching lives of countless families and extending support to the entire Industry. BPCL salutes you!

Bharat Petroleum energized Srinagar back to its feet. We salute every BPCL hand and heart that worked in unison to assuage the miseries of flood hit Srinagar. Let's keep energising lives and continue living our brand of an innovative, caring and reliable company every moment. Through every action, let's reaffirm to our Nation that Bharat Petroleum is always there for you!

Champions' League

Ms. Thulazibai, of M/s Sreepadmanabha Bharatgas Agency, Thrissur of Kochi Territory emerged champion with the highest packed Commercial sales of 2856 MT for 2013-14. Promising to defend the title in the coming year, she received the award amidst thunderous applause of all the Champions who had arrived for the "Bharatgas Champion's League", the Quantum Leap Workshop for enhancing Volume & Revenues in Non Domestic Segment. In the RGGLV segment, Ms. Ujjwal Belhekar of M/s Varad Bharatgas Gramin Vitarak, a sharp shooter herself, took the champion's prize for the 785 MT sales she had achieved. The two-day meet in Goa during 18-19 July, 2014 was an effort to reward and felicitate TOP performers and give them an opportunity to share their success factors and strategies for the better interest of the Network.

Over 100 Champions earned their way to the Annual recognition night and were duly honoured at a glittering award ceremony. Mr. George Paul, Executive Director (LPG) congratulated the Distributors who had raised their bar of performance much above excellence in the Commercial & BMCG categories. In a series of panel discussions the Bharatgas team and Distributors deliberated on the current strategies, new initiatives and future challenges for Bharatgas with emphasis on Customer Acquisition, Retention, Sales



ED(LPG) with the Champion Distributors of Non - Domestic LPG segment

Promotion and Technology. The panel also deliberated on harnessing the potential of the commercial segment in Rural Markets where the RGGLV distributors are slowly and steadily emerging as strong players. Short videos of the top performers who did things differently and the business volumes they recorded echoed that the best is yet to be. In fact the Quantum Leap workshop has underlined the fact that there are many roads waiting to be discovered and many more miles to go for Brand Bharatgas!

The meet has not only built in a new tradition of camaraderie, but also evolved as a platform for exchange of best practices and a launch pad for new ideas. These champions are now fully charged to take a fresh new 'Quantum Leap towards Excellence' in the Non Domestic Segment!





Champions SCORE at All India MAK Champions' Meet

Lubes Sales officers from every nook and corner of the country came together for the very first time to SCORE – Strategise, Commit, Organise, Reverebrate and Execute. MAK Champions (our Sales Officers) enthusiastically converged for an exciting time of business learning and infotainment at the All India MAK Champions' Meet 2014, in Hyderabad during 8-10 August 2014.

ED (Lubes) Mr.K.P.Chandy urged them to focus on the customer's perception of the MAK brand. A deep understanding of the market is required in each area in order to move ahead aggressively, Mr. Chandy said.

Mr. S.Varadarajan, C&MD and Mr.K.K.Gupta, Director (Marketing) also interacted with the vibrant MAK team. C&MD, stressed on value creation to differentiate BPCL from the rest. "Our customers should remember the experience and continuously come back to us" were his guiding words.

Director (Marketing) gave the current perspective of all BUs and re-iterated that customer expectations and customer satisfaction are the watchwords. Customer complaint handling and redressal in the changed environment would be vital for BPCL. His message for the Lubes Business was two fold – focus on both short term and long term goals. While short term goals like volume growth is necessary, what is important is the long term goal of brand building and placement of the MAK brand as compared to the best in the category. The young MAK Champions were delighted to interact with both C&MD and Director (Marketing).

They also exercised their grey cells at MAK Masterminds – an in-house quiz program, and also at the Football ground, where teams played strategically to win! Sharing, learning, camaraderie, the meet was an amalgamation of it all. MAK Champion field force is now geared up for the big shift, confident that MAK makes it Possible!

Ahmedabad ups MAK 4T NXT sales to Next Level

Over 2000 quick oil changes was recorded at the Mega Quick Oil Change (QOC) Campaign conducted during 23-24 August 2014 across 14 Retail Outlets (ROs) of Ahmedabad City. With exceptional planning and hard work this was an extremely successful campaign setting up new benchmarks in sales of MAK 4T NXT.

In addition to energising channel partners to boost MAK 4T NXT sales, the mega camp was also for connecting with customers and registering the brand in the mind of customers. The two days recorded 2134 oil changes of MAK 4T NXT and M/s Neelu Motors, Ahmedabad alone had done 425 oil changes on a single day, the highest by any Retail Outlet. While three Retail outlets did 200+, five ROs delivered 100+ oil changes on a single day.

Cluster meeting of Dealers' of the selected Retail outlets was conducted jointly by Lubes & Retail SOs for enrolment. The DSM meeting was organised train and energize the dealers and their staff for success of this campaign. Extensive pre-campaign promotion activities (leaflet distribution, SMSes, parking lot and traffic signal communication) was also done to ensure maximum customers' awareness and participation.

Innovative bonds!

At the MAK Retailers' Meet organized in Bhubaneswar, there was something for everyone. Distributors attended the event with their families. So while they deliberated on business perspectives, the little guests participated in a Painting competition!

At the Retailer Meeting, AM Mktg (Lubes), Bhubaneswar shared information and details regarding MAK with special focus to our new products - MAK 4T NXT, MAK DZL Zenith, etc. TM (Lubes), Bhubaneswar addressed the concerns raised.

'MAK Authorised Retailer' Certificates for the year 2014-15 were distributed to the Retailers for display at their shops. So also prizes of the painting contest. A mix of Business with pleasure brought an overall enjoyable evening for the Retailers as well as their families. Kudos to the BBSR Lubes Team for an innovative way of connecting with Retailers!





As part of our strategy to promote MAK's visibility at the ground level, a pilot test was carried out for branding one Retailer Shop exclusively with MAK. It was first experimented at with M/s L.J. Automobiles, Sewree, Mumbai (a Retailer regularly uplifting MAK grades).

M/s L.J. Automobile was transformed to highlight MAK through attractive creatives, strong brand communication and use of BPCL colours. The spanking new "avatar" shop was inaugurated on 14 August 2015 by Mr. K.P.Chandy, ED (Lubes) in the presence of local Lubes Council members and Lubes Western Region team, apart from Channel Partners and Mechanics. The initiative is planned to be replicated in all Lubes Territories across India for the striking attention it grabs for MAK.

In a new Avatar!

In the Lubes Bazaar, the Retailer or Counter Shops are the point at which the customer directly comes in contact with the brand. Retailers typically stock a large number of brands, and for our product (MAK) to stand out, we need to have strong brand visibility at this point. Shops are typically cluttered, with a number of Lube OMCs putting up Flex Boards, Point of Sale Units, Display Racks etc.

MAK Manthan

MAK Manthan – An All India Mechanic Conference, is a national convergence at Mumbai of select mechanics from all over the country representing all Lubes Territories. It is a two day residential program attended by around 35 select mechanics who were experts and renowned in their trade, and carefully nominated from a pool of Mechanics in their area.

Successfully conceptualized and designed at Lubes HQ, the MAK Manthan is broadly divided in two parts - Visits to BPCL Refinery, Lube Plant and Lab along with a bit of local sightseeing and the All India MAK Manthan Conference wherein key issues pertaining to lubricants and of interest to mechanics are discussed and deliberated upon threadbare.

At the two day meet during 27-28 August 2014, the mechanics interacted with Business Head, ED (Lubes) Mr. K P Chandy, MM (Lubes) Mr. S Rath, BIM (Lubes) Mr. Nitin Kulkarni and NCM (Bazaar), Mr. Pushp Kr Nayar. Ideas and feedback from these participants will help us further design BPCL services in this segment.

Succeeding Together

"Succeeding Together" was the theme and the tagline was "The Power of ALL is One - Be No.1" for the NR Lubes Channel Partners Meet in July 2014. The galaxy of star performers - our PLDs, ILDs and RLDs joined the NR Lubes Team in the august company of ED (Lubes) , MM (Lubes) and NCM (Bazaar) to jointly celebrate the success of the NR Lubes Team.

In a motivating speech, ED (Lubes) Mr. K.P. Chandy shared his vision and urged them to aim for breakthrough performance. ED (Lubes) focused on value based business emphasizing on brand optimization leading to value creation.

BCM (Lubes) NR briefly touched upon the Bazaar highlights and NCM Lubes (Bazaar), in his address touched upon the need to reach out and connect with market, understand the dynamics and focus on value generation.

Distributors also shared their success stories. And finally it was time for rewarding the toil and efforts put in by MAK

News bytes



One Day Wonder at Shankarpalli, turned out to be a wonderful joint initiative by Retail & Lubes Territories of Hyderabad on 5 Sept 2014. The ODW organised at M/s Krishna Sai Filling Station, Shankarpalli made ample use of the PFS Mobile Laboratories to familiarise customers with the Q&Q of BPCL products.



Mega MAK QOC campaign at Mumbai (Resler) Lubes Territory was a blockbuster with 3875 Quick oil changes at 10 focussed Retail Outlets in Mumbai and Thane Districts

crusaders who proudly strode one after the other to receive their deserving awards midst cheering peers in support of their favorite nominees. It was non-stop celebrations of well deserved success!



ED(Lubes) with the winners



Shouldering the top responsibility of PAHAL

I think, for the first time the Ministry went beyond the company and said, “When we look at a customer we cannot look at BPC, HPC, IOC separately. We are looking at ‘the customer in the market’ to reach out to him.” So they have actually challenged the way in which we start looking at some of these markets and how we can go about achieving this.

Mr. S Varadarajan,
C&MD, BPCL

Recently, when the Chieftains of the three Oil Marketing Companies (OMCs) were called in for a meeting with the Prime Minister of India, little did they expect that Hon’ble PM Narendra Modiji would indulge so much in personally understanding the progress of this project.

Oil companies are spearheading the PAHAL (Pratyakhsa Hastaantarit Labh), a project aimed at revolutionising the transfer of benefits to consumers in the country. Launched two years back and revived in the New Year in a new format, the Hon’ble PM considers the PAHAL Project to be cardinal in connecting LPG consumers across the country.

This was the first time that C&MD Mr. S.Varadarajan was called for a direct conversation with the Hon’ble PM. At the meeting, the Hon’ble PM appreciated OMCs for enrolling a majority of customers into the scheme in the shortest possible time. The Hon’ble PM also conveyed his personal appreciation to the entire Nation through Radio broadcasts and SMS.

Our C&MD, was happy to share the progress of PAHAL by Team BPCL that had reached close to 70% CTC in the last week of January 2015.

At the “Shaam e’ PAHAL”, an evening where the PAHAL implementation team of BPCL met to share their learnings, C&MD went on to share PM’s appreciation and also congratulate the concerted efforts by the entire PAHAL team spread across the BPCL network.

EXCERPTS FROM C&MD’s SPEECH:

Initially when the whole scheme was put in place, the ownership was to be taken by company representative for the entire industry. I think, for the first time the Ministry went beyond company and said, “When we look at a customer we cannot look at BPC, HPC or IOC separately. We are looking at the ‘customer’ in the market to reach out to him.” So they have actually challenged the way in which we start looking at some of these markets and how we can go about achieving this.

“Secondly, all stake holders were identified and the mandate was given about our expectation and what they had to deliver.” I think this clarity of the message and the way in which it was communicated by the ownership at the top very clearly brought out the commitment from the government and their determination of not accepting failure as part of this process.

This project also gave me an opportunity to surrender my subsidy, a decision taken in the larger interest of the nation. The surrendering of the subsidy by a few people in the initial stages created a tremendous change in the mindset that was further endorsed by the press. This was a realisation that there are people watching every step and how we respond to some of the situations. This reflects not just on the individual, but what the organization’s belief is and how people respond to the missions from the Ministry. It was a huge learning for me as part of the process.

The review with PM clearly identified the Oil Sector as one which was performing beyond-par. One felt proud, being part of this Sector.



As shared by one of the officials of the rank of Joint Secretary, "Oil Companies have the best in Technology that no banks can actually replicate." This appreciation was extended in the presence of the Prime Minister for all the efforts put in by the Oil Industry.

A DUAL ROLE

At the very outset of PAHAL, C&MD had shouldered the responsibility of communicating with every layer of the implementation team. Through online messages, personal dialogues and digital broadcasts, Mr. Varadarajan had connected with the team urging them to give their best to this National Mission.

The PAHAL has a three layer implementation strategy. An 'LPG Sales Officer' is attached to every district, and he is responsible for the performance of the distributors with regard to the implementation of the scheme. An officer of an OMC has also been designated as the 'OMC coordinator' for a specific district to coordinate with OMCs, district administration as well as other stake holders like banks and UIDAI to ensure the implementation proceeded as per target. In addition to these, a Guardian official is also appointed for each district.

The GUARDIAN:

The Guardian keeps the team energized to complete the task at hand and meet the daily seeding targets laid down by the government. In one of his first communications to the Guardians at the outset of PAHAL implementation, C&MD shared how "PAHAL is a very prestigious scheme of the Government of India and is being monitored by the Prime Minister's office. The project re-launched in 54 districts on 15 November



Distributors of Nashik greet their guardian Mr. S Varadarajan, C&MD, BPCL

2014 would be launched in the rest of the 622 districts of the country on 01 January 2015.

It has been designed to ensure that the benefit meant for the genuine domestic LPG customer reaches them directly and is not diverted. By this process public money will be saved and can be utilized for nation building.

We as OMCs have to implement this scheme in a mission mode. To make this happen, the OMCs at all levels will have to work together as a team. Considering the spread of LPG business in all the companies and manpower constraints to make this happen, people from other business and entities are required to help out for a time-bound implementation."

OMC COORDINATOR:

Most of the OMC coordinators have been handpicked to play this very important role. In his communication to them Mr. Varadarajn shared, "See this as a great leadership opportunity not only for you as an individual but also for the organisation as you have a critical role to coordinate the specific stakeholders to ensure time bound implementation.

This is a great opportunity for us to showcase our professional skills and prove our leadership capabilities as it is perhaps a once in a lifetime opportunity to lead a district to make things happen in a flawless manner taking everyone along so that it becomes a model for others to emulate."

A GUARDIAN & CRUSADER

C&MD went on to share his experience as a guardian. "I enjoyed being in

One of the Distributors, shared how his sons were using the SMS technology to connect with their customer-base of nearly 50,000. This was a huge learning and I was impressed by their commitment. I would like to thank all Distributors across our network for their total support for the PAHAL mission.

Nashik. We did a lot of events there along with Industry and I was very happy to meet the Distributors of Nashik. One of the Distributors, shared how his sons were using the SMS technology to connect with their customer-base of nearly 50,000. This was a huge learning and I was impressed by their commitment. I would like to thank all Distributors across our network for their total support for the PAHAL mission."

And finally back in the role of the C&MD of BPCL, Mr. Varadarajan says, "For me it was a huge learning. It's also to say that nothing is impossible. I think it reiterates the fact that if people believe that they can make a change happen, it will happen. The coordination, the kind of learning, the movements, the kind of support from different quarters - I think all of these are the part of the learning process.

"I am glad that I am heading Bharat Petroleum at this point in time, because it will remain in posterity that this one huge initiative, which is being talked about across the country, is something that happened during this period of time. I remain grateful to all."



(Above) C&MD's message goes live on a corporate broadcast to PAHAL Guardians and OMC coordinators. (BELOW) The broadcast coordination crew and ED(LPG) at the live transmission

PAHAL an Alchemy of People, Process and Possibilities

On reflection, I consider myself uniquely placed as I played a key role in the PAHAL project from conception to completion. The sheer size and complexity of the project was daunting from the implementation point of view, as it was meant to cover the whole of India's expanse and diversity. The project was initially launched in 2013 as DBTL, but was shelved halfway primarily due to the implementation glitches. However, the modified DBTL, re-launched in November 2014, PAHAL as it is christened now, emerged as an exemplary case of perfect coordination, alignment and execution. The project conjures up a stellar saga of 'people', 'processes and 'possibilities'.

People

This experience reassures my belief that for a noble mission, which is inherently good, 'all the universe conspires in helping you to achieve it', to quote Paulo Coelho from 'The Alchemist'. This project brought out sincere contribution from one and all, without exception, from customer to Prime Minister.

When I visited an LPG Distributorship in the initial days of DBTL, I found a shamiana instantly spread out to shade customers from the scorching heat; people being served with butter milk, a xerox machine placed by the side, additional staff engaged – all done by the Distributor voluntarily, without any specific instruction. People have sensed the purpose and have risen up to the occasion. Enrolment of people happened almost spontaneously; innovative thinking poured in, from all quarters, be it supporting functions like IS, Finance, field officers or Distributors.

People from all agencies, irrespective of hierarchy and functions, starting from PMO, MOPNG, C&MD and Directors, Officers at all levels, Distributors network, their families and staff, converged to own up the project and contributed their bit.

There was this sudden surge of involvement, coming from people across interest groups, and everyone wished the project success. This leaves me with immense hope, that many such wonderful things can be achieved, if the objective is to meet a common goal of a lofty order.

Processes

The project in its elementary concept may look simple, like a text book schematic, outlining the process of someone's dues getting deposited into one's bank account. But the real variables and algorithms are too complex, involving multiple and multi-functional agencies on the one hand and 150 million customers on the other, large number of them even illiterates, not stepping into a bank ever in their life and not knowing fully the objective behind it.

PAHAL was meant to keep each genuine LPG customer inside the scope of the project, however marginal may have been his net worth within the current socio-economic reckoning. PAHAL, by its purpose and process, gave each LPG customer an identity, according him the status of an economic entity, if he was not already, thereby providing a step in the country's leap for inclusive growth.

Issuing Aadhaar ID by UIDAI has been a mega project in our country, spanning five years. But that was just one block in the foundation of PAHAL. The bedrock of PAHAL was the technology of oil marketing companies (OMC) that integrated the operational transaction of all their Distributors spreading across the country, numbering 3,800 over for BPC, and 15,200 for Industry. That made the transactions at Distributors' end online, linked with each OMC's server, which were further interfaced with banking system. This maze of software factored, amongst many aspects, issues of security and authenticity, as subsidy amount was required to flow to the account of the target beneficiary. This software architecture was developed and maintained by BPC's in-house IS expertise.

Here again, it was a fusion of people and process, which did the wonder. The software underwent frequent revisions to accommodate numerous emerging business processes, arising out of frequent policy interventions and market realities.

In two years, numerous policy changes came in. For example, de-duplication, KYC, capping the number of subsidized cylinders, creating transparency portal, seeding Aadhaar and bank account number, creation of unique customer ID across Industry are just a few to cite. Each of these policy changes entailed creation of new version of packages being used by 3,800 Distributors. That is how, the Distributors' operating package, previously known as 'WBPLPG', became 'LPGNext', further



Following the mission very closely, George Paul, ED(LPG)



The project in its elementary concept may look simple, like a text book schematic, outlining the process of someone's dues getting deposited into one's bank account. But the real variables and algorithms are too complex, involving multiple and multi-functional agencies on the one hand and 150 million customers on the other, large number of them even illiterates, not stepping into a bank ever in their life and not knowing fully the objective behind it.

became 'LPGOne', each one having many versions in quick succession. There was the issue of integration with external system like NPCI, Banks, UIDAI, Industry, MOPNG etc. It is an amazing story of technological innovation, adaptation and integration.

Possibilities

I see endless possibilities in PAHAL. The project, as unfolded so far, is just a pioneering phase that is destined to unleash a spree of epoch-making transformations in days and years to come. The technological 'innovation' being witnessed by us is just a phase in the process of larger 'evolution', to quote Vishal Sikka, the newly appointed CEO of Infosys.

PAHAL, so far, made something that did not happen in our country earlier. I chanced to read a local newspaper in Kalpetta in Wayanad district in Kerala, after the first phase of DBTL, which said, 'Cash reaches bank, before the gas reaches home'. For a change in our country, welfare sum doled out by the government reaching promptly to the beneficiary without being watered down in transit. What we are witness to

is a momentous transformation in public administration in disbursing welfare measures, which so far was not reaching the intended beneficiary without being diluted by the intermediaries. PAHAL made this happen.

To me, this opens up a possibility which has immense promise for our country. Approximately 2 lakh crore rupees of welfare sums, through various schemes, are being disbursed in our country. PAHAL has given confidence to administration that the welfare measures can indeed reach directly to the target beneficiaries. As Prime Minister made a public statement, perhaps voicing the much intended confidence gained out of PAHAL experiment, that 'he is not against subsidy; he is against leakages of subsidy'. PAHAL enabled to plug the systemic leakage. Subsidy for a given purpose for target beneficiaries has a merit; like some cholesterol in human physiology serves good purpose.

PAHAL is expected to save about 8 to 10 thousand crores of Rupees out of 40 thousand crore rupees of subsidy bill for LPG. This is a precious amount that can be used for facilitating clean fuel to the 30 to 40 percent households in the country, who are yet to see an LPG flame in their kitchen.

The most remarkable experience for me in PAHAL has been the project implementation. I had the opportunity to go through a class room experience of project execution theory of celebrated management author Ram Charan. It was a tremendous learning experience for me, to be part of the steering process of a nationwide project, touching 150 million homes, implemented to precision and perfection.

PAHAL has opened up hope. It provides means to redeem aspiration of millions of our fellow countrymen. PAHAL is one of those instruments which can perhaps see 'elimination of poverty in our generation', as some celebrated economist hoped. It opens to a new era, a new moment, and as the word indicates, its indeed a first step, a new PAHAL!

- George Paul, ED(LPG)



PAHAL the Brand

PAHAL the brand emerged from the silhouette of DBTL, an acronym for 'Direct Benefit Transfer of LPG'. Launched as a conduit for passing LPG subsidy directly to the customers' account, the scheme needed a self evident identity to reach and to be recalled in the minds of people. Thus came 'PAHAL' – (Pratyaksh Hastantarit Labh) – it transformed from commodity to brand.

PAHAL – articulates the value proposition of the scheme – which is 'apana dhan pao, jan dhan bachao'. It triggers the altruistic feelings of each citizen and assimilates them into this national mission.

'PAHAL' implementation owes significantly to its brand promotion activities. PAHAL was visible in every villages and cities on hoarding, banners and posters, displayed by 15,000 LPG Distributors across the country. Distributors' staff made door to door contact to reach the PAHAL message. Loudspeaker announcements were done at places of public congregation. More than 10,000 hoardings of Oil Companies, particularly the ones by the side of Petrol pumps, displayed PAHAL message effectively.

Almost all TV channels, national as well as regional, beamed very attractive PAHAL films with a melodious song that created buzz in every household. Newspaper advertisement in all regional languages carried PAHAL message in regular frequency. SMS was used extensively for this purpose.



पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय
भारत सरकार



The PAHAL Yojna (DBTL) is a very prestigious scheme of the government of India to ensure that the benefit meant for the genuine domestic LPG customer reaches them directly. BPCCL takes pride in championing this mission for the Nation's progress

Through PAHAL (Pratyaksh Hاستantariत Labh), every bonafide customer of LPG gets the subsidy entitlement in his / her bank account as he / she receives the LPG cylinder in his / her kitchen.



Why PAHAL?

- >> PAHAL is one of the most energising attempts for connecting people to one of the biggest welfare schemes of our country (also by far the biggest in the world)
- >> PAHAL brings a revolution in the country's subsidy administration process.
- >> PAHAL is the foundation for many other welfare schemes of the Govt. of India
- >> PAHAL is well on its way to completing its mission.

JOURNEYS
October 2014

Know your PAHAL



Who is PAHAL for?

PAHAL is for YOU. For every citizen of India who has an LPG connection with any of the Oil Companies.

To join the scheme and receive subsidy, consumers can use :

- >> Option 1 : If you have Adhaar link it to LPG Distributor & Bank
- >> Option 2 : If you don't have Adhaar give your bank details to LPG distributor or 17 digit LPG ID to your Bank

How big is PAHAL?

- >> One of the largest public mobilization programs in a democratic set up in the world
- >> Involving close to 150 million households, few thousand branches of over 350 banks and 15 thousand LPG Distributors.
- >> By conservative estimate, PAHAL execution would enable over Rs. 35,000 crores subsidy to flow seamlessly close to 150 million accounts in a year.



How does PAHAL work?

- >> Consumers have to join the PAHAL scheme to get the subsidy
- >> Receive one time permanent advance initially
- >> Receive subsidy in bank account thereafter for every cylinder taken
- >> Those who can afford, can Opt out of LPG subsidy to help more deserving families.

PAHAL deadline

Till consumers join the scheme they will get cylinders at:

- >> Subsidized price for 3 months from the date of launch (grace period).
- >> Thereafter market price for next 3 months (parking period).



Join PAHAL today

Logon to www.MyLPG.in



Ek Nayi PAHAL

An entire country wakes up to Mass Mobilization for Direct Transfer of LPG Subsidy to achieve the **BIGGEST** National Mission ever uniting the **HIGHEST** number of people in the world

A mission of National Importance

LPG business in India is once again on a mission mode. Rewinding by 14 years we see that the turn of the century witnessed an unprecedented drive to enroll new customers. The customer base jumped up from the level of 47.3 million to 57.9 million in 2000-01 - an unprecedented increase of 22%.

This was followed by a year on year increase of 10% for the next few years. 'Vision 2015' was launched in the year 2009-10 with a mission to take LPG coverage in the country from 55% to 75% resulting in a whopping increase of 57%, taking the customer base up from 105.7 in 2008-09 to 166.2 million in 2013-14.

Then came a period of consolidation in 2014; a mobilization by which each LPG customer is linked to his / her bank account in which the subsidy benefit would be credited. Customer base developed and cultivated for last 60 years across the country was integrated with banking system through a unique identification number in 3 to 5 months. 166 million households in the country, spanning 676 districts, were inspired to be wired through a complex technology network, integrating Oil Marketing Companies, Banks, Aadhaar and National Payment Corporation of India.

All these years in the past, spanning more than 60, LPG used to provide light and warmth in millions of hearth in India. Today, LPG brings a sensation of a different kind in every street, lane and village in the country. LPG today is associated with a financial benefit to every household in the country irrespective of socio-economic status.

Today, with PAHAL the country wakes up to a sense of well being that is real, visible and inalienable. That is every consumer can receive the full subsidy in his / her bank account and the money is available for use at consumer's choice. The amount of subsidy that a household gets is its legitimate entitlement and that is available to it for unfettered use. There is no intermediary to lay illicit claim; no market distortion for leak and loss; everything is transparent, digital, technology interfaced and automated.



PAHAL Sets to change the Subsidy Administration in India

PAHAL brings a revolution in country's subsidy administration process. Charm in the process is that every bonafide customer of LPG gets the subsidy entitlement in his / her bank account as he / she receives the LPG cylinder in his / her kitchen. In this process, there is no way that the subsidy amount can play elusive to him. There is no way that someone with unscrupulous intention can divert his cylinder together with subsidy; as the cylinder and the subsidy are disaggregated unlike the age old system when subsidized cylinder used to be priced differently in the grey market.

PAHAL enabled abolition of dual pricing system within the same domestic category of product i.e. subsidised and non- subsidised category. It narrowed the gap between the non-subsidised cylinder and commercial cylinder to a very large extent reducing drastically the possibility of leakage of subsidy which created a parallel market with its attendant features of extortion, black marketing, artificial shortages. The painful part of the prevailing system was that due to intermediation and manipulation enroute, hard-earned tax payers' money being funded as subsidy was not reaching the intended beneficiary. Free play of market with high order of socio-economic disparity found a soft prey in LPG subsidy.

Overall fallout was a ballooned subsidy bill on nation's exchequer that the country could hardly grapple with. It was not the subsidy bill as such that became a burden; it was the leak and

resultant distortion in energy pricing which created nightmare for policy makers. Artificial pricing of petroleum products led to a distorted pattern of alternate energy usage which was not in line with their respective economic value.

Dual pricing of LPG created strain in marketing of LPG, clubbing 'service' with 'control'. In the subsidy centric market, customer service and brand value became the immediate casualty. Marketing companies, public administrators and champions of free market and competition were looking for a solution and PAHAL came to the scene like an angel's gift.

A Marvel of Execution

Crediting subsidy directly into the beneficiary's account with a view to plug the leakage is not a new concept or idea for us. We have come across this suggestion in the report of expert committees and in research papers for last two decades. What is new and a daunting venture is the process of implementation, requisite mobilization and integration for execution. PAHAL is probably one of the largest public mobilization programs in a democratic set up in the world; involving as it does, 166 million households, few thousand branches of 346 banks and 15 thousand LPG Distributors. By conservative estimate, PAHAL execution would enable at least Rs 35,000 crores subsidy to flow seamlessly into 166 million accounts in a year.

All these years in the past, spanning more than 60, LPG used to provide light and warmth in millions of hearth in India. Today, LPG brings a sensation of a different kind in every street, lane and village in the country. LPG today is associated with a financial benefit to every household in the country irrespective of socio-economic status.

Unique IT architecture for multi-agency multi-layer integration

The integration between LPG operating system executed through 15,000 LPG Distributors with the accounts of 166 million customers' bank account in numerous bank branches all over the country required a massive IT architecture. It goes to the credit of IT system of three Oil Companies and banks, built and customized continually over last 5 years, which provided the backbone to this project. By any standard, it is an amazing excellence of IT system design. It has done wonder which hardly has a parallel elsewhere in the world.

BPCL key partner in PAHAL Implementation

BPCL was a key partner in the implementation of PAHAL. The progressive culture of BPCL and openness of BPCL management to innovative improvement was a perfect match for the requirement of PAHAL implementation. Timely execution, multi-agency coordination and quick response to unanticipated developments were keys to the implementation of PAHAL. The SAP environment in BPCL coupled with an experienced IT team quickly grasped the essence of PAHAL and made the integration bridge possible.



Second area of PAHAL execution where BPCL took lead was information, communication and public education exercise. Series of multi-level communication exercises were planned, phase wise, media wise and target group specific. First line of communication was internal to Industry staff and network; with clear realization that internal buying in was the first foundation stone of the success.

Second line of communication was stepwise implementation guideline, which finally took the shape of a handbook. A comprehensive operating guideline with all options to customer defined, role and responsibility of various agencies at different link of execution, along with formats of forms to be used and FAQs were the content of the handbook. External communication was planned above the level and below the level visibility. Press advertisements, hoardings, posters at visible sites, public announcements, community level focused group discussion were executed with pre planned and well designed media tools. Number of TV advertisements and radio jingles of different duration was used at successive phases.

Professional creative agencies partnered with us for the communication and publicity purpose. These agencies did a marvelous job, matching with the pace of urgency and clarity of purpose, as they felt proud to be associated with a project of national significance.

Involvement of top functionaries of Government of India represented by Ministry of Petroleum and Natural Gas (MOPNG) and the officials of Oil Marketing Companies (OMCs) was a key feature of the implementation of PAHAL. The spirit of involvement and commitment was extended to the last point of execution link.

Hon'ble Minister of Petroleum was personally monitoring all the activities, flattening the layers of command and communication, making the process direct, disciplined and un-diluting. Top management of all OMCs were in touch with the developments on day to



Multilingual hoardings of PAHAL at all Retail outlets, Distributoships and Offices

day basis, nay, on hour to hour basis; making the implementation of PAHAL one of the most engaging and vibrant project that cut across all the angularities of hierarchies, inertia, indecision, procrastination etc, the classical ills of government driven initiatives.

Such was the energy and intensity of speedy execution PAHAL that the nature of transformation at the level of bureaucracy and the urgency of purpose that gripped the OMCs for public service was visibility felt by all and sundry. Words of compliments flowed from US President for newly the elected Prime Minister of India for the shaking up of bureaucracy that the latter could achieve in a short period of time. PAHAL execution manifested all

the good transformed culture of Indian bureaucracy, PSU included.

A control room with dedicated staff started operating at the HQ of each OMC. A parallel adhoc nation-wide PAHAL implementation team was formed, cutting across the OMCs. This was never experimented in the past, let alone experienced. Each of the 676 districts in the county was mapped to a District Coordinator and a District Guardian. These two tier Oil Industry team of officials was an umbrella team for the district, responsible for cracking all issues by coordinating with all agencies involved at the district level, namely, LPG Distributors, OMC Officials, Banks, District Administration

Mr. P Balasubramanian, D(F) at his Guardian City, Bengaluru Rural



Mr. KK Gupta, D(M) at his Guardian City, Sahadra Delhi



Mr. S.P. Gathoo, D(HR) talks to the team of his location, Mumbai Urban.



Mobile vans on road campaigns for PAHAL

and UIDAI. District Coordinator was placed at district headquarter, exclusively for PAHAL coordination and implementation. He was supported and supervised by District Guardian, who is usually a senior functionary in OMCs. This formation provided the much significant unitary command and accountability that any project on the site requires and in this case, the site was the district and the project was PAHAL. BPCL played lead Role in PAHAL Conceptualization and Implementation a key partner in the implementation of PAHAL. The progressive culture of BPCL and openness of BPCL management to innovative improvement was a perfect match for the requirement of PAHAL implementation.

Timely execution, multi-agency coordination and quick response to unanticipated developments were keys

to the implementation of PAHAL. The SAP environment in BPCL coupled with an experienced IT team quickly grasped the essence of PAHAL and made the integration bridge possible.

Robust Project monitoring

On-line analytics on the progress and performance is one of the key tools of any project monitoring and more so for a project like PAHAL where multiple agencies were involved in implementing the project. Firstly, basic information by way of LPG consumer particulars including cell number, bank details of the consumer and the branch and unique identification, either Aadhaar number or unique ID created for each LPG consumer has to be submitted by each LPG customer. This has to be captured in front-end →package of LPG Distributor and bank branch for each customer. The same would be verified and integrated through an elaborate IT system involving 346 banks, National Payment Corporation of India (NPCI) and each OMC's IT system at the back-

end. Verification at each level has to reflect at consumer level which is to be seen by some specified team of officers. Failure cases are to be notified to specific agencies for rectification measures. Dedicated teams at all layers have been given access to on-line data source. Besides, specific user friendly reports are generated by HQ team and mailed everyday to target groups for viewing. Massive monitoring reports were generated and filtered reports were monitored at the apex level of OMC and MOPNG.

PAHAL Score Card

As we pen down the story, PAHAL has crossed the half way mark. More importantly, it has gained momentum and earned confidence. One of the largest multi agency coordinated project in the world, touching the lives of 166 million families in the country, is set to have its tryst with destiny. Industry updates indicate that over Rs.6335 Crores has flown through the web of systems and is resting in right account holders, the legitimate customers, the buyers of LPG cylinder. Though the official flag post is 31st March 2015, the process is all set for its glorious conclusion much earlier than that. We in BPC once again are getting reassured that nothing is too big for our collective competence. Completion of one more mega project, involving internal and external stake holders, gets added to its crown with colours.



(TOP :) Mr. George Paul ED (LPG) at Chennai and (ABOVE:)Mr.S Ramesh, ED (Brand, PR & NI) at Ahmednagar



Mr. S Varadarajan, C&MD inaugurates the mobile campaign at Nashik.



Ajab Pahal ki gazab kahaniyaan

Shaam e' PAHAL was all about Applauding Team BPCL for the united efforts for PAHAL implementation that had brought in much appreciation from various corners. *Shaam e' PAHAL*, celebrated the people, processes and performance of team BPCL. Each person present was a very relevant member of the National Mission. It was an

information and education campaign on PAHAL and at the same time a well deserved opportunity for progressive recognition of Team BPCL.

Team leaders of BPCL shared their personal experiences of the PAHAL as *Ajab Pahal ki gazab kahaniyaan*. All of which were interesting and amazing anecdotes to enthuse and motivate Team BPCL. C&MD, Mr. Varadarajan shared

his experience as a guardian, key role holder, propeller, motivator and as the first person, our Minister calls for first hand information. Director (Marketing), Director (Finance) and Director (Refineries) also shared their Learnings.

PAHAL could not reach anywhere without the constant and deliberate efforts of Team BPCL and the channel partners. Mr. George Paul, ED (LPG) acknowledged this and also presented the Hon'ble PM's thanks message sent to the OMCs on the exceptional progress of the National Mission. 

Monitoring the PAHAL



Mr. KK Gupta believes that what can be measured can be improved. And what can be monitored can be further improved! Monitoring the PAHAL implementation was never a nightmare for Director (Marketing) because with him is a team that delivers against all odds. He acknowledged and appreciated Team BPCL several times while sharing his Ajab PAHAL ki gazab kahani at Shaam e' PAHAL.

I've never experienced a project of this magnitude which touches lives beyond BPCL, beyond industry and involves state authorities and of course our own Ministry. The SAP implementation in BPCL in 2000 was an internal mission. However, with PAHAL we are cutting across all OMCs. The entire network is participating, their staff, both the dealer staff and the delivery boys.

Another learning is the qualitative difference in our network from that of others. Also the commitment and the passion our team of officers and our distributors and their staff have is unimaginable. When we say this has to be done, there is hardly any question asked, they give their 100 percent!

We had to appoint district coordinators, when we were falling short of staff and I must thank all the entities and BUs, Retail, HRS and Finance, everybody offered and I dint get any request, everybody just moved within 48 hours.

That is the commitment of people in BPCL. And we wanted to appoint Guardians and when I was asked if we

should we appoint Directors also, I said, start from Chairman downwards. It has been excellent performance by team BPCL. We have similar performances by other OMCs and I don't want to undermine that, but BPCL's was top-driven.

I had the opportunity to participate and see certain Video Conferences (VCs) that our Hon'ble Minister had involving our DLC's, district collectors and our own staff. He was very clear about what was to be done and he was trying to energise and motivate people including the Collector's level.

I have also learnt the way branding is seen by the people in the government. They have given a new definition to branding. We normally look from just within, but everything got challenged. Any process that we had, not just for PAHAL- everything got challenged in the entire implementation process. We could start rethinking on processes and in the process found it to be better understood and easier to implement.

I could interact with people on the field, not just our own officers, but also OMC officers and Chief Secretaries (Karnataka, Rajasthan and Uttarkhand). They understood the importance, urgency and seriousness as they had the communication already in their hand from the Govt. I had VCs with all RLMs that went on for couple of hours. Sometimes we over expected from them, we may have had to push them a little bit, but they have come back and delivered what they have promised. Tremendous demonstration of BPCL's commitment vis a vis others. I would like to complement every body who is connected with PAHAL for making it an unparalleled success story.

PAHAL is all about the money honey! Right from the right amount, to the right account through the right channel, to the right people, there is a lot that a Director (Finance) is responsible for. The secrets he shared were not just about Bangalore Rural, his guardian city but also the pressures the Finance team had to go through for the seamless PAHAL integration. Apna Dhan Pao, Jan Dhan Bachao. Who better than the Director (Finance) himself to describe the actual mission of the PAHAL



The money story

Around 50 members from the Information Services Team led by Mr. KB Narayanan, ED (IS) formed the major chunk of the group at *Shaam e' PAHAL*. Mr. KB Narayanan, went on to share about the 'Network of Networks.'
(See Page - 29)

Director (R), Mr. B K Datta, shared his experience as the district guardian of 24 South Parganas, West Bengal where he distinctly appreciated BPCL's integrity and commitment to the mission.

Ms. Devyani Rozario, DGM(LPG) presented the badges of honour to the Leaders of PAHAL and also spoke on the occasion and to close off, Mr. Suresh Nair K, DGM(LPG Sales-HQ) proposed the vote of thanks to the BPCL network .

PAHAL is one of the biggest and toughest projects we have implemented in the shortest period of time. The complexity is very immense. A lot of technical and operational issues were there. However, with the good support of all our teams everything is under control now.

Yes, banking has been one of the issues and we had a lot of moments on authorization, errors, transfers, no transfers, so many things that have happened, but I think today, we can sit and relax that the percentage of errors has been far-far lower compared to our original expectation, because this has been done at a very- very fast pace.

The back-end distributors as well as the distributors of all the oil companies, have done a great job. And also there was a tremendous local, governmental support, though there have been different governments of different parties, they could realize the long and broad picture and the long term benefits of this digitalization. Actually, it is a massive digitalization effort in India. It is going to be one of the biggest schemes and what we can clearly see here is the money. And apart from the money going out, it is that we have 4 crore customers in one network and like PM can address, we can also address them. So with this have our technology, whatever products that we want to sell within our umbrella of products, which we can utilize these, leverage this technology is reach them on a day to day basis or whenever we want because we have tremendous connectivity now, with these customers. This is the largest B to C and Ramesh is trying for the next largest B to C in retail, so this is a big learning ground for us in reaching the customer and in knowing the customer.

Media Strategy



With his vast experience of Branding and communication, Mr. S Ramesh, Executive Director (Brand, PR & NI) has significantly contributed to the effective implementation of the PAHAL media strategy. He shared about the evolution of PAHAL as a brand and its success as a marketing strategy.

PAHAL is a classic marketing success story. The way the whole thing was conceived, planned, implemented, communicated, monitored, incentivized in the right places, and the way it involved the whole value chain, right from the Minister, down to the end consumer. I think it's a classic marketing story which can be catalogued and studied tomorrow to understand how a product which didn't succeed in the initial stages, was picked up, and converted into a success story. I think, that's a great learning for any student of marketing, it would be a very interesting story if you delve into it in great detail. The second big learning that I see in this is how a wide range of people can actually work together and make it succeed.

Excellent collaboration within the organization at the first level then the Dealer Network and their staff which was the second level of collaboration. Then there was the whole ecosystem with which we worked – the state government, the local government, the industry, and finally the end consumer. I think, it's a classic case of trying to understand such a large, wide spectrum of people can come together, collaborate and convert something like PAHAL, where the end product is not such a tangible benefit that is clearly visible to the customer.

I was amazed that the interest of the Minister himself took into understanding which media we should use, how we should use the media. And we did use almost all types of media in this. That's another very interesting story of how the hoardings of the entire oil industry were channelized. The television network was used and so on. It's a big learning, a lot of learnings for all of us.

A warm attraction of the evening was the performances and dedications to PAHAL by the team members themselves. Apart from individual performances, team BPCL also had dance recitals and rendition of the PAHAL song in different languages, all of which echoed the unity in diversity. A special screening of *Ek nayi disha, ek nayi PAHAL*, the commercial created for the PAHAL Yojna set the mode of the evening.

Captured here are moments from *Shaam e' PAHAL*, dedicated to every member who has promised to bring the change!



PAHAL the process

The Direct Benefit transfer of LPG (DBTL) scheme PAHAL (Pratyaksh Hanstantrit Labh) is being re-launched in 54 districts on 15 November 2014 and will be launched in the rest of the 622 districts of the country on 1 January 2015.

Consumers who wish to join the scheme will have to either link their Aadhaar number into their bank account and their LPG consumer or if they do not possess Aadhaar number, they will have to link their bank account directly with their 17 digit LPG ID. Once a Consumer joins the scheme, he will get the cylinders at market price and will receive LPG subsidy directly in his bank account.

A sum of Rs.568 will be paid in advance to the consumer, in the bank account, who now joins the scheme, as soon as he makes the first booking for a cylinder after joining the scheme to ensure that

he has extra money required to pay for the first LPG cylinder at market price. This is in addition to subsidy due on each cylinder.

Camps are being set up at various banks, and LPG distributor's premises to enable LPG consumers to open bank account and enroll for Aadhaar if they need to do so to join the scheme.

To keep consumers informed about their status in the scheme, consumers will receive SMS at every stage in the scheme. To avail of this feature all LPG consumers are requested to register their mobile number with their distributor if they have not done so. They are also advised to receive cylinders only with cash memos to be assured of their subsidy transfer.

The scheme will cover over 15.3 crore consumers across 676 districts of the

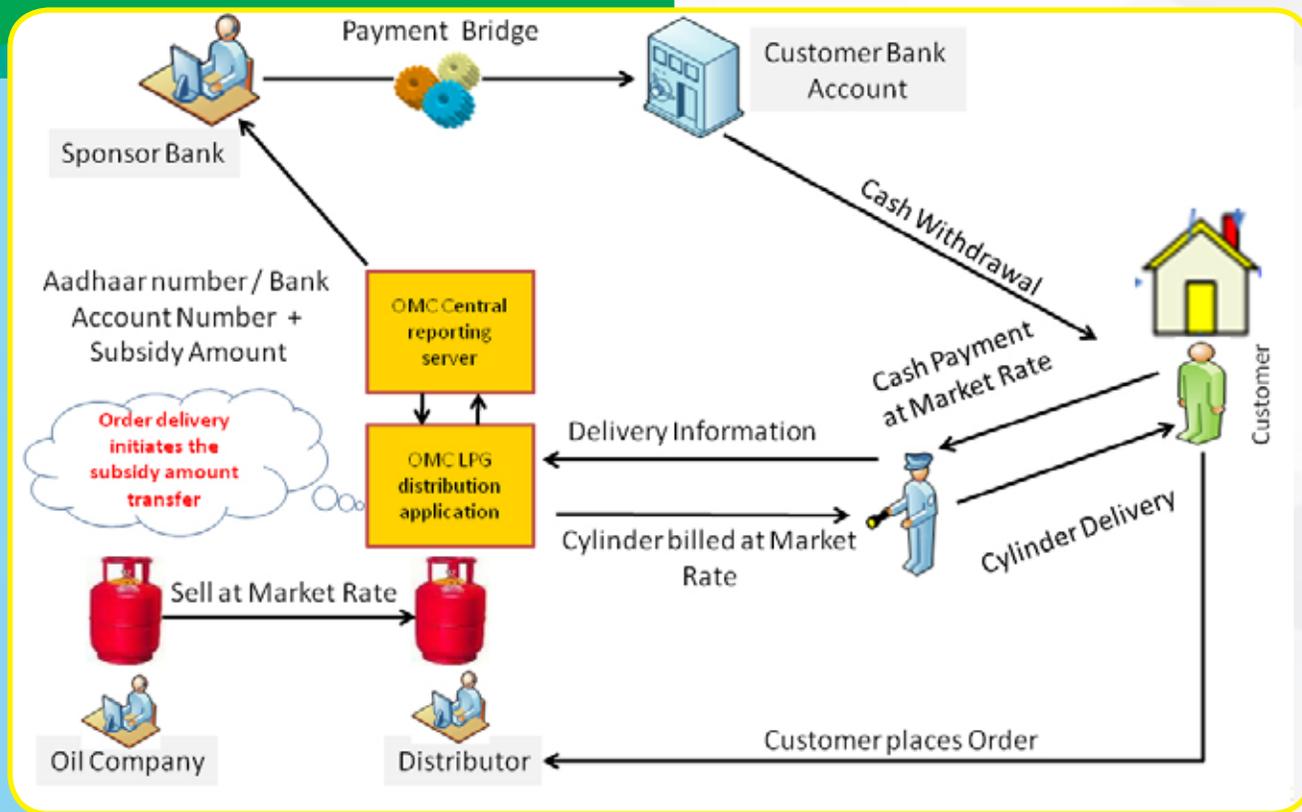
country. Currently over 6.5 crore consumers i.e. 43% have already joined the scheme and will receive subsidy in their bank account.

DBTL is designed to ensure that the benefit meant for the genuine domestic customer reaches them directly and is not diverted. By this process public money will be saved.

All LPG consumers who are yet to join the scheme must do so quickly. Those who do not have bank accounts must first open bank accounts and then submit the required details to their LPG distributor/Bank for becoming cash transfer compliant. So far Rs.624 Crore has already been transferred to over 20 Lakh LPG consumers since the launch of the scheme on 15th November 2014.

LPG consumers who do not wish to avail the LPG subsidy for LPG cylinders can simply choose to opt out of subsidy. Over 12000 citizens have already voluntarily given up subsidy freeing up crores of subsidy amount for their less privileged brethren.

How the benefit flows to you



ANY Doubts?

Check it Out!

What happens if the LPG Consumer joins the scheme or if he doesn't join it?

Once the scheme is launched in on 1.1.15, LPG consumers who join the scheme will get a one time permanent advance of Rs.568/- as soon as they book a cylinder after joining the scheme.

All consumers who have joined the scheme will get LPG cylinders at market price and subsidy amount in their bank account after launch of the scheme in their District/State.

Between 1st January 2015 and 31st March 2015 (three months), any LPG consumer who does not join the scheme will get the cylinder at subsidized price as they are getting it today.

Between 1st April 2015 and 30th June 2015 (three months), those LPG consumers who still do not join the scheme will start getting the cylinder at market price and subsidy will be parked

with the OMCs. As soon as they join the scheme within this 3 month period, the parked subsidy would be sent to their bank account, else it will lapse.

From 1st July 2015, consumers who have still not joined the scheme will get the cylinder at market price, but subsidy will not be admissible. Subsidy will be transferred only to the bank account of those consumers who have joined the scheme prior to 30th June 2015.

Any consumer joining the

scheme after 30th June 2015 will get permanent advance and subsidy with prospective effect.

How to Join the modified Scheme?

For joining the scheme, the consumers have to fill up a form available with distributors and also on www.mylpg.in. The options are :

1. LPG consumers can join the scheme by providing their Aadhaar number to LPG distributor and to Bank.
2. LPG consumers who do not have Aadhaar number can: a. Give Bank details to LPG distributor or b. Give 17 digit LPG ID to the Bank (select banks only).

What if LPG consumer had joined the scheme earlier?

LPG consumers who had joined the scheme earlier by linking his Aadhaar number in LPG and Bank database will get the cylinder at Market price w.e.f 1.1.15 and the subsidy will be transferred into their bank account.

They can check CTC (cash transfer compliance) status on www.mylpg.in

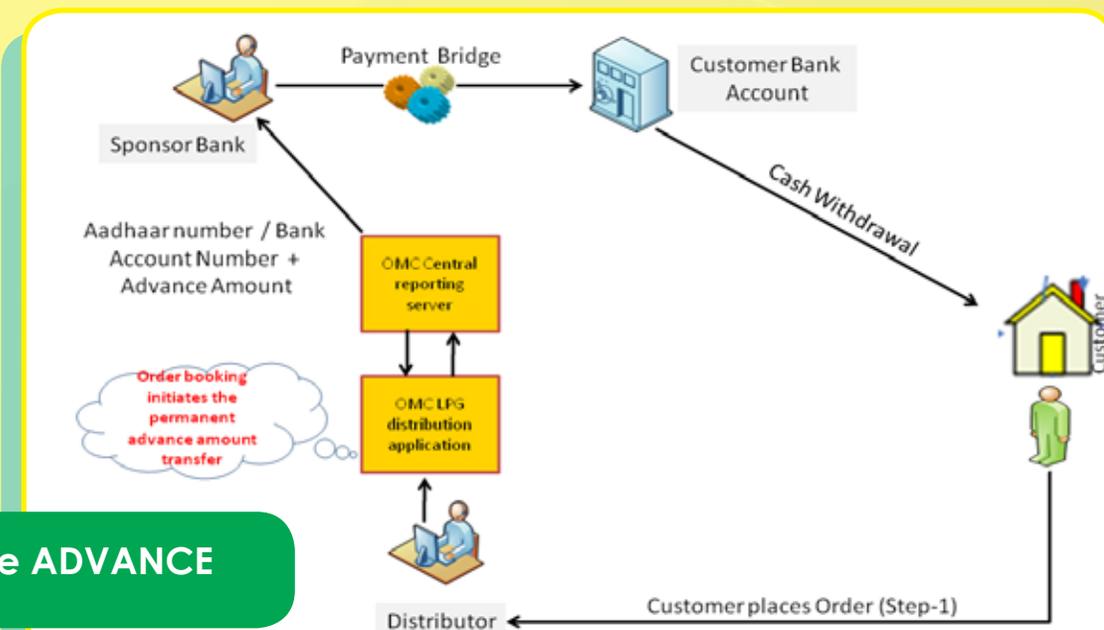
What happens to the LPG Consumers of the 54 districts where the scheme is ongoing?

1. All consumers who have joined the scheme from 15th November 2014 to receive LPG cylinders at market price and cash in their bank accounts. Also, the one time permanent advance of Rs.568/- on booking a cylinder after joining the scheme .

2. Between 15th November 2014 and 14th February 2015 (three months), LPG consumers in these 54 districts who do not join the scheme will continue to get the cylinder at subsidized price as they are getting it today.

3. Between 15th February 2015 and 14th May 2015 (three months), those LPG consumers who still do not join the scheme will start getting the cylinder at market price and cash admissible will be parked with the OMCs. If they join the scheme within this 3 month period, the parked cash would be sent to their bank account, else it will lapse.

4. From 15th May 2015, consumers who have still not joined the scheme will get the cylinder at market price, however, cash subsidy will not be admissible.



One time ADVANCE

LPGOne for PAHAL

LPG is one of the major energies for domestic consumption and BPCL has an active consumer population of about 3.9 Crores, which is about 25% of the total market share. While the primary supplies of domestic LPG cylinders from BPCL to its Distributors is managed in BPCL's SAP ERP system, the secondary sales is handled through a desktop application with the Distributors for more than 10 years. The desktop application was developed in-house and deployed at the distributors end.

The desktop application however had its own limitations. There were inconsistencies in the Master data leading to issues in SV / TV / TA. Latency in updating data captured at the distributors end to the central server was another issue. Also, upgrading versions of the application deployed in Distributors' PC was a challenge. Many a times Hardware resulted in loss of data. Transparency of data also could not be ensured.

LPGNext & LPGOne Applications:

To overcome these limitations, BPCL opted for a centralized application to capture entire LPG Consumer Master data along with management of SV / TV / TA documents and LPG equipments at Distributor / Consumer ends. This system would also look after Refill order management from booking till delivery & Cash Memo printing .

As part one of the solution, a centralized application "LPGNext" was custom developed in house and the pilot implementation was done in Ahmedabad in March 2011. The roll out to the rest of India started in August 2011 and was completed in just 45 days all over India.

LPGNext application enabled Distributor Master data in LPGNext that was synchronized with SAP Customer (Distributor) Master data. This included various status of the distributor like "Blocked", "Terminated" etc. as well.

All LPG Consumer related Master data migrated to the centralized system. BPCL now had a Unified Product Master in LPGNext Application as per the similar Master data in SAP ERP system. All Stock was integrated with SAP Distributor's stock and Control over Equipment Flow (DPR , Cylinders) began. Post this, Deposits received from consumers were visible at consumer level with online accounting in SAP ERP. Most importantly, now there was Transparent view of Distributorship performance – Governance

BPCL was the first OMC to go in for a centralized system for Consumer Master data and for SV/TV/TA. The centralized system enabled easier reconciliation of LPG equipments at Distributor & Consumer end as well the consumer deposits.

BPCL was the first OMC to go in for a centralized system for Consumer Master data and for SV/TV/TA. The centralized system enabled easier reconciliation of LPG equipments at Distributor & Consumer end as well the consumer deposits.

LPGOne for PAHAL

As a next logical step and to prepare ourselves for the PaHal (DBTL) scheme, another application "LPGOne" was custom developed for secondary sales from Distributor to Consumers. The pilot implementation was in May 2013 and the roll out to more than 3800 Distributors all over the country completed by February 2014.

Salient features of the LPGOne application: ● Distributor transactions are on centralized server ● Real time stock visibility for Sales ● Real time synchronization of Retail Selling Price (RSP) of LPG cylinders in LPGOne application with Pricing in SAP ERP system. ● Real time transparency in the consumer portal. ● Online Refill Audit & Stock Matching during Day End. Application enforced the day-end activities by distributors.

BPCL had over 3800 LPG distributors spread across the country and one of the main apprehensions to go in for a centralized system was the issue on poor connectivity at various parts of the country. BPCL is the only OMC with a centralized secondary sales system for LPG domestic cylinder deliveries to consumers.

Consumers now have the comfort of booking their orders for refills through various modes like SMS, IVRS, Web, Call Center & Mobile app etc. Consumers are sent SMS by the system on booking of their orders, delivery thereby ensuring a proactive communication with the consumers avoiding anxiety to them on cylinder delivery. BPCL's IVRS system today handles more than 6 lakhs consumer bookings a day.

Highlights of LPGNext/LPGOne:

As LPG Cylinder is an essential commodity for domestic consumers, availability of the system is mission critical. LPGOne application handles a very high volume of Transactions in booking orders from consumers and delivery of cylinders to them. Here are some mind boggling figures :

No of distributors using the application : 3815
No of active Consumers : 3.71 Crores
No. Of deliveries / Cash Memos Generated/Printed in a day : 7.5 Lacs

LPGNext / LPGOne has about 12000 user connections to the application at any point in time making it one of the largest BPCL IT application.

Network of Networks

I would rank 'LPGOne' implementation as important and as I see it, it has been more complicated and more difficult, because it involved over 3,800 Distributors. I thank my IS colleagues. It has been exceptional in terms of execution.

Then came PAHAL. 'LPGOne' had all those complications which we could imagine. Director (Marketing) and Chairman constantly asked about our decision of making it central. In fact our execution capability got tested fully. There were very anxious moments when consumers and distributors used to really feel that the systems were not performing. But after about 3 to 4 months of intense and coordinated effort within multiple teams within IS, we were able to streamline all technical difficulties and make it a robust system. I would thank LPG senior leadership as well the Distributors and the sales officers and Territory Managers who stood with us in those very trying circumstances

We had great challenges with our wide area network at Sewree to handle such large volume of transactions. But our network team managed them by very innovative methods to provide the extra bandwidth. It was a very challenging piece of architecture. Looking back, this

centralised architecture has substantially benefitted LPG SBU because of its deep integration, visibility and controls etc. We went through the most difficult period before PAHAL because of this architectural shift but this enabled us to be well prepared for PAHAL.

The senior management of ED (LPG), Dir (Marketing), Director (Finance) and CMD used to call us when things were not working as per plan. Even though we had the confidence in our capability, making all technical and process components work was never easy. When the need for seeding 6 lakh number seeding a day was announced, we were not sure how we will pull it through. But as usual in typical BPCL fashion with great support from all stake holders, we were able to pull through.

I will give finally all the credits and kudos to my team many of whom many not have been very visible part of the project team on a day to day basis, but almost 50 strong, who worked on different technology and process components - Data center, Networking, Security, Process integration, System administration, Portal, development, procurement, support and process teams. It has been a fantastic effort.

Going forward this particular project which is one of our largest consumer facing application has given IS the necessary skills to handle big execution capability, which will help us in tackling many more market facing scenarios where we will have to handle millions of consumers in very different ways. This experience has given us great confidence to conceptualise and execute larger initiatives!



The integration of LPG operating system through LPG Distributors and with the accounts of 166 million customers' bank account in numerous bank branches all over the country required a massive IT architecture. By any standard, it is an amazing excellence of IT system design. It has done wonders which hardly has a parallel elsewhere in the world. Excerpts from what Mr. KB Narayanan, Executive Director (Information Systems) shared about this network of networks at "Shaam e PAHAL"

PAHAL, the biggest cash transfer program.

A unique feature of PAHAL is that the cash transfer process supports both Aadhaar based as well as consumer's Bank A/C based transfers. The PAHAL implementation is unique and it is the biggest cash transfer program ever implemented in the world. The figures for BPCL along were:

- » No of Consumers : 3.71 Crores (Current)
- » No of daily Cash Transfers : 9.50 lacs. This is at the current level of CTC of about 70% which is expected to go up.
- » Total No. of Cash transfers done from Nov 2014 to Jan 2015: Rs. 2.28 Crores
- » Total Amount of Cash transfers done from Nov 2014 to Jan 2015: Rs.949.19 Cr

The cash transfer process involves interfaces with multiple systems like that of SBI (as a sponsor Bank) / NPCI (for cash transfers and consumers account verification) and in turn with more than 250 Banks .

PAHAL also focused on the de-duplication of consumers to identify and block ghost connections. This involved :

- » Exchange of 3.7 Crore consumer master data with NIC for de-duplication.
- » Account verification of about 1.12 Crore consumers with Banks .
- » Huge volume of SMS to consumers to educate , guide and inform on various activities involved in the PaHaL programme.
- » SMS was also sent in languages other than English and Hindi .
- » 15.19 Crore SMS in English and 7.29 Crore SMS in other languages.
- » The Distributor and consumer level

information were made available in much improved portal which provided good transparency.

» Unified portal covering all 3 OMC s in the Govt Of india's web site myLPG. in was enabled .

» BPCL LPG portal (www.eBharatgas.com) provides a single stop for all LPG Consumer's needs.

» Whereas the average monthly hits at the " eBharatgas" website is well above 66 Lacs, the cumulative hits (During Nov 14 to Jan 15) is about 145 Lacs. An increasing trend (about 40% per month) in the access was noted.

» With a high number of external users (consumers & distributors) accessing our system, the challenges at the Network, security levels were quite different and high.

» Our LPG consumer portal is now available in English and Hindi. It will be shortly available in 10 other Indian languages.

PAHAL Customer Care

Get your money, Save Public Money, the PAHAL tagline very aptly suggests that the entire initiative is about ensuring that a customer's subsidy amount is transferred to his bank account directly and avoid any leakages in the process of doing this. The endeavor, at CUBE was to provide adequate support to BPCL customers across the country to address their queries as well as complaints pertaining to Pahal in a structured manner.

To enable this support, Project CUBE team expedited all India call centre operation to prepare for receiving complaints/queries on Pahal thru our toll free 1800 22 4344.

Since there is money involved in the whole exercise, utmost priority was accorded to defining the process for redressal of these issues. Backend processes were evolved to link every category of query or complaint to relevant role holders for redressal and closure. These include OMC (BPCL), banks, NPCI (National Payments Corporation of India which integrates multiple systems with varying service levels into nation-wide uniform and standard business process for all retail payment systems) and UIDAI (Unique Identification Authority of India for Aadhar related issues).

All this was complimented by rigorous call centre training with support from LPG Pahal Team from headquarters. The entire engagement is being monitored closely through regular visits to call centre for providing clarifications to the agents, wherever required and sharing latest developments; analysis customer feedback and satisfaction levels and constant improvements from process point of view.

Win interesting prizes!!

Quiz e' PAHAL

1. When was PAHAL rolled out across the country?
2. Which district was under the PAHAL guardianship of Hon'ble Petroleum Minister Shri Dharmendra Pradhan?
3. Besides Aadhaar and Bank Account, which is the other (third) option available for joining PAHAL scheme?
4. What is the full form of NPCI?
5. When a LPG customer has completed his PAHAL procedure and has become CTC compliant, where will he receive his subsidy amount?

Send answers to npiccontest@gmail.com

PAHAL ... a new direction

Get your money. Save Public money.

grand prix

THE RACE IS ON

Welcome to the PAHAL Grand Prix. Yes! the RACE is ON to find which **TERRITORY will touch 85% CTC by 22 February 2015**. All TERRITORIES that cross the 85% milestone will be declared champions.

Bharatgas announces this exciting Grand Prix to make the entire race to the finish fast and fantastic!

All TERRITORIES are in the race. No registration required as the tracking is being done in the PAHAL database. **Very attractive prizes assured for top performers who accelerate to 85% by 22 February 2015.**

This Grand Prix is for the grand masters of racing. The winners will take it all, the name and fame of winning the first ever PAHAL Grand Prix and the whopping prizes too!

Your time starts now, just vroom to the finish! On your mark, GET SET GO!!

Attractive Prizes

PAHAL Grand Prix CHAMPIONS

ALL TERRITORIES that accelerate to 85% CTC on or before 22 February 2015

RULES OF THE GAME

- All Territories are in the race
- Each Distributor of winning Territory is expected to record a minimum of **70% CTC** for the TERRITORY to qualify for championship
- Complaints, if any, from Customers, Distributors regarding blocking of refills/Customers/any other dubious and unethical means will disqualify those Territories from the Grand Prix.
- Online tracking at LPG - HQ

TRACKING AT LPG HQ, MUMBAI COUNTDOWN : 12 FEB 2015 ONWARDS CHAMPIONSHIP : 22 FEB 2015

Good Luck to all !

IPC/PAHAL/2014-15

‘सुरक्षा सर्वप्रथम- सुरक्षा हरकदम’ अभियान



साइट पर ईआरडीएमपी ड्रिल

आपदा नियंत्रण एवं प्रबंधन द्वारा शिवड़ी संस्थापन में आपदा से निपटने की तैयारियाँ, प्रशिक्षण की दक्षता एवं एम बी लाल समिति की सिफारिशों पर अधिष्ठापित नवीनतम उपकरणों के सत्यापन के लिए/जाँच के लिए एक योजना ड्रिल का आयोजन किया गया। इसका आपदा परिदृश्य था; एक टैंकलॉरी में

गैन्ट्री पर एम एस भरा जा रहा था एवं उस टैंक लॉरी के पहले कम्पार्टमेंट में अधिक पेट्रोल भर जाने के कारण नीचे गिर गया जिसके कारण आग लग गई। आग की इस आपात स्थिति से निपटने के लिए तुरन्त फायर सायरन बजाया गया। श्री शेलार द्वारा जैसे ही गैन्ट्री क्षेत्र में आग को देखा

गया तुरन्त आग-आग चिल्लाकर एवं दो डीसीपी से आग बुझाने की कोशिश की किन्तु यह आग पर नियंत्रण नहीं कर सके। अतः उप अग्नि प्रमुख के निर्देशन में आग और सुरक्षा टीम ने फोम मॉनिटर का प्रयोग करते हुए गैन्ट्री के पास टैंक लॉरी की आग पर नियंत्रण पाया। टॉपलाईन के आपातकालीन वाहन एम्ब्यूलेन्स ने दो बार चक्कर लगाकर पीड़ितों को अस्पताल लेकर गये। अंतमें श्री नरेश देवराज, उपनिदेशक, औद्योगिक स्वास्थ्य और सुरक्षा मुंबई ने कहा कि शिवड़ी संस्थापन के कर्मचारियों का कौशल एवं प्रशिक्षण सर्वोच्च स्तर की सभी के द्वारा प्रदर्शित की गई टीम भावना सराहनीय है। अंत में श्री वी टी बागुल, प्रबंधक परिचालन ने धन्यवाद प्रस्ताव दिया।

करूर रिटेल टेरिटरी में ड्रिल

सुरक्षा सर्वप्रथम सुरक्षा हरकदम अभियान के तहत करूर रिटेल टेरिटरी द्वारा 8 अगस्त, 2014 को करूर संस्थापन में सामान्य सुरक्षा, सुरक्षित रूप से ऊंचाई पर काम, बिटूमन कार्यों में सुरक्षित परिचालन, प्राथमिक चिकित्सा आदि पर एक दिवसीय कार्यशाला का आयोजन किया गया जिसमें 60 वेन्डर, उनके साईट पर्यवेक्षक एवं कामगार आदि ने मिलकर उपरोक्त कार्यशाला में भाग लिया।

श्री एन कनि अमुधन, प्रादेशिक प्रबंधक (रिटेल) ने उद्घाटन भाषण में सभी गतिविधियों, खास कर कार्यस्थलों पर सुरक्षा के अभ्यास के महत्व को समझाते हुए उसके पालन करने पर जोर दिया। अन्त में सुरक्षा प्रश्नमंच का आयोजन किया गया एवं विजयी प्रतिभागियों को तुरंत ही पुरस्कार प्रदान किये गये। कार्यशाला समाप्ति पर सभी ने सावधानी से सुरक्षा नियमों का पालन करने की शपथ ली।



मरीन ऑयल टर्मिनल

हमारे अध्यक्ष एवं प्रबंध निदेशक के विचार ‘सुरक्षा सर्वप्रथम सुरक्षा’ हरकदम से प्रेरणा लेते हुये मरीन ऑयल टर्मिनल ने 10.9.2014 को श्री आर अब्राहम, प्रबंधक एवं एमओटी ऑपरेशन ने एक ही दिन में तीन अलग अलग कार्यक्रम, अग्निशामन से कैसे निपटा जाए, मॉक ड्रिल एवं प्राथमिक चिकित्सा प्रशिक्षण के इन कार्यक्रमों को बहुत अच्छे ढंग से आयोजित किया। इसमें एमओटी के 30 कर्मचारियों ने भाग लिया। इस कार्यक्रम ने स्टाफ एवं कर्मचारियों में इस प्रकार दूरस्थ स्थान पर रह कर भी किसी भी प्रकार की स्थितियों से निपटने का आत्मविश्वास जगाया है।



एक और सुरक्षा सम्मान

‘सुरक्षा प्रथम - सुरक्षा हरकदम’ इस मंत्र के बलबूते साल 2013 के लिए राष्ट्रीय सुरक्षा परिषद - महाराष्ट्र अध्याय द्वारा शिवड़ी संस्थापन के बेन्जीन, खाऊ क्रीक और ब्लैक ऑयल संस्थापनों के लिए पेट्रोलियम पदार्थ के भंडारण, संचालन और वितरण के औद्योगिक समूह सुरक्षा पुरस्कार सम्मान से नवाजा गया। इस पुरस्कार के द्वारा शिवड़ी के सुरक्षा संबंधी प्रयासों में कार्यरत सभी को एक नयी ऊर्जा मिली है। यह टीम शिवड़ी के सुरक्षा संस्कृति प्रयासों का नतीजा है। दिनांक 20 सितम्बर 2014 को हुये पुरस्कार प्रदान कार्यक्रम में शिवड़ी संस्थापन को यह प्रमाणपत्र दिया गया। श्री अजय कुलकर्णी, प्रबंधक परिचालन एवं श्री विभोगर रंजन, सहा प्रबंधक एचएचएससी ने इस पुरस्कार को स्वीकार किया।



संयुक्त सुरक्षा ड्रिल

इरिम्पनम संस्थान में पहली बार भारतीय रेल्वे के साथ मिलकर 26 अगस्त, 2014 को एक संयुक्त सुरक्षा ड्रिल का आयोजन किया। ड्रिल के लिए चुना गया परिदृश्य एक बहुत ही जटिल प्रकृति का था साईडिंग में एमएस से भरी एक टैंक वैगन पटरी से उतर गई है एवं उस वैगन से उत्पाद निस्तारण प्रक्रिया जारी होने के दौरान के आग लग जाती है और अगले वैगन में फैल जाती है। इस ड्रिल

की संकल्पना हमारे फ़ैक्ट्री निरीक्षक श्री अनिल कुरिआकोस ने बनायी थी। इस संकल्पना पर दक्षिण रेल्वे एनाकुलम के क्षेत्रीय प्रबंधक डॉ. राजेश चंद्रन के साथ हुई चर्चा के पश्चात उन्होंने संपूर्ण सुरक्षा दल को साइट पर लाने पर सहमति दर्शाई। यह फायर ड्रिल लगभग दो घंटे तक चला। इस मॉक फायर ड्रिल की डीआरएम दक्षिण रेल्वे एवं कारखाना निरीक्षक द्वारा बहुत सराहना की गई।

डी सी एम पी फायर ड्रिल

दिनांक 11 सितंबर 2014 के दिन बरोनी टीओपी में निगम की आपदा प्रबंधन नीति के तहत डी सी एम पी ड्रिल का आयोजन किया गया। ड्रिल में पेट्रोल में आग का काल्पनिक दृश्य बनाकर स्थिति को उसी के अनुरूप आग बुझाने की प्रक्रिया को ड्रिल का रूप दिया गया। ड्रिल में बरोनी टॉप के सभी कर्मचारी तथा बरोनी अग्नि शमन विभाग से आए पूरी टीम के सदस्यों ने भाग लेकर सुचारू रूप से आग बुझाने की प्रक्रिया का प्रदर्शन किया। अग्निशमन विभाग के टीम प्रमुख एवं जिला प्रशासन के अधिकारियों ने इसे बहुत सराहा। उन्होंने आग बुझाने के लिए प्रयोग में आने वाले सभी सुरक्षा उपकरणों के बेहतरीन कार्य निष्पादन प्रणाली और उसके रखरखाव की काफी सराहना की। ड्रिल के अंत में बरोनी टीओपी प्रभारी श्री ज्ञानेन्द्र कुमार द्वारा सभी आगंतुकों और कर्मचारियों को ड्रिल की सफलता के लिए धन्यवाद दिया।

बरेली एलपीजी प्लान्ट

सुरक्षा के प्रति जागरूकता के संदर्भ में बरेली एलपीजी प्लान्ट के स्थायी रंगमंच के कलाकारों द्वारा एक नुक्कड़ नाटक खेला गया। इस रंगमंच के सभी कलाकारों ने उनके द्वारा किए गए बेहतरीन प्रदर्शन से सभी उपस्थित कर्मचारियों, पीसीवीओ, अनुबंध कर्मचारियों एवं सभी वितरकों को मंत्रमुग्ध किया। नाटक के अंत में प्रादेशिक प्रबंधक एलपीजी बरेली ने नुक्कड़ नाटक के माध्यम से दिये गये संदेश को दोहराते हुये आश्वासन दिया कि कर्मचारियों और व्यापार सहयोगियों के बीच आगे भी सुरक्षा प्रथाओं का उपक्रम जारी रखेंगे।

हरित पृथ्वी के लिए वृक्षारोपण

इस्टेट/संपदा विभाग द्वारा चेम्बूर स्टाफ कालोनी से हरित पृथ्वी क्रांति का शुभारंभ किया, एवं मुंबई रिफाइनरी, कॉर्पोरेट सीएसआर ई एवं ई विभाग बीपीसीएल स्टाफ कालोनी के निवासियों आदि ने मुंबई और उसके आसपास के स्थानों में वृक्षारोपण कार्यक्रम के तहत वडाला, कर्जत, वाशी, बीपीसीएल स्टाफ कॉलोनी चेम्बूर आदि स्थानों पर पेड़ पोधे लगाए और 100 दिनों में 10,000 पेड़ लगाकर एक रिकॉर्ड स्थापित किया। 10,000 पेड़ों का वृक्षारोपण ट्रांम्बे क्लब में श्री बी के दत्ता, निदेशक (रिफाइनरी) द्वारा वरिष्ठ प्रबंधन वर्ग एवं कॉलोनी के निवासियों की उपस्थिति में कर इस्टेट विभाग ने इस खुशी को मनाया।

लखनऊ एलपीजी

'सुरक्षा सर्वप्रथम सुरक्षा हरकदम' के रूप में चल रहे सुरक्षा अभियान के तहत लखनऊ एलपीजी परिचालन की टीम ने सुरक्षा के संदर्भ में संयंत्र द्वारा अपनायी जाने वाली गतिविधि के बारे में संक्षिप्त में जानकारी दी। बैठक की शुरुआत प्लान्ट के सभी प्रबंधन और गैर प्रबंधन कर्मचारियों को एचएसएसई रोल होल्डर श्री दीपमलया दत्ता द्वारा सुरक्षा प्रतिज्ञा

के साथ कराई गई। श्री पुनीस कुमार सोनी, क्षेत्रीय समन्वयक (एलपीजी) लखनऊ ने जनसभा को संबोधित करते हुए निगम द्वारा इस अभियान को चलाने की आवश्यकता पर टिप्पणी की। अंत में परिचालन टीम की तरफ से वरिष्ठ परिचालन अधिकारी श्री वेद प्रकाश ने आश्वासन दिया कि सभी संयंत्रों में सुरक्षा को सर्वोच्च प्राथमिकता दी जायेगी।

विश्व साक्षरता दिवस

8 सितंबर 2014 विश्व साक्षरता दिवस के अवसर पर सिध्दपुर टीओपी द्वारा टैंकलॉरी चालक, अनुबंध कामगारों को शिक्षा के प्रति उन्हे एवं उनके बच्चों को जागरूक करने के लिए 'शिक्षा सभी बच्चों की एक बुनियादी जरूरत है' पर आधारित एक छोटासा कार्यक्रम एक एनजीओ के साथ मिलकर आयोजित किया। इस कार्यक्रम में 150 सदस्यों ने भाग लिया। कार्यक्रम के अंत में सभी स्कूली बच्चों को नोट बुक, पाठ्य पुस्तकें, स्टेशनरी एवं स्वामी विवेकानंद की किताबें वितरित की गई।

पहल : राष्ट्रीय महत्व का एलपीजी मिशन

भारत में एलपीजी कारोबार एक बार फिर मिशन बन गया है। 14 साल पहले करवट लेती शताब्दी ने नए ग्राहकों को सूचीबद्ध करने का अभूतपूर्व अभियान देखा। ग्राहकों की संख्या में 22% का उछाल आया जो 47.3 मिलियन से 57.9 मिलियन के स्तर तक पहुंच गया और अगले चार सालों तक साल दर साल इसमें 10% का इजाफा होता चला गया। वर्ष 2009-10 में एलपीजी कवरेज को देश में 55% से 75% तक ले जाने के लिए Vision 2015 का मिशन रखते देखा गया जिससे 57% की जबरदस्त बढ़ोतरी हुई और 5 सालों के अंदर ग्राहकों की संख्या 105.7 से 166.2 मिलियन हो गई।

इसके बाद 2014 में आया एकत्रीकरण का समय; एक गतिशीलता जिसमें प्रत्येक एलपीजी ग्राहक को उसके बैंक खाते से जोड़ा गया ताकि उसकी सब्सिडी का लाभ उसके खाते में जमा किया जा सके। पिछले 60 वर्षों में देशभर में विकसित और पोषित ग्राहक आधार को उसे 5 महीनों में एक अनोखी पहचान संख्या के जरिए बैंकिंग सिस्टम के साथ एकीकृत किया गया। देश के 676 जिलों में फैले 166 मिलियन घरों को एक जटिल प्रौद्योगिकी नेटवर्क के जरिए, एकीकृत तेल विपणन कंपनियों, बैंकिंग सिस्टम, आधार प्रणाली और राष्ट्रीय भुगतान कॉर्पोरेशन के माध्यम से जोड़ने के लिए प्रेरित किया गया।

पिछले 60 वर्षों से अधिक सालों से एलपीजी भारत के लाखों घरों में रोशनी और ऊर्जा प्रदान करने का काम करता आया है। आज एलपीजी देश की हर गली, सड़क और गांव में अलग तरह की सनसनी लेकर आया है। आज एलपीजी देश के हर घर से आर्थिक फायदे के रूप में जुड़ गया है वह भी बिना किसी सामाजिक-आर्थिक स्थिति के भेदभाव के। आज देश एक ऐसी कल्याण की भावना के साथ जागता है जो वास्तविक है, दृश्यभाव है और अहरणीय है। इससे हर उपभोक्ता को उसके बैंक खाते में पूरी सब्सिडी मिलती है और यह राशि उसके पास अपनी पसंद से उपयोग करने के लिए उपलब्ध है। घरों को मिलने वाली यह सब्सिडी उसका वैध अधिकार है और वह इसके उपयोग के लिए पूरी तरह आज़ाद है। बीच में कोई अनुचित दावा नहीं है, रिसाव और हानि के लिए कोई बाज़ार विकृति नहीं है, सब कुछ पारदर्शक, डिजिटल, प्रौद्योगिकी अंतरापृष्ठ और स्वचलित है।

भारत में सब्सिडी प्रशासन को बदल देगा

देश की सब्सिडी प्रशासन की प्रक्रिया में पहल एक क्रांति लेकर आया है। इस प्रक्रिया की खूबी यह है कि

एलपीजी के हर वास्तविक ग्राहक को उसके बैंक खाते में योग्यतानुसार सब्सिडी की राशि मिलती है जैसे ही उसे एलपीजी सिलिन्डर उसके रसोई में मिलता है। इस प्रक्रिया में ऐसी कोई गुंजाइश नहीं है कि सब्सिडी की राशि में कोई क्रांति हो। कोई गुंजाइश नहीं है कि कोई गलत इरादे से उसका सिलिन्डर सब्सिडी के साथ कहीं और चला जाए क्योंकि अब सब्सिडी और सिलिन्डर बिक्री जो सदियों पुरानी प्रणाली के विपरीत है जब ग्रे मार्केट में सब्सिडाइज्ड सिलिन्डर की कीमत अलग हुआ करती थी।

पहल में दोहरी मूल्य प्रणाली समाप्त कर दी गई है जो पिछले छह दशकों से हमारे देश में एलपीजी विपणन की परिभाषित विशेषता रही है। प्रति दिन बाजार में 30 लाख सिलिन्डरों के बवले तरल नगदी का आदान-प्रदान पूरे परिदृश्य में होता है जो एलपीजी बाजार का विशाल व्यय दर्शाता है। स्वच्छ ईंधन की कमी वाले हमारे देश में एलपीजी की मात्रा कई गुना बढ़ गई। दोहरी मूल्य प्रणाली और सब्सिडी के रिसाव ने एक समानान्तर व्यापार तैयार कर दिया जिसकी विशेषता थी जबरन वसूली, कालाबाजारी, कृत्रिम कमी। प्रचलित प्रणाली का दुखदायी भाग था मार्गस्थ मध्यस्थता और हेरा-फेरी के कारण करदाताओं की गाढ़ी कमाई सब्सिडी के रूप में लक्षित हितधारकों तक नहीं पहुंच पा रही थी। उच्च स्तरीय सामाजिक आर्थिक विभिन्नता के साथ बाजार के मुक्त खेल को एलपीजी सब्सिडी में आसान पैठ मिली।

कुल मिलाकर राष्ट्र के कोष पर एक फूल सब्सिडी का बिल आया जिसे देश मुश्किल से जुटा पाता था। वस्तुतः यह सब्सिडी बिल नहीं था जो भार बना हुआ था बल्कि रिसाव और इसके फलस्वरूप ऊर्जा मूल्य प्रणाली में आने वाली विकृति थी जो नीति निर्धारकों के लिए एक दुःस्वप्न बन गया था। पेट्रोलियम उत्पादों के कृत्रिम मूल्य ने वैकल्पिक ऊर्जा के प्रयोग की विकृत पद्धति को बढ़ावा दिया जो संबंधित आर्थिक मूल्य के अनुरूप नहीं था। एलपीजी के दोहरी मूल्य निर्धारण ने नियंत्रण के साथ सेवा को मिलाकर एलपीजी के विपणन में तनाव उत्पन्न किया। सब्सिडी केन्द्रीत बाजार में ग्राहक सेवा और ब्राण्ड वैल्यू तत्काल दुर्योग बन गई। विपणन कंपनियाँ लोक प्रशासन और मुक्त बाजार और प्रतियोगिता के चैम्पियन किसी समाधान की तलाश में थे और तभी पहल किसी देवदूत के उपहार की तरह सामने आया।

पहल एक अदभुत निष्पादन

रिसाव को काबू में लाने के लिए हितधारक के खाते में सब्सिडी सीधे जमा करना हमारे लिए कोई नया विचार या अवधारणा नहीं है। यह सुझाव हमें पिछले दो दशकों में विशेषज्ञ समितियों की रिपोर्ट और अनुसंधान पेपरों में कई बार प्राप्त हुआ। नई और अनोखी बात है इसका क्रियान्वयन, आवश्यक गतिशीलता और कार्यान्वयन के लिए एकीकरण। पहल दुनिया की प्रजातांत्रिक व्यवस्था में संभवतः सबसे बड़ा लोकगतिशीलता का



एक नयी पहल

सब्सिडी का प्रत्यक्ष अंतरण
पहल 2014 के लिए जन
गतिशीलता के प्रति
राष्ट्र जागरण





कार्यक्रम है जिसमें 166 मिलियन घर 346 बैंकों की कुछ हजार शाखाएं और 15 हजार एलपीजी वितरक शामिल हैं। संकीर्ण आकलन के अनुसार पहल के क्रियान्वयन से कम से कम 35 हजार करोड़ रुपये सब्सिडी प्रति वर्ष 166 मिलियन खातों में निर्बाध रूप से बहेगी।

प्रौद्योगिकी प्लैटफॉर्म पर एक जटिल मल्टी-एजेन्सी, मल्टी लेयर एकीकरण

15000 एलपीजी वितरकों के साथ देशभर के कई बैंक शाखाओं में 166 मिलियन ग्राहकों के बैंक के माध्यम से एलपीजी परिचालन प्रणाली कार्यान्वयन के बीच एकीकरण स्थापित करने के लिए एक विशाल आई टी आर्किटेक्चर की आवश्यकता होगी। इसका श्रेय तीन तेल कंपनियों और बैंकों के आईटी सिस्टम को जाता है जो पिछले 5 सालों से लगातार इसे बना रही हैं और कस्टमाइज्ड कर रही हैं, जो कि इस परियोजना का आधार है। यह आईटी सिस्टम डिजाइन का आवश्यक कारक उदाहरण है। इसने वो करिश्मा कर दिखाया है जो दुनिया में शायद ही अन्यत्र कहीं हो।

पहल की अवधारणा और कार्यान्वयन में बीपीसीएल की अहम भूमिका

बीपीसीएल पहल कार्यान्वयन का एक प्रमुख पार्टनर

बीपीसीएल की प्रगामी संस्कृति और बीपीसीएल मैनेजमेंट का नवाचारी दृष्टिकोण पहल क्रियान्वयन की आवश्यकता के लिए एक सटीक मैच था। समय पर क्रियान्वयन, मल्टी एजेन्सी समन्वयन और अनपेक्षित विकासों के प्रति तत्काल प्रतिक्रिया जैसी बातें पहल के कार्यान्वयन में अत्यंत महत्वपूर्ण थीं। बीपीसीएल के एसएपी वातावरण के साथ अनुभवी आईटी टीम ने पहल के सार को तत्काल समझ लिया और एकीकरण ब्रिज को संभव कर दिखाया। पहल कार्यान्वित करने का दूसरा क्षेत्र जहाँ बीपीसीएल ने आगे बढ़कर कमान संभाली वह था सूचना, संप्रेषण और लोक शिक्षा प्रक्रिया। चरण वार, मिडिया वार और लक्षित ग्रुप विशिष्ट बहुस्तरीय संप्रेषण अभ्यासों की श्रृंखलाएं आयोजित की गईं। प्रथम संप्रेषण रेखा आंतरिक से उद्योग स्टाफ और नेटवर्क की थी।

इस बात का पूरा अहसास था कि आंतरिक खरीद सफलता की पहली आधार शिला थी। दूसरी संप्रेषण रेखा थी क्रमवार कार्यान्वयन दिशा निर्देश जिसने अंततः एक हेण्डबुक का आकार ग्रहण किया। इस पुस्तिका में ग्राहक को सभी विकल्पों के साथ

एक व्यापक परिचालन दिशा निर्देशों की परिभाषा, कार्यान्वयन के विभिन्न लिंक पर विभिन्न एजेन्सियों की भूमिका और जिम्मेदारी के साथ साथ प्रयोग में लाए जाने वाले फॉर्म के फॉर्मेट और निरन्तर पूछे जाने वाले प्रश्न जैसी बातें हैं।

बाहरी संप्रेषण दृश्यमानता के स्तर के ऊपर और नीचे आयोजित की गई थी। प्रेस विज्ञापन, होर्डिंग्स, दिखाई देने वाले स्थानों पर पोस्टर्स, जन घोषणाओं, समुदाय स्तर पर केन्द्रित ग्रुप चर्चा आदि पूर्व आयोजित और सुरचित मीडिया उपकरणों के साथ कार्यान्वित किए गए। इसके बाद के चरण में टी वी विज्ञापनों और अलग अलग समय पर रेडियो जिंगल्स का प्रयोग किया गया। संप्रेषण और विज्ञापन प्रचार के लिए पेशेवर क्रिएटिव एजेन्सी के साथ पार्टनरशिप की गई। इन एजेन्सियों ने शानदार काम किया जो इसकी शीघ्रता की गति और उद्देश्य को स्पष्टता के अनुरूप था क्योंकि ये भी राष्ट्रीय महत्व की परियोजना से जुड़ कर गर्व का अनुभव कर रहे थे।

पहल के कार्यान्वयन की प्रमुख विशेषता थी पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय (एमओपीएंडएनजी) द्वारा प्रस्तुत भारत सरकार के सर्वोच्च कार्यकर्ताओं तथा तेल विपणन कंपनियों (ओएमसी) के पदाधिकारियों का जुड़ाव। संलिप्तता और प्रतिबद्धता की भावना क्रियान्वयन लिंक के अंतिम प्वाइंट तक बढ़ाई गई। माननीय पेट्रोलियम मंत्री व्यक्तिगत रूप से सभी गतिविधियों की निगरानी रख रहे थे, आदेश और संप्रेषण के स्तरों को समान कर रहे थे, प्रक्रिया को प्रत्यक्ष, अनुशासित और विशुद्ध बना रहे थे। सभी ओएमसी के टॉप मैनेजमेंट प्रति दिन बल्कि प्रति घंटे के आधार पर विकास कार्य की देख रेख में लगे हुए थे जो पहल के कार्यान्वयन को सर्वाधिक घटनापूर्ण और गुंजित परियोजनाओं में से एक बना रहा था। इसमें संगठन के सोपान के कोणों, जड़ता, अनिर्णय, विलम्ब आदि का कोई बंधन नहीं रह गया जो सामान्यतः सरकारी कामकाज की विशिष्ट कमियां मानी जाती हैं।

पहल को शीघ्रता से लागू करने की ऊर्जा और तन्मयता इस हद तक की कि नौकरशाही के स्तर पर रुपान्तरण की प्रकृति और उद्देश्य की शीघ्रता ने जन सेवा के लिए ओएमसी को पूरी तरह जकड़ लिया था जो स्पष्ट दिखाई देती थी और सभी द्वारा महसूस की गई यूएस प्रेसिडेंट ने भारत के नव निर्वाचित प्रधान मंत्री पर प्रशंसा के शब्द बरसाए कि उन्होंने इतने कम समय में नौकरशाही को हिलाने का काम कर दिखाया है। पहल के क्रियान्वयन ने भारतीय नौकरशाही के सभी अच्छी रूपांतरित संस्कृति का प्रदर्शन किया जिसमें पीएसयू शामिल है।

प्रत्येक ओएमसी के मुख्यालय में समर्पित स्टाफ को लेकर एक कंट्रोल रूम शुरू किया गया है। ओएमसी को छोड़कर एक राष्ट्र व्यापी समानान्तर तदर्थ पहल कार्यान्वयन टीम गठित की गई। ऐसा पहले कभी नहीं हुआ और यह पहला अनुभव था। देश के 676 जिलों में से प्रत्येक को जिला समन्वयक और जिला संरक्षक को सुपुर्द किया गया। पदाधिकारियों की यह दो स्तरीय तेल उद्योग टीम जिलों के लिए एक अम्ब्रेला टीम थी जिसकी जिम्मेदारी जिला स्तर पर जुड़ी सभी एजेन्सियों के साथ समन्वयन कर सभी मुद्दों का समाधान करना था जैसे एलपीजी वितरक, ओएमसी पदाधिकारी, बैंक, जिला प्रशासन और यूआईडीएआई। जिला समन्वयक को खास कर पहल समन्वयन और कार्यान्वयन के लिए जिला मुख्यालय में रखा गया था। उसे जिला संरक्षक का समर्थन और पर्यवेक्षण प्राप्त होता था जो सामान्यतः ओएमसी का वरिष्ठ कार्यकारी व्यक्ति होता है। इस गठन ने किसी भी परियोजना स्थल पर आवश्यक महत्वपूर्ण एकीकृत आदेश और जवाबदेही प्रदान की है। इस मामले में स्थल के रूप में जिला और परियोजना के रूप में पहल था।

एक मजबूत परियोजना अनुरक्षण

किसी भी परियोजना के अनुरक्षण के महत्वपूर्ण अंगों में होता है उसकी प्रगति और प्रदर्शन पर ऑन लाइन विश्लेषण और यह पहल जैसी परियोजना के लिए और भी जरूरी हो जाता है जहाँ इस परियोजना को लागू करने में अनेकानेक एजेन्सियों संलग्न हैं। सबसे पहले एलपीजी उपभोक्ता की मूल जानकारी देना जैसे सेल नम्बर, बैंक विवरण, बैंक की शाखा और यूनिट आईडेंटिफिकेशन या तो आधार नम्बर या प्रत्येक एलपीजी उपभोक्ता के लिए निर्मित यूनिट आईडी नम्बर ये सारी जानकारी प्रत्येक एलपीजी उपभोक्ता से प्राप्त करना और जमा करना। एलपीजी वितरक के फ्रंट एन्ड पैकेज और प्रत्येक की बैंक शाखा में प्रस्तुत करना।

फिर इसे एक विस्तृत आईटी प्रणाली द्वारा सत्यपित और एकीकृत किया जाएगा। जिसमें 346 बैंक, नेशनल पेमेंट कॉर्पोरेशन ऑफ इंडिया (एमपीसीआई) और प्रत्येक ओएमसी का बैंक एन्ड आईटी सिस्टम जुड़ा हुआ है। प्रत्येक स्तर पर किया जाने वाला सत्यापन उपभोक्ता के स्तर पर दिखाई देना चाहिए जिसे अधिकारियों की विशिष्ट टीम द्वारा देखा जाता है। असफल मामलों को सुधार के लिए विशिष्ट एजेन्सियों में अधिसूचित किया जाएगा। सभी स्तरों पर समर्पित दलों में अधिसूचित किया जाएगा। सभी स्तरों पर समर्पित दलों को ऑन लाइन डेटा सोर्स को देखने की सुविधा प्रदान की गई है। इसके अलावा मुख्यालय टीम द्वारा विशिष्ट प्रयोक्ता अनुकूल रिपोर्ट तैयार की जाती है और लक्षित ग्रुप को देखने के लिए भेजी जाती है। विशाल अनुरक्षण रिपोर्ट तैयार की जाती है और सर्वोच्च स्तर पर ओएमसी तथा पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय द्वारा सही पाई गई रिपोर्टों का अनुरक्षण किया जाता है।

‘पहल’ पे दिल खो गया

LPG Projects हमेशा से रहे हैं
ईआरपी के लिए exciting,
और सभी initiatives रहे होंगे LPG business
के लिए और भी challenging,

पर इस बार कुछ नया ही होने वाला था,
देश निर्माण का जिम्मा हम पर सौंपा जाना था ।

जब मंत्रालय की announcement और
business की requirement आयी,
हमने भी पारखी अपने technical कौशल की
गहराई, हमें ‘पहल’ की हलचल को समझना था,
और एक quality software solution को
खोजना था ।

हर पल बदलते scenarios और हर रोज़ की
meetings ने हमें बहुत थकाया,
पर हम भी कम नहीं - हमने इस सपने को साकार
करने का उत्तरदायित्व उठाया,

Successful All India rollout –
यह हमारा लक्ष्य था, और
लगातार मेहनत करना ही हमारा अभिप्राय था ।
Seeding बढ़ाने के लिए
हमने अपने रातों की नींद गवाई,
System को हमेशा up and running
रखने की कसम हम सभी ने खाई,

CTC उपभोगताओं की संख्या का प्रतिदिन एक नया
record स्थापित हो रहा था,
और भी पेचीदा processes से भरा कल, हमें अब
दिखाई दे रहा था ।

मुझे नींद ना आए - मुझे चैन ना आए
‘पहल’ के हल मे न जाने कहा दिल खो गया,
नींद गलती से आए तो भी कोई फोन करके उठाए,
‘पहल’ के हल मे न जाने कहा आधा साल खो गया ,

दोस्तो से दूर - परिवार से परे होने के बाद भी यह
DBTL कुटुंब हमारा सदैव साथ निभा रहा था,
Implementation के जटिल रास्ते पर ये Team-
work ही था - जो हमें प्रोत्साहन दे रहा था ।

क्षेत्रीय भाषाओं में SMS भेजने से हुआ हमें तेलगू -
तामिल का भी ज्ञान,
बैंक - NPCI इत्यादि ने भी हमारा खींचा घान,
प्रचंड data का आदान प्रदान और उचित घर मई
लक्ष्मी को विराजमान करना था,
इस मुहिम को उसके शिखर पर पहुंचना था ।

‘पहल’ की इस कोलाहल में हमने बहुत कुछ सीखा,
स्कूल - कॉलेज के किताबी गणित विज्ञान के आगे
की दुनिया को भी देखा,

लोग कहते हैं यात्रा - अंत से अधिक
महत्वपूर्ण होते हैं,
तभी तो मेरे दोस्तों, ‘पहल’ की Picture
अभी और बाकी है - अभी और बाकी है !

- रूचिर देशकर
ईआरपी, मुंबई



पहल स्कोर कार्ड

इस कहानी को समाप्त करने से पहले पहल ने आधी दूरी तय कर ली है। सबसे महत्वपूर्ण बात है कि इसने एक गति पकड़ ली है और विश्वास अजित कर लिया है। दुनिया की सबसे बड़ी मल्टी एजेंसी समन्वित परियोजना में से एक और देश के 166 मिलियन परिवारों के जीवन को छुने वाली यह परियोजना अपने भविष्य के साथ मिलने को तैयार है। अभी तक सिस्टम के वेब से 6335 करोड़ रू निकल चुके हैं और सही खाता धारकों, उचित ग्राहकों और एलपीजी सिलिंडरों के खरीदारों के पास पहुंच चुका है। हालांकि अधिकारिक रूप से इसके शुरू होने की तारीख 31 मार्च 2015 है तथापि यह प्रक्रिया समय सीमा से कही पहले अपने गौरवशाली नतीजे के लिए पूरी तरह तैयार है। बीपीसी में हम एक बार फिर पूरी तरह आश्चर्य है कि हमारी एकत्रित क्षमता के आगे कोई भी काम बड़ा नहीं है। एक और मेगा प्रोजेक्ट की पूर्णता, आंतरिक और बाहरी पणधारकों को शामिल करना जैसी बातें कंपनी की उपलब्धियों के ताज में एक और रंगीन नगीना बन कर शामिल हो चुका है।

पहल, एक अनोखा समरूप अभियान

सभी एलपीजी उपभोक्ताओं को एक समरूप नेटवर्क के अंदर लाने के लिए तेल कंपनियों द्वारा साकार किये जा रहे राष्ट्रीय मिशन “पहल” (प्रत्यक्ष हस्तांतरित लाभ) यानि एलपीजी सब्सिडी के लिए डायरेक्ट बेनिफिट ट्रांसफर स्कीम का लक्ष्य १५ करोड़ एलपीजी उपभोक्ताओं को इसमें लाना है। अन्य देशों में जहाँ इस तरह के मिलते-जुलते प्रोग्राम हैं जैसे चीन, मैक्सिको और ब्राज़ील की तुलना में शायद यह दुनिया का सबसे बड़ा केश ट्रांसफर प्रोग्राम है। पहल के प्रभावी कार्यान्वयन ने निःसंदेह भारत सरकार को बहुत बड़े आत्मविश्वास से भर दिया है। वस्तुतः इसके कार्यान्वयन की गति और सटीकता ने देश में इससे मिलती-जुलती अन्य सब्सिडी के लिए भी नए रास्ते खोल दिए हैं जैसे केरोसीन, खाद्य और उर्वरक।

एक उच्च स्तरीय बैठक में माननीय पेट्रोलियम एवं प्राकृतिक गैस मंत्री श्री धर्मन्द्र प्रधान ने माननीय प्रधान मंत्री के समक्ष एक प्रस्तुतीकरण किया जिसमें बताया गया कि किस प्रकार इस योजना के अन्तर्गत एलपीजी सिलिंडरों को बाजार दर पर बेचना सुनिश्चित किया जाता है और अधिकारी ग्राहक सीधे अपने बैंक खाते में सब्सिडी की रकम प्राप्त करते हैं। ग्राहक को या तो आधार कार्ड के नम्बर या बैंक खाते के नम्बर के साथ जोड़ा गया है और इस प्रकार के पारदर्शी परिचालनों से न केवल विषयन कम होगा बल्कि डुप्लिकेट या बोगस एलपीजी कनेक्शन की समस्या भी दूर होगी।

पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय, विपणन के संयुक्त सचिव डॉ. नीरज मित्तल द्वारा जारी प्रेस रिलीज में माननीय प्रधान मंत्री के विचार उद्धृत किए गए हैं कि जन-धन योजना के बाद, पहल दूसरी सबसे बड़ी योजना है जो अर्थ-व्यवस्था को लाभ पहुंचाएगी और माननीय प्रधान मंत्री ने इसको सफलतापूर्वक लागू करने के लिए अधिकतम सहयोग की बात की है। प्रेस रिलीज प्रशंसा के इन शब्दों के साथ समाप्त होती है, ‘प्रधान मंत्री ने इस योजना को सफलतापूर्वक लागू करने के लिए तेल पीएसयू एवं डीलरों के स्टाफ तथा मैनेजमेंट के प्रति आभार व्यक्त किया और उनकी सराहना की।’

इसके बाद जब पहल योजना के तहत जनता की सूची ने १० करोड़ का आंकड़ा पार कर लिया तब माननीय प्रधान मंत्री श्री नरेन्द्र मोदी ने सभी सदस्यों को व्यक्तिगत रूप से एसएमएस भेजे और विभिन्न लोक मंचों से इसके बारे में बात की। उन्होंने इसकी अत्यंत तारीफ की और इतने कम समय में इस अतुलनीय योजना के अन्तर्गत इतने विशाल नामांकन को देखने के बाद अपना विश्वास भी व्यक्त किया।

बीपीसीएल ने इस योजना के कार्यान्वयन में एक बहुत महत्वपूर्ण भूमिका निभाई है जो एक सबसे बड़ा राष्ट्रीय मिशन है और जिसमें दुनिया में सर्वाधिक लोगों को पहली बार एक साथ लाया गया है। जर्नीज को बीपीसीएल द्वारा पहल लागू करने का विवरण आपके समक्ष प्रस्तुत करते हुए अत्यंत खुशी है जो केवल एक कहानी नहीं है, बल्कि बहुत सारे दिलों की अलग अलग कहानियाँ हैं जो इस अनोखी ‘पहल’ के लिए एकत्रित हुए थे।

आईए इस पत्रों को पलटते हुए महसूस करें एक नई दिशा, एक नई पहल और क्यू बीपीसीएल राष्ट्र के लिए मिशन का एक हिस्सा बन कर अभिभूत है।

- टीम जर्नीज

अपना धन पाओ जन धन बचाओ

देश के विकास को मिली एक नई दिशा

आज ही अपने एलपीजी कनेक्शन को डायरेक्ट बेनिफिट ट्रांसफर फॉर एलपीजी (DBTL) के लिये पंजीकृत करें और सब्सिडी की राशि सीधे अपने बैंक अकाउंट में पायें, यह योजना 1 जनवरी 2015 से संपूर्ण भारत में लागू हो जायेगी.

इस योजना का लाभ लेने के लिये निम्न विकल्पों में से एक को चुनें:



अगर आपके पास आधार है तो आपको अपना आधार नम्बर अपने बैंक एवं एलपीजी वितरक को देना है.



अगर आपके पास आधार नहीं है तब आप अपने बैंक का विवरण अपने एलपीजी वितरक को दे सकते हैं अथवा अपना 17 अंकों वाला एलपीजी पहचान क्रमांक** अपने बैंक** को दे सकते हैं.



अगर आपके पास बैंक खाता या आधार नहीं है तो अपने निकटतम केन्द्र* पर बैंक खाता खोलने/आधार पंजीकरण के लिये जायें तथा फिर पहल में पंजीकरण कराये.

अगर आप पहले DBTL योजना से अपने बैंक खाते में एलपीजी सब्सिडी प्राप्त कर चुके हैं तो आपको कुछ नहीं करना है.

- उक्त प्रकार से पंजीकरण न होने पर उपभोक्ता योजना लागू होने की तिथि से 3 महीनों की अवधि तक रियायती दर पर सिलेंडर प्राप्त कर सकेंगे.
- इस अवधि के बाद सिलेंडर बाजार मूल्य पर मिलेंगे और उपभोक्ता को सब्सिडी तभी मिल पायेगी जब वह अगले 3 महीनों के भीतर 'पहल' योजना में पंजीकरण करा लेगा.
- 'पहल' योजना में अपने पंजीकृत होने की स्थिति को जानने के लिये www.MyLPG.in पर जाकर अपनी गैस कम्पनी के नाम (Indane/Bharat Gas/HP Gas) पर क्लिक करें.

* विस्तृत जानकारी या मार्गदर्शन के लिये अपने एलपीजी वितरक को सम्पर्क करें या टोल फ्री नम्बर 1800-2333-555 पर कॉल करें.

** 17 अंकों वाला एलपीजी पहचान क्रमांक तथा बैंकों की सूची आपके एलपीजी डिस्ट्रिब्यूटर के पास से या www.MyLPG.in पर जान सकते हैं.



पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय
भारत सरकार



Digital Photo & Movie contest for
BPCL Dealers & Distributors (SEASON-3)

Bharatgas Moments!

Send us your special family moments that were made richer by the food you served and the love you shared with the magic of Bharatgas! And then follow us on FACEBOOK to see the magic you create!!

To win exciting prizes in PHOTO and MOVIE categories, invite your friends, family and customers to LIKE them on Facebook. The picture/video that receives maximum LIKES will get the PEOPLE'S CHOICE prize. "PEOPLE'S CHOICE" and TOP 2 entries from each region will also be covered in an exclusive FEATURE in JOURNEYS. We also have assured commendations for Sales Officers who promote maximum participation.



PEOPLE'S CHOICE WINNERS
PRIZES WORTH RS.25,000/- EACH
& OTHER PRIZES TO BE WON



FAMILY SELFIE

A happy family moment before, after or during a meal cooked with Bharatgas!



Image format : JPEG/TIFF/PNG
Image Size : 1 MB (min)
Resolution : 200 dpi (min)
Description : English (Word Doc)
No.of entries : One

KHAAKE KAHO, YA GAAKE

A short film on why Bharatgas is all about cook food, serve love and makes life magical!



Duration : 5 mins
Narration/Music : Any language
Short description : English (Word Doc)
No.of entries : One

COMPULSORY PARTICIPANT PARTICULARS :

Name, Dealer/Distributorship Name, CC No., Territory & Region, Contact No.; and Name & Contact Number of Sales Officer.

Follow the contest on FACEBOOK

How to participate :

- Mail your entries to bpclcontest@gmail.com
- Only qualifying photos and movies will be posted on BPCL FACEBOOK page
- Online poll will be during specific time/dates mentioned on Facebook
- Photo & Movie that receive maximum "LIKES" will win "PEOPLE'S CHOICE" prizes.
- Entries with maximum LIKES in each region will receive special mention
- All entries will be BPCL property and used for positive conversations by BPCL .
- Details : www.bharatpetroleum.in & www.facebook.com/BharatPetroleumcorporation

HURRY! LIKE, SHARE AND FOLLOW BHARAT PETROLEUM.