

# JOURNEYS

Energising Dealers & Distributors

जर्नीज़ | 2018



**We Can Do It!**





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# Editorial

Now that the financial year 2017-2018 comes to a close we can take a deep breath and write down our goals and ambitions for the year ahead and also celebrate and bask in the success of all that we have achieved in the previous year. We celebrated Women's Day on 8th March and this is a special issue covering stories of successful women who have made a difference.

If you were to look at our cover page it gives a reflection of what is presented to our dear readers. The central image is of "Rosie the riveter" who is a cultural icon of World War II, representing the women who worked in factories and shipyards during World War II. Rosie the Riveter is used as a symbol of American feminism and women's economic power. Clockwise from the top we have "Amelia Earhart" the first woman to fly solo across the Atlantic (1932). Earhart became a public favorite among aviators of the time. Earhart also urged the public to encourage and enable young women to become airplane pilots themselves.

Now that we have got a gist of where we are headed, the next iconic photo is of the "The Iron Lady" Margaret Thatcher. She was the longest-serving (1979 to 1990) and first women Prime Minister of great Britain. A Soviet journalist dubbed her the "Iron Lady", a nickname that became associated with her uncompromising politics and leadership style. This is followed by Dr. Janaki Ammal, the first Indian woman to receive a doctorate in Botany overseas. At a time when female education was in a very nascent stage, Janaki Ammal Edavaleth Kakkat made history for India by becoming the first Indian woman to receive a D.Sc. (honorary doctorate) overseas. Receiving this degree before independence of our country is no small feat.

The next two women are those, women for whom sky was not the limit. Valentina Vladimirovna Tereshkova is a retired Russian cosmonaut, engineer and politician. She is the first woman to have flown in space, having been selected from more than 400 applicants and five finalists to pilot Vostok 6 on 16 June 1963. Last but not the least is Junko Tabei was a Japanese mountaineer. She was the first woman to reach the summit of Mount Everest and to ascend all Seven Summits by climbing the highest peak on every continent.

Since our cover page is dazzled with these heroic ladies, we have in store for you an enchanting line of interviews to soak into and be energized to catapult into the future. If you liked reading happily ever after stories, then we have a delightful number of strong minded, courageous and brave women who have fought it out to reach the summit. We bring to our readers this special edition dedicated to BPCL women dealers and distributors.

As part of Corporate Social Responsibility, BPCL has under taken several initiatives for empowerment of women which have been covered in this issue for our readers.

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# Interviews

*"I am a woman and  
I am proud of myself"*

Smt. GOMA SAGAR, M/s. Sagar Gas Agency,  
Khandela, Rajasthan



All that we can say or rather give Smt. Goma Sagar is an army salute, because she is absolutely deserving of that praise and admiration. She is definitely an epitome of bravery and heroism.

M/s. Sagar Gas Agency (LPG) has been associated with BPCL from the year 2000 and has a remarkable consumer base of 32,152 and counting. Her agency caters to an area of around 25 kms.

## Her Journey :

"When the erstwhile Sales Officer Shri P. C. Kotiahad arrived at my house for physical verification, I couldn't believe that I had been selected. At the start of interview I had met almost all the candidates and I was aware that besides me nobody had the complete knowledge about Khandela's geographical condition. I then appeared for the interview fully prepared. I was asked why should I be considered for selection. To which I replied that I should be selected because I have the business acumen, confidence, knowledge of the area and about the business to excel.

I have constantly received support from BPCL Officers at each step. Corpus fund availability for conducting business was very helpful for a single women like myself. Also regular training was provided by erstwhile Officers (Shri Deepak Jain & Javed Sir) inculcating a feeling of being a part of the family, which provided constant support, co-operation and encouragement.

I have always strived very hard to achieve the targets fixed by BPCL. All Govt. Schemes have been well implemented. It was indeed a great honor for me to lead BPCL from Rajasthan in "Ujjwala Panchayat" organized at Rashtrapati Bhawan, New Delhi. I even received a great opportunity to visit Rashtrapati Bhawan, along with Ujjwala Consumers. I believe that my best achievement has been in meeting each target. I also undertake various social work activities to promote BPCL brand."

## Some statistics :

Total consumer as of 15.03.2018 = 32152.

Geographical reach - Approx radius of 25 km.

## Wonder Women :

"I never felt that managing LPG distributorship or any other work can be undertaken by males only. Khandela agency was not meant for SC category & not especially for women. Selection of woman under General Category itself was an achievement. In the beginning, I faced huge challenges from the Local Leaders. However I overcame these challenges sensibly and courageously and started operating the agency. I always considered myself to be equal to men. **I possess the strength and passion to work for 14-16 hours every day.** I am not distracted by any challenge. I conduct staff meetings and encourage them to work better than before and to keep improving. I feel that there is absolutely no work which cannot be done by women.

Also the operation of a LPG distributorship is very sensitive. A little mistake can cause heavy losses. Therefore, the work has

been divided among the staff of the agency for providing complete attention to one particular task. I also make sure that there is a review of job allocation every month. New initiatives are undertaken by my team to give better service to the consumers so that they can be satisfied. The staff is given the required trainings to increase their awareness and also to make sure that they are updated about all the latest initiatives and safety trainings from time to time. Each work is done as per the guidelines of the company. I can give time to my family by delegating work to my capable staff. In spite of this, if any adverse situation arises due to some unforeseen reason, I am always ready to face the situation."

## Quality all the way :

"Our mechanics are trained to visit the consumer's premises and install the pressure regulator. They further communicate critical safety precautions to the customer and about the sensible and vigilant use of gas. Also, our mechanic makes sure that the sticker containing Suraksha Panch mantra as well as the information about the use of gas is pasted on the wall of the respective customer's kitchen for their ease and ready reference. We also build awareness about the use of gas among the consumers by conducting safety camps from time to time.

My staff and myself assure the consumers about the best services from brand BPCL as well as extend this co-operation towards the customer 24 X 7."

**Innovative :** "Each officer/employee working in BPCL as well as the agency staff believe the consumer as it's family member. We listen to consumers, take suggestions from them for better services make sure the same is implemented immediately and completely. We convince them that we are always ready to provide the best service. (Programme such as, birds nest, plantation, safety camps in the school, providing water to the animals throughout the year and awareness among the consumers through vehicle rally). We invite suggestion from consumers by organizing competitions every year on the following topics :

1. Questionnaire related to cleanliness on use of gas.
2. Questionnaire on safety points of using gas.
3. Questionnaire on why girl education is necessary and save daughter, educate daughter.
4. Questionnaire on tree plantation, benefits of plantation, disadvantage of loss of trees.
5. Questionnaire on need of Sports for a healthy body."

**Caring :** "The consumer care service is provided 24 X 7. The mechanic as well as the trained staff are always ready to provide the best service."

**Reliable :** "I believe that I am the distributor of BPCL. No other



company can match its reliability. The acronym of BPCL can be further elaborated to define its reliability **B-Behavior, P-Promise, C-Caring, L-Loving.**

These characteristics of reliability are put forth towards the consumers by the following actions.

1. We always check the cylinder & deliver to the consumer.
2. We make sure that the cylinder is weighed and has the correct quantity of the gas as promised.
3. We strictly bill as per the stipulated prices only.
4. Most important is that we do not stick to only transactional relationship with our customers but we also treat them as family members. We assure them that each link is important in this chain. It is our duty to provide the best service & we are always ready to reiterate this trust."

### Have been there and done that :

"Most of the customers purchase a single cylinder as they are incapable of purchasing two cylinders for backup. Often we receive calls where customer has consumed all the gas midway when cooking and then they call the gas agency for an immediate refill. We have to heed to such immediate requests as we need to cater to our customers who often tell me that since I am a woman I know how difficult it is to manage without gas for an entire day.

Another idea that we implemented to help women of poor families to receive uninterrupted gas supply was by facilitating DBC on installments. And we made sure to provide these facility to as many customers who were comfortable with such a payment method.

So far, I have implemented every suggestion given by the consumers to help serve them better. Their continued trust and reliability on me is my motivation and I consider it as my duty."

### On a personal note :

"Being a woman I am proud of myself. I would like to tell all the women of India irrespective of their religion, caste, age that:-

First of all you must love yourself, know yourself, analyze your qualities with calm mind and when you are done with this honestly, believe me nothing can stop you from being successful in your respective fields.

Women always talk about equaling with men. I would suggest that first you remove this notion or feeling of not being equal with men and then see and feel the things. You will find that you are no less than men. You have the courage, power & competency to confront every challenge and you are complete in yourself. **Get all the information before**

### starting any work, give priority to your choice of work and slowly march towards your goal.

We all know that reaching to the roof requires that we have to climb each step, for which we require to have patience. Rise and fall is a bitter truth of life. Whenever you feel the fear of failure/disappointment, keep your eyes on the steps and always keep reminding yourself the example of the slow and steady effort of ants. Success will be yours."

### Deeper trust in life : "The night of Dec 4, 1983 was a nightmare for me which was worse than a cyclone. **My husband ousted me along with my three daughters in the desire of a son.**

Before that night I cannot call myself weak, but yes I was tied in the relationship of a daughter in law, Sister, daughter etc. I took up the challenge of my daughters responsibilities and decided to do everything to make their future bright. There was no dearth of misleading and discouraging people who wanted to take advantage of a single mother. Cruel Words were hurled at me. I have been through many ups & down in my life. Nevertheless, I never deflected from my purpose and goal. As days passed by my hard work lead me from daily commuting by foot to a Cycle followed by a Luna scooter to a car and my journey has kept moving forward. I never lost courage and I kept believing in myself and have always maintained a positive attitude. Whenever I came across a disappointment or failure, I probed about the various reasons for the negative outcome and amended those short comings. In this way I kept on fulfilling my goals. I firmly believe that my hard work became my strength.

The first and last formula of my life is to have confidence and belief in oneself. The witness of my hard work and success are my daughters who have excelled in their lives in spite of having undergone rejection from their own father and family. Today they hold a decent and admirable position in life.

**My eldest daughter is the Principal of a Govt. C.S. School, Govt. of Rajasthan.**

**My second daughter is a Chief Accounts Officer who works for the Govt. of Rajasthan.**

**My youngest daughter is an Air hostess flying with Air India, Central Govt.**

Deep belief in oneself, cannot be given by anyone it needs to be brought out from within. Normally people say that they get scared. However, I never got scared nor got distracted. Always looked at the goal, worked towards it and adhered to my duty as proprietor and mother with lots of planning and with sincere honesty and dedication."

*Special Thanks to - Rajwinder Singh (Territory Manager, LPG)  
Sukriti Gupta (Assistant Manager Sales)*



*"Dream big and then  
have the courage to live  
by your dreams."*

LEENA HEBLLE, M/s. Aditya Enterprise, Mumbai

With a charming smile and an office speaking out her wondrous journey with BPCL. Here is Leena Heblle an entrepreneur and an altruist at heart who has defied the most painful and tough days in her life to emerge as one of the finest and committed stakeholder of BPCL.

M/s. Aditya Enterprise is located in Mumbai and encompasses a customer base of Dadar and Matunga. It currently caters to a whopping 17000 households in this residential and shopping suburb of Amchi Mumbai. M/s Aditya Enterprise has been an extremely dedicated dealer of BPCL for 34 glorious years.



### Her Journey :

"I was a young widow of a fighter pilot, I had a very big dream which I shared with my son of making him a pilot. I did not have any means or plan how I was going to achieve it, but I had tremendous courage to take the challenge. I singlehandedly started with baby steps initially, became an entrepreneur, set up my distributorship, reworked the strategies and finances time to time, and took all personal and business challenges in my stride till I finally managed to achieve the goal and today I am a proud mother and successful member of BPCL fraternity."

### Becoming better than the best :

"Since the business was started by me, my emotional attachment with BPCL distributorship is like that of a parent and a child. I have had a long enriching association with BPCL for 34 years where I have evolved to be a successful entrepreneur and learnt to tackle all complex issues of running a distributorship and face challenges of changing environment. **I have invested a lot of time in training my staff into all aspects of running the distributorship** so in critical family emergencies, they stand by me because they are also treated as part of my extended family.

BPCL has helped me to upgrade my knowledge by conducting training programs and nominating me for Nirma Institute of Management for Entrepreneurship courses to broaden my vision. This enabled me to align my objectives with the brand value of BPCL and bring about a more strategic way of achieving the goals instead of merely restricting my role as a distributor. BPCL have always encouraged us in our endeavors and I truly appreciate the fact that BPCL recognizes our efforts by organizing distributor awards annually which further motivates us in achieving further milestones in our customer service."

**Girl Power :** "I have never once felt that women have any disadvantage compared to men. On the contrary I feel we are at an advantage as we can relate to the housewives more than men and can understand their problems and can empathize with them. I always put myself in the customer's shoes and see how I would like to be treated and we give the same level of service to the customers so they are always happy with us. We can deal with every problem with honest intentions and confident body language with positivity, the solutions come easily however difficult and unsurmountable the problem may appear initially."

**More than business :** "I have been connected with 17000 families in my geographical area of Dadar & Matunga and this gives me innumerable opportunities to touch lives of the under privileged, cancer patients, orphans, specially abled children and senior citizens. We normally conduct safety programs, celebrate Christmas and other festivals in Orphanages, visit blind school and felicitate teachers on

Teacher's day for their contribution to society. It gives me a purpose in life and a sense of well being helping society at large in our own way. We have provided cylinders to mothers of cancer patients who come to Tata Memorial Hospital and assist them in finding temporary accommodation till the treatment is done. I had donated some amount in a Blind school on their annual day and was invited to have lunch with the blind girls and it is so touching when each one shakes your hand and says thank you. When we touch upon their lives, it creates an immense brand value. We have celebrated festivals with Parsi customers by visiting their houses with a small packet of sweets on Parsi New Year day and distributed Til Gud on day of Makar Sankranti to each customer who comes to the showroom. On Eid, we have gone to Muslim locality and visited few customers with sweets to bond with common consumer. Small gestures like these go a long way in building rapport and respect for each other especially when it comes as a surprise to the customer. We have distributed Xmas caps to orphanages when they have their Christmas celebration and I feel such things add a lot of brand value in the market."

### Quality at its best :

"Our staff has been attending safety programs conducted from time to time by BPCL and in turn we conduct safety programs to educate our customers. My delivery staff has been with us for very long and they do pre-delivery inspection before delivering the cylinder."

**Innovative :** "When an enquiry for new enrolment comes, we use technology and get the documents sent on whatsapp and the enrolment process is made quicker. These little gestures makes our brand a household name, and recall value of the brand is at the highest level because it becomes a direct connect with the customer."

**Caring :** "Every outgoing customer who comes to take his transfer papers is asked for feedback if they were happy over the years and my cabin is always open for any customer who wants to share his concern or grievances and patient hearing is given so customer feels that we are genuinely concerned, and corrective action can be taken immediately thereby keeping our customer service at the highest level."

**Reliable :** "The cylinders are delivered at the right price, right quantity and at the right time when the customer needs it. It is the most trusted brand as they are assured of all these three promises. In spite of stiff competition we have managed to retain our commercial sale in the small geographical area and have developed personal relationships with them with assurance of service."

**Power Quote :** "Believe in yourself and give your 100% in whatever you do. Do not underestimate the power within you. Do your best and then leave the rest to the divine power to show you the right path. Dream big and then have the courage to live by your dreams."

*Special Thanks to - Deepak Jain (Territory Manager, LPG)*



*“When it comes to empowering women let it begin from our homes”*

Smt. SAROJ RATHORE,  
M/s. Ambika Gas Service, Jaipur

Simplicity is the key to attain ultimate excellence. Smt. Saroj Rathore is an exemplary role model that personifies this saying. With a calm mind and a focused mindset she has made us believe that nothing is impossible in life if you have the will to overcome obstacles and make it to the finish line.

M/s. Ambika Gas Service is located in Jaipur and has touched the lives of an overwhelming 55000 customers. It has made BPCL's presence strongly felt through her outlet and caters to a geographical reach of 15 kms. Let us have a look at this inspiring story of Smt. Saroj Rathore.



### Her Journey :

"My association with BPCL has been for past 28 years. My distributorship by the name of Ambika Gas Service got commissioned on 13th May 1990 and since then I have received a tremendous amount of support, guidance and encouragement from BPCL. BPCL helped me to overcome litigation and become a proud member of BPCL family.

The most challenging moment was in the year 1999 when my customer base was 8000 and new connection wait list was 18000. Moreover tragedy struck at around the same time in my life when my husband met with a major accident. The accident lead to a deeply agonizing state for me and my husband who was now bed ridden due to the grievous injuries that he suffered because of that unforetold accident.

However I took on this challenge in my life and learnt the art of work life balance. With the support of my sincere dedicated team, we not only achieved a goal of 23000 customers in spite of going through this grievous turmoil but also succeeded and made history."

### Setting the mindset :

"I personally don't feel gender as a handicap. **The change in thinking starts within you, knowing yourself well since you are the best judge of your strength, weakness, ambitions and fear and let these guide in your life.** Hiring best person for the job and keeping result oriented staff and motivating staff for their meritorious services. Every day is a new learning, new experience with new challenges and opportunities and solving the issues as per the situations and circumstances as and when they arise.

When your profession becomes your passion then there is no looking back and you will manage your work however challenging the task may seem in any field. I manage my work through second ladder management system. I am a strong believer in team work and having efficient employees and make them responsible for their work and then monitor their tasks and select the right people with the required competence for the right work. My principle of work life balance is it co-exists in us and can't be compartmentalized giving 100% to everything that is laid down in front of me; whether it is office, children, family or field work."

### Service at its best :

Here's how M/s Ambika Gas Services has made it to the

forefront in acquiring its loyal customers. Tip from the proud owner herself.

"We adhere and make sure that all our new connections undergo Pre Dispatch Inspection both at customer's premises as well as at the godowns. We can boast that till date our PDI is 100%. Since safety is of the highest cadence Safety talk and leakage checks are carried out constantly whenever delivering cylinders at the customer's premises. We have been creating awareness of surakshake 5 mantra to the customers through delivery men. Safety clinics have been organized on a regular basis covering the geographical area one at a time.

We have been evaluating regularly a sample of 10 % of the numerous feedback received from the customers. This helps us to identify the shortcomings in the service provided and also rectify the mistakes at the source which further helps to improve our services."

When asked about how M/s. Ambika has been assimilating the brand promise in their everyday dealings. Prompt came the reply.

#### *Innovative :*

"Organized B.C.C meet, safety clinic, camps at rural areas spreading safety message by distributing safety CD to the Customers."

#### *Caring :*

"We have segregated the staff and each has been assigned with different roles at the office for ease in sorting the incoming queries. The office and delivery staff have been trained with special behavioral training so that a cordial and customer centric communication is maintained with all our customers."



**Reliable :**

“We have been continuously striving to achieve the best in terms of both quality and quantity to both BPCL and our valued customer.”

**The difference :**

"This life time experience goes back to the year 1995-96. My Distributorship had just opened in the morning and this incident took place at Sikar road Jaipur. Also my office is located at the same place. One of my mechanics witnessed an oil tanker on fire on the highway. He immediately with his presence of mind and with the help of other brave office staff took fire extinguisher from our office and doused the fire. This immediate action lead to the avoidance of a possible tragedy from taking place and thus saved the lives of many people who

were on the road. The people around took note of this incident and the on time efforts taken by my brave staff thus giving a boost to the image of our distributorship and in turn of BPCL which enhanced the business in multiple folds."

**Words of wisdom :**

- "I would like to give a message to all the women that glass ceiling exists only in our mind, Capability is the only ceiling.
- When it comes to empowering woman (charity begins at home). We together can start empowerment right at our own homes by encouraging our mothers, sister and wife to pursue their dreams & excel in the carrier. A whole hearted support from the family will boost their self-confidence and have transforming impact on their way of life."



*Special Thanks to - Rajwinder Singh (Territory Manager, LPG)  
Sukriti Gupta (Assistant Manager Sales)*

**Have a story to share? We will make it interesting!**

We are generating in-house videos on real life stories, capturing the social message in each story, ranging from hiring differently abled DSMs, to DSMs acting as a real life Santa by helping customers or spreading joy in more than one way. This also includes acts of generosity among the dealerships, when they provide fuel to the customers in state of natural calamity, such as Kutchh earthquake, and also, dealerships sponsoring education of their frontline staff, thus ensuring best service standards to the customer.

If you have done any such small act of generosity, overwhelmed customers, or done something different, discuss with your Sales Officer and write to us at [mendoncamelisaj@bharatpetroleum.in](mailto:mendoncamelisaj@bharatpetroleum.in) Our team shall come and shoot the story, which will be promoted into BPCL Social Media.

Also if you have any interesting stories, poems, photographs, paintings which you would like to see published in the next issue of the Journeys Magazine. Kindly forward the same at [mendoncamelisaj@bharatpetroleum.in](mailto:mendoncamelisaj@bharatpetroleum.in).



*"Don't give up."*

**MALA MOHAN**

M/s. Sri Venkatachalapathy  
Agencies, Chennai

Mala Mohan is a confident, dynamic and strong woman. She has the capability to turn any challenge into opportunity and come out victorious. As most of our other iron ladies who's inspiring and enlightening journeys have jolted us with new fervor and renewed hope.

Here is another life changing story shared by Mala ji to enable us to look at life with positivity and a never give up spirit. M/s. Sri Venkatachalapathy Agencies began its service in the year 2000 and since then there is no looking back.

## Our Journey :

"My journey with BPCL began in 1999 when I was offered a dealership in north Chennai. Our outlet commenced in the year 2000. In the beginning our sales was 60KL per month. With a bridge being constructed on our road it was very difficult to improve our sales. But with proper guidance of BPCL officers and PFS training for DSMs we were able to provide good service and quality product to our customers.

Moreover with the support of our planning officers we were able to receive uninterrupted supply of loads at all times. Every month performance of all outlets is uploaded on the webmail. This helps us to know where we stand amongst fellow competitors and compete better.

BPCL also conducted many health camps and smart fleet promotion camps which helped us to have a better rapport with the transporters.

The most unforgettable moment was when we received awards for highest HSD sales for the year 2014-2015 and 2016-17 in Tiruvallur district."

## Making use of resources :

"During demonetization, many transporters had difficulty in running their business for short of money, at that time we helped many customers by providing credit/advance facilities until the cash flow normalized. These customers are still with us since then and this has helped boost our outlets performance."

## Clearing the air :

"Initially, I had a misconception that this environment will be male dominated but surprisingly it was not so, the surrounding had always been supportive and encouraging. I've had mentors both men and women, from the company as well as family side who had given me the right counsel to overcome difficulties. My children were very young when I entered this field.

Initially I found it difficult to manage work and personal life, but my husband always helped me manage the situation with a generous spirit. Now that my children have grown up they also assist me to manage some of my office duties."

## Being a brand custodian :

"Broken brand promises can have a significant impact on an organization's success. Today's consumers are media-savvy and increasingly skeptical of advertising claims. The Internet enables the consumers to instantly fact-check claims. When consumers encounter a broken brand promise today, they don't just complain about it to their spouse or neighbor. They can share that bad experience with the world. More than ever, in order to win new business and hold on to long-term customers, we make sure **we deliver the brand promises through 3 mantras *Inform, Inspire, Involve.***

To reiterate this I would like to share an incident. Once a Delhi based customer's trailer met with an accident in which the driver was severely injured and the vehicle damaged. The customer requested our help to handle the situation.

We made sure, our outlet manager was present at the accident site, admitted the driver in the hospital and made sure the cargo reached the destination on time. Later the customer thanked us for the timely help."

## Pearls of wisdom :

"My only advice is never give up. Giving up is very easy. It's a matter of seconds. Always try; if you try, paths will open.

There will be ups and downs. But, at the end of the day, you will find that you have done the right things, you've taken the right calls, and if there have been any hiccups midway, then so be it. Those are learning opportunities. Learn from them. Learning is the main thing, it should be your mantra. You should learn and just be there, hang in there.

Things will work out. Don't give up."



Special Thanks to - Aditya Prabu (Manager Sales)



*"Believe in yourself,  
you have great power"*

**BHAVNA DESAI**

M/s. The Bombay Garage, Rajkot

Bhavna Desai is the most cheerful and vivacious person that you will meet. Affectionately called as Bhavna Ben. She is the third generation RO dealer of BPCL. M/s. The Bombay Garage (RO) is located in Rajkot, Gujarat since 1947. Even though the petrol pump is located at an unfavorable location it has made quite an impression with regards to sales in MS and HSD.

As we dive into the story of another women of substance let us discern that the women of this country are no ordinary persons but women having amazing potential to raise the bar and carry on a legacy with more effervescence and dedication to uphold the name of not only one but two families.

## Her Journey :

"We have been associated with BPCL since 1947. My grandfather began his journey by selling Petrol in cans. BPCL provided us with good support when we were facing a financial crunch. The Company encouraged us to do better by providing a canopy and added new pumps after the increase in the sale. Because of our respectable image and the decent name of our petrol pump our sale increased steadily and we improved from selling 35 KL to 700 KL MS and HSD from 40 KL to 600 KL. This remarkable increase in sale was commendable in spite of the restriction of having a one way traffic flow and no entry for heavy vehicles in the adjoining road of the petrol pump location.

**My Best moment of being associated with BPCL was when BPCL decided to make my pump a new generation retail outlet which was to be the first in Gujarat.** I have been awarded the first prize in Rajkot division."

## More than what meets the eye :

"In the beginning due to lack of confidence it was little bit difficult for me to manage this business. My mom also used to worry about me as I was new to this field and had very little experience. But with a firm will I began to interact with the customers and received a surprisingly unexpected response from the customers. They were communicating with me with a lot of respect and courtesy also BPCL treated me with a lot of co-operation and respect as I was one of the few lady RO dealers which was a rare encounter in this field. Apart from this I also faced a lot of other challenges when I took over, with regards to financial issues, staff recruitment at the pump and had to also manage my family. However since I was passionate to become successful at this venture I focused at my work and tactfully managed all these trying circumstances handling each problem day by day and growing in experience to finally reach this outcome.

I have worked very hard in building this successful RO and this was possible only with the help and support of my extremely dedicated team and also the enormous backing from BPCL. One advantage that I had was that the Pump was close to my home which helped in spending maximum time at the RO without having to spend time in commuting or worrying about late timings. Later on my husband also joined with me in managing the pump which further provided me with the support to run the Pump more smoothly and efficiently."

## The growth secret :

"We were maintaining the Quality and Quantity from the start,

so people had faith in us so we started to concentrate on the service criteria. We further added new facilities at the RO for the convenience and ease of the customer. We have a dedicated team for cleaning the windshield when the customer arrives at the RO followed by air tyre filling station and a convenience store."

If we were to dwell on the brand promises this is what Bhavana Ben has to say :

### *Innovative :*

"We have further enhanced the customer experience at the RO by launching a mega scheme to maximize any new initiative or program. In addition we have launched our own loyalty card for approximately 7000 customers by giving them the best possible benefits and this has been received with great response."

### *Caring :*

"Most of our customers are elderly and we know them personally since a long time. Whenever they come to our RO for a refill we frequently engage with them in casual conversations and send them messages in case of any offers that BPCL is providing and resolve any customer related issues. Even our DSM are associated with us from a long time and so many regular customers know them very well and prefer to get a refill from our outlet as they are comfortable interacting with them and also our DSM's are aware of their regular fuel requirements."

### *Reliable :*

"As earlier said we are maintaining excellent quality and quantity practice from the start, we also ask the customers to check the meter reading before filling fuel. Our DSM's always ask the customer to check the zero indicator and final reading. Because of our sincerity in serving the customer Bombay Garage is a trademark that is recognized in Rajkot city"

## Customers Confession :

"During one of the BPCL mega draw meetings one of our customer expressed that Bombay Garage has been providing the best service and he is a loyal customer since 30 years fuelling his vehicle at our garage only and won't fuel from anywhere else. I felt all my efforts were rewarded with this confession."

## Thought for the reader :

"I will say that Believe in yourself, you have great power. You can do everything, let your passion come out and look at achieving your goals and hence fulfill your dreams."

*Special Thanks to - Sumit Singh (Assistant Manager Sales)*



*"A strong woman  
is both soft  
and powerful"*

PREETI OMVINAYAK

M/s. Omvinayak Gas Service, Andheri, Mumbai

Young and determined but with a strong spiritual bent of mind, Preeti Omvinayak has a peculiar way of narrating her story. She seems to be a strong lady with "I can do it" attitude.

M/s. Omvinayak Gas Service (LPG), Andheri, Mumbai began in 1996 and now boast of a customer base of 44000 which is marvelous and an almost unsurmountable feat.

Let us then be ready to read another success story..

## The Journey :

"With the blessings of my guruji I began my operations back in 1996. My journey with BPCL for the past 22 years has been euphoric. Secondly, BPCL has always backed me with support and motivated me to operate substantially. There are numerous moments with BPCL which I treasure deeply but if I were to choose one then that would be the moment right back in 2002-2003 when I was awarded as the Best Distributor in entire Mumbai Territory and the feeling was phenomenal.

When we inaugurated M/s. Omvinayak Gas Service we began with 4000 domestic customers and 100 commercial customers and till date we have touched the lives of 44000 domestic customers and 1005 commercial customers. The operations of Om Vinayak are widespread in entire Andheri taluka, in North Mumbai up to JVLR till Sher-e-Punjab and in east from MIDC till Koldongari in West. Moreover, for commercial customers we provide our service even out of Mumbai.

Even In an urban city like Mumbai we have catered to 28 families who were economically backward and were using choolas for cooking. We relieved them from the sufferings of choolas by installing LPG cylinders which are subsidized and affordable to these families. It was truly a glorious sight when we saw the smiling faces of these family members."

## The support system :

"Without the blessings of my guruji and continuous backing of my family I wouldn't be able to achieve this feat. I think mental peace and family support is important for everyone to succeed in business be it men or women. Moreover, I do not consider any domain is either way dominated. I strongly believe in equality, for instance in a metro city like Mumbai there are women who have reached such heights where the men haven't reached yet. Additionally, the guidelines and support of Sales officer and Territory manager have also helped me in achieving my goals.

Om Vinayak is not only an organization it is a family. My staff, delivery men, mechanics and myself are the four wheels of our organization due to which it runs and each department is equally important. It becomes an easier task for me because of my high skilled manager and staff. Secondly, when it becomes difficult for me to make it to work I manage my work from home as the entire operations has been switched online which is trouble-free and convenient. Moreover, the support and continuous backing of my family have made my work more facile and plain-sailing."

## The business point of view :

**"Safety First is safety always,** we always promote safety and safety has always been our top priority. We have 100% success rate for installing rubber tubes. Furthermore we have conducted several safety promotion campaigns to bring awareness among our customers. Also we conduct free hot plate check-up camps.

**Innovative :** Om Vinayak is always known for innovations. Lucrative offers, special festive offers are some which we provide like gifting the traditional diya's on Diwali and dhoopi on Ganesh Chaturthi. Updated infrastructure is a mark of Om Vinayak like having sufficient and maintained vehicles.

**Caring :** "Caring causes a Ripple Effect". Assisting senior citizens in our locality in performing chores like paying bills, fast and before time delivery for senior citizens. Providing special services like the health card in which senior citizens get a discount on various health check-ups. We have a team dedicated for resolving customer complaints 24x7 as we mainly focus on customer satisfaction. Connecting with high end customers on various occasions like birthdays, festivals such as Diwali, Ganesh Chaturthi and providing insurance for drivers and also medi-claim for staff.

**Reliable :** Availability of all range of products like

- 5 kg
- 14.2 kg
- 19 kg
- 47.5 kg (LOT, VOT)
- BMCG (Bharat metal cutting gas)

PDI is done on regular basis. Our motto is first to connect with customer touch-points and satisfy our customers and then earn profits."

## The Witness :

"The service of Om Vinayak has been appreciated by many customers but one of them still remains etched in my memory. Mr. Shirke a teacher in Shramik Vidhyalaya appreciated the services, updated infrastructures, on time delivery and the modest behavior of our staff. He went out of the way and arranged a meeting with the principal of school and now we organize Drawing and Essay competitions in their school to promote our brand which allows students to showcase their respective talents. By involving with students we indirectly connect with their families which in turn helps in promotion of our BPCL brand. Moreover, I was also felicitated at the annual day program of Shramik Vidhyalaya. This appreciation motivates us to keep on improving and providing the best to our customers."

## Inspiring words :

**"In my point of view if a woman decides to do something nothing can stop her. She will find her way through overcoming all the barriers.**

A woman is always more equipped and stronger than a man both emotionally and mentally, a woman has more empathy towards staff and customers than a man and this allows a woman to get more connected with customers. "A strong woman is both soft and powerful".

*Special Thanks to - Deepak Jain (Territory Manager)*



*"She should not allow herself to be underestimated"*

HARSHADKUMARI

M/s. Shivshakti Gas Service, Guajrat

Harshadkumari is ambitious and a leader in her own way. She is a visionary and aims at achieving her dreams by taking into consideration the overall perspective. Standing up for oneself is what most women feel is not required, however the most important aspect and every women should be treated with respect and dignity irrespective of who they are and where they belong.

M/s. Shivshakti Gas Service has been associated with BPCL in fueling dreams for 34 years. They boast of a customer base of 25000 people which consist of both rural and urban households.

### Her Journey :

"It has been a long fruitful journey of 34 years now. As I walk down memory lane, I find myself looking back at lot of things that have touched my life. I hail from a conservative, protected Rajput family where women had minimum or no exposure, but as I got associated with BPCL, I started learning a lot. BPCL

was very supportive right from the beginning and with the Burmah Shell culture inculcated all over, it has been sheer bliss working for **BPCL which is rated by all distributors as the most customer friendly & customer centric company.** There is no one

particular best moment because my journey with BPCL has always been blissful. BPCL has been extending all warmth and support and has given me a platform to realize my passion of helping people. Not only have I learnt a lot at every step but have also progressed leaps and bounds. We have a customer base of more than 25000 customers with a marketing area admeasuring a radius of 30 kms. with many rural areas included."

### Being ahead of the crowd :

"Even before PMUY was launched we have been working with women of the rural areas. We have not only propogated against the use of wood but have also tried to help rural women in getting loans to procure a gas connection. In cases where families were of a low income group we have also helped them with the hotplates."

### Bringing in the change :

"As India is a typically male dominated society with our culture deeply rooted to male dominance, I have faced a lot of challenges in this field. Not only was I taken for granted by people at all times but was always underestimated for my business acumen. The biggest challenge has been to deal with people involved in doing deliveries to our customers. Since they are workmen who were deprived of education, it has been a challenge to communicate and inculcate good habits into them. It was always my dream to give an excellent service to our customers where we could deliver a cylinder within 24 hours of their booking. With a lot of patience and mentoring, we have been able to achieve it. We are very glad to say that we have a TDT of 0.5 days and are able to maintain it since the last few years. I have always lead by example and hence have been able to create a deep impact on them."

### Work life balance :

"The distributorship has been my passion and I have strived for perfection at every step of the way. I would not like to make any compromises on that front. So much so that **I have also shared my mobile number on the portal where I address every problem of any customer myself.** Being a woman also entails me to have the quality of doing multitasking in which I feel every woman has her expertise. I expect the same standards to be maintained at home as well. All these years of working in a systematic manner has brought about an excellent balance between the two."

### Being a perfectionist :

"We have tried to stipulate 100% Pre Dispatch Inspection (PDI) to be done at the customer's premises. The delivery personnel have been trained to do a safety check and PDI when they reach the customer's place. They have to weigh every

cylinder delivered to a customer. Not only this but we have been able to achieve 100% of rapid inspections done by our delivery personnel at the customer's premises. This has educated our delivery boys to be diligent as far as safety aspects are concerned and in turn have become very alert regarding the same, advising a customer if anything is out of turn."

**Innovative :** "We have educated our delivery boys to use the delivery app on their phones. This not only expedites delivery but also ensures delivery is done in our LPG One within a very short time, thereby resulting in a lot of time management and time saving."

**Caring :** "We not only strive for customer safety by ensuring proper PDI and weighing of each cylinder but also try to take care of customers by asking our delivery personnel to help collect Aadhar from them for linking their accounts at our distributorship. The delivery boys also impart safety tips and educate customers thereby ensuring their safety. Apart from this the delivery boys are always at their doorstep with a smile, ready to help in any way possible."

**Reliable :** "Our greatest point of reliability is proved in our ability to execute deliveries of cylinder within 24 hours and are able to maintain it. This keeps the customer extremely happy to be able to receive their refill within a few hours of booking."

"Further I would like to share a very memorable incident which took place a few years back. My son had just got married and we were busy with the reception receiving guests. I suddenly received a call from a customer at about 9 pm, requesting me for a cylinder as there was some emergency at his place. Standing on the dais I responded by delegating a staff member to take care of the customers requirement. The customer later came to know that I had been in the midst of marriage celebrations and had still been able to get a cylinder delivered to him. This incident touched him to such an extent that he not only sent a mail to the TM, but he personally came and visited me at the distributorship and thanked each and every staff member for their excellent services. This incident motivated all the staff members to such an extent that they decided to become more alert and customer centric and work towards achieving greater customer satisfaction."

### Food for thought :

"The greatest message that I would like to give to today's Indian woman is to believe in herself. She should never compromise on her principles and always stand up for what is right. In the male dominated society of today, she should not allow herself to be underestimated. She is the mother who has brought sons into this world, she should stand firm on her ground and take on any challenge thrown at her because she has the power to meet it, and **if need be, go out there and show them how it's done.**"

Special Thanks to - Sumit Singh (Assistant Manager Sales)



*"Irrespective of what the world says we should move forward with confidence and always listen to our hearts"*

TEJASHREE KELUSKAR

M/s. The Mangala Auto, Goa Territory

Tejashree Keluskar is a very quiet lady who prefers to give crisp and precise answers. She has been associated with BPCL for 25 years.

### Words from the leader herself :

"I have been associated with BPCL for 25 years. The support and encouragement BPCL has shown by trusting me for so many years is in itself the best experience for me. As per my view, customer retention and loyalty are of utmost importance. At our RO we focus on the same by arranging varied sales promotions and offers for our valued customers. **I believe if you have confidence in yourself you can face any challenge.** Time Management has helped me to have a well-managed work life balance."

**An experience shared :** "Once my RO was dry for petrol. We were waiting for the tanker. One customer had arrived at our RO and was in an urgency. As he could not wait until the tanker arrived, I went ahead and offered him petrol from my own two wheeler, for which he agreed. The customer appreciated our efforts towards his need at that point of time. However this also turned out to be a learning experience for me and after that incident I ensured to keep enough stock at my end."

**One anecdote :** "I firmly believe that irrespective of what the world says we should move forward with confidence and always listen to our hearts."

Special Thanks to - Jayashree Borkar (Assistant Manager Digital Transaction)



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## CSR News

# BPCL CSR Projects undertaken for women

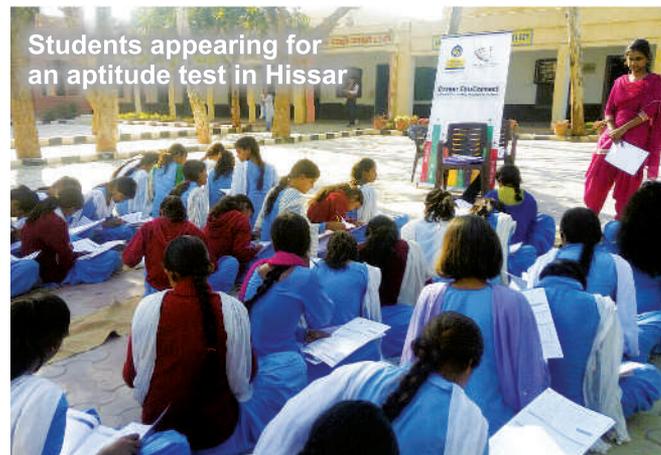
At BPCL, CSR being ingrained in our DNA, we constantly endeavour to maximize the positive impacts through our CSR initiatives which strive to improve the livelihood opportunities and achieve sustainable changes in the communities neighbouring our business across the country as well as in rural and tribal areas.

BPCL mainly works in 5 thrust areas Education, Water Conservation, Skill development, Health & Hygiene and Community Development. BPCL has done projects in these thrust areas which are women centric.

In project **SAKSHAM** which is continuing since 2012 in Mumbai where we empower the teachers and school leaders with required skill sets and inputs on pedagogy. The project is running successfully till now. Till date more than 150 schools have been enrolled in Saksham Project. More than 350 teachers (Primary and Upper Primary) from low income government schools have been trained through the project intervention. In 2017-18, 44 primary teachers were enrolled out of which 39 were women, and in Upper Primary total 96 teachers were enrolled of which 75 were women.

BPCL has worked in geography where there are challenges for women. One such project is in Hisar where the sex ratio is 872 female for every 1000 male which is terribly low. The project "Career Edu Connect" in Hisar ensured career awareness & counselling for 5000 girls from Std 9th to 12th in government schools.

In another project of BPCL known as Computer Assisted Learning (CAL) Project which started in 10 schools in 2009. The project aims learning level improvement of primary



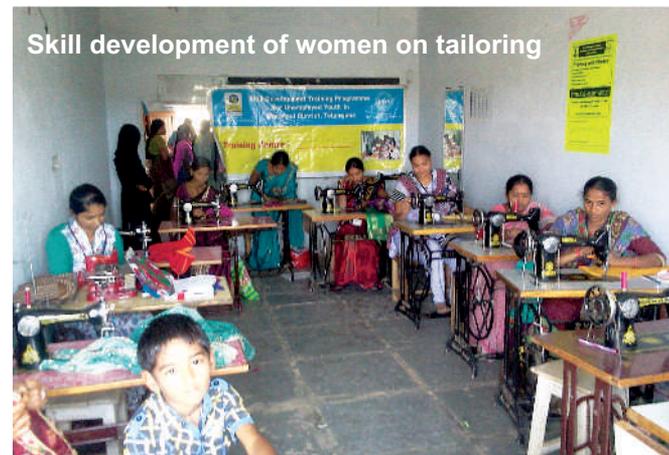
Students appearing for an aptitude test in Hisar



Carrier Edu Connect project

students through games and computer education to upper primary & secondary students. Currently the project is running in Mumbai, Solapur, Jaipur and Washala in Govt. and low income schools. We have trained 89 women teachers in computer education under CAL project..

In our BPCL Mumbai Refineries' 'Kohinoor Scholarship' there is a provision for 40 girl students for the current year. The



Skill development of women on tailoring



**Skill development of women in Bakery**



**School Name: S. S. B. HIGH SCHOOL  
Code: 21080522902  
Girls Toilet**

scholarship will be given to students from 8th Std. till the completion of their graduation.

Non availability of toilets in schools for girls is one of the major reason for girl dropouts from schools. To address this problem, BPCL has constructed / refurbished 891 toilet blocks in government schools in line with Swachha Vidyalaya - Swachha Bharat Abhiyan.

**BPCL believes women should be an integral part**

**of nation's economy.** In line with this objective, we are training 27 women in basic beautician course, 55 women in advance beautician course and 7 women in tailoring course. As part of Project **Shakti** - BPCL trained 30 women SHG members on bakery production, operation, material purchase, order management, banking and cash management. This is creating sustainable entrepreneurship and regular livelihood for 30 women in Mahul.



**Felicitation ceremony of teachers of Saksham project**



## Corporate News

# BPCL Shines with the Prestigious Star PSU Award



*Our C&MD, Mr. D. Rajkumar receives the Star PSU Award from Hon'ble Defence Minister, Smt. Nirmala Sitharamana*

**B**PCL has been conferred with the coveted Star PSU Award at the Business Standard Annual Awards for Corporate Excellence. This award is of special significance, as BPCL has been declared the 'best and the brightest' amongst the 300 strong PSU fraternity, many of them formidable players in their field. Apart from financial metrics and competitive advantage, the criteria for selection included scale, sustainability, leadership and innovation, bearing testimony to BPCL's capabilities in these diverse spheres. This is yet another affirmation of our stellar position in the energy sector,

considering that Maharatna status was conferred on us a short while ago.

Selecting the best in Corporate India was an eminent jury headed by Mr. R. C. Bhargava, Chairman of Maruti Suzuki India, who was the Chairman. The other jury members included former SBI Chairman, Ms. Arundhati Bhattacharya, BCG Asia-Pacific Chairman, Mr. Janmejaya Sinha, Cyril Amarchand Mangaldas Managing Partner, Mr. Cyril Shroff, Bain Capital Private Equity MD, Mr. Amit Chandra, Ernst & Young India CEO & Country Managing Partner, Mr. Rajiv Memani and Marico Chairman, Mr. Harsh Mariwala.

The grand award ceremony was attended by the Who's Who of India Inc. in the Crystal Room of the Taj Mahal Palace Hotel in Mumbai on 31st March, 2018. It was a proud moment for BPCL when our C&MD, Mr. D. Rajkumar received the Star PSU Award from Hon'ble Defence Minister of India, Smt. Nirmala Sitharamana. The czars of the corporate world applauded as BPCL was hailed as one of the leading drivers of the growth story of the Indian economy.

To be selected as the best of the crème de la crème is indeed a noteworthy achievement. To commemorate this event and celebrate this glorious accolade, Corporate Brand & PR organized a function in CO, which was well attended by the team leaders of our organization.

In his inspiring address, our C&MD urged us to continue working with zeal and zest. Echoing the same sentiments, our Director (HR), Mr. K. Padmakar dwelt on the contributions of our past leaders and teams, which have propelled us to this lofty peak. A 'Star PSU' cake was cut by our C&MD and Directors - Director (HR) and Director (Finance), Mr. K. Sivakumar - and all enjoyed the 'icing on the cake'!



*Our C&MD and Directors cut the Star PSU cake to celebrate this glorious achievement.*

# Bharat Petroleum Corporation Limited, Odisha University of Agriculture and Technology ink MoA for research on Bio-Fuel



After initiating the move to set up a second generation ethanol plant in Bargarh district with an investment of ₹750 crore, Bharat Petroleum Corporation Limited (BPCL) has partnered with Odisha University of Agriculture and Technology (OUAT) to promote bio-fuel in the State.

BPCL, a Maharatna oil and gas company, signed a Memorandum of Agreement (MoA) with OUAT on 24th December 2017 for establishment of Bio-fuel Chair in the university to promote research on bio-fuel production from agricultural wastes in the presence of Hon'ble Minister of Petroleum and Natural Gas and SDE Shri. Dharmendra Pradhan.

"I urged the State Government to extend cooperation for establishment of an agri-business incubation centre in OUAT campus to promote students, farmers and young entrepreneurs in Odisha," Shri Dharmendra Pradhan said addressing a meeting on the occasion. Offering financial support for the proposed incubation centre, the Hon'ble Minister said the Ministry of Petroleum and Natural Gas will arrange funds to the tune of ₹30 crore for the project which will go a long way in promoting agri-business in the State and reach new markets across the globe. This will also give the youth of the State a

platform to become entrepreneurs and enhance the income of youths and farmers.

He also said that the Biofuel Chair will conduct research for screening of best agricultural crops and develop new agricultural varieties which can yield more cellulose content. OUAT will support BPCL in strengthening technical support for ensuring smooth functioning of 2G ethanol bio-refinery at Bargarh.

"I have also given a proposal to the State Government for setting up a plant in the city to generate bio-fuel from solid wastes with support from BPCL," he added.

BPCL will be a technology partner of OUAT for effective utilisation of rice straw for bio-fuel production in a biochemical enzymatic process with financial support of ₹5 crore. While ₹2 crore will be used as a corpus for BPCL chair, ₹3 crore will be used as research contingency for development, establishment and popularisation of the bio-fuel production technology.

The MoA was signed between Director Refineries, BPCL R. Ramachandran and OUAT Vice-Chancellor S. Pasupalak.



## BORL wins National Energy Conservation Award - 2017



Hon'ble President of India His Excellency Ram Nath Kovind conferring the 'National Energy Conservation Award 2017' to Managing Director, BORL Shri S. S. Sunderajan at a ceremony at Vigyan Bhavan, New Delhi on 14th Dec 2017.

A true conservationist is a man who knows that the world is not given by his fathers, but borrowed from his children. - John James Audubon.

In today's world conserving energy is a need that is absolutely essential to be implemented across industries and institutions. Considering the gradual effects that the world is facing due to increasing carbon footprints and the constant rise in temperatures effecting not only the humans but also causing extinction of thousands of species. It is inevitable that it is time to bring in and execute strategies of conservation in each and every phase of not only ones business decisions but also in the all the tasks that we undertake.

Understanding this critical aspect it is with immense pride that **Bharat Oman Refineries Limited (BORL) won National Conservation Award - 2017 "FIRST PRIZE" in the 'Refinery' sector.** The award stands testimony to the Company's efforts in achieving excellence by optimizing its energy usage.

Total 59 energy conservation measures costing

about Rs. 10 Crores were implemented during the last three years. Over the period FY2014-15 to FY2016-17.

- **Total energy consumption of refinery reduced by 16% .**
- **Specific Energy Consumption (MBN) reduced by over 20%.**

This could be achieved by initiating various energy conservation measures such as :

- 1) *Implementation of steam network management.*
- 2) *Optimization of process parameters and recovery flash steam & condensate thereby reducing steam consumption.*
- 3) *Electrical power consumption was also optimized by use of renewable energy.*
- 4) *Converting parallel pump operations to single pump operation.*
- 5) *Switching to energy efficient lighting systems.*

The Bureau of Energy Efficiency (BEE), a statutory body under Ministry of Power - Government of India, is engaged in strategizing the country's objective of reducing energy intensity. BEE constituted the 'National Energy Conservation Award' to encourage and recognize companies' achievements in reaching the goal of reducing energy intensity. Applications are invited across sectors from companies all over India for the prestigious award.



# LPG News

## Beyond LPG - Training Program for Vendors



**B**eyond LPG, HQ conducted a Refresher Training Program for all Beyond LPG Vendors at Noida Office on 16th February 2018. Around 40 Staff participated in the training, which was organized by Beyond LPG HQ team Ms. Chandrika Giri - Sr Manager, Beyond LPG and Ms. Parvathy Anish - Manager, Beyond LPG. BDM (North) Mr. Ajit Kumar welcomed the participants. The Training program was inaugurated by RLM (North), Mr. Inderjit Singh by enlightening the crowd with overall scenario of LPG business

focussing on PMUY and thanked them for their crucial role in rolling out the PMUY releases smoothly.

Mr. Inderjit Singh RLM (N) & Ms. Chandrika Giri Sr. Mgr BLPG took this opportunity to interact with the vendors, conveying the combined responsibility of providing Safe and Quality Hotplates & Suraksha to the customers. They sought the vendor's participation in safety awareness camps, which can provide them a good platform to showcase their products and also contribute to the society on safe use of products. Vendors took active participation during the training and we received excellent feedback from the vendors. Mr. Ajit Kumar delivered the vote of thanks.



## 5 KG FTL Launch at the Highest Point in Kashmir and at Dal Lake

**I**t was great moment for Jammu LPG Territory when 5 KG FTL was launched in Kashmir at the height of 9000 ft at Phase 1 ahead of Gulmarg.

On this occasion, RLM NR Shri Inderjit Singh, RLC NR Shri Dalip K Khorwal, TM (LPG), Jammu Shri Surinder Dogra, Assistant Manager Sales Srinagar Shri Syed Faizan Sadat, Kashmir Distributors & vendors were present. It was quite motivating that RLM NR had detailed discussions with the local vendors (eateries, tea stalls etc) using 19 Kg who found it difficult carrying commercial cylinders at that place. The local vendors were very happy with the introduction of 5



KG FTL there and during interactions they informed that - "Previously they required two persons to carry one 19 KG cylinder but now one person can easily carry 2 FTL cylinders".

POS (Point Of Sales) of 5 KG FTL of M/s. IK Gas Srinagar inside the world famous DAL Lake was also started on this



occasion. This POS supplies 5 KG FTL to local vendors/grocery shops who are using LPG for their meals & make shift tea stalls on the Shikaras. It was unique to see an all together different world in the Dal lake, which has Small time Shikara vendors serving hot Kahwa to tourists inside the lake.

Following activities were also carried out during the visit of LPG regional head :

### Distributors meet

All distributors from across Kashmir participated in the meet. While delivering key note address RLM north briefed the network on the future of LPG and the need to focus on customer acquisition, retention, developing a connect with customers, 5 KG FTL, Mobile App etc. Brand VM of Deliverymen making deliveries at hardship locations was also highlighted during the meeting.

### Launch of Mobile App with Delivery Men

Our Mobile App was launched in South Kashmir in presence of all Distributors and staff. Android phones were handed over to deliverymen on this occasion. It was a great time for the network and their staff to meet and have interaction with the Regional Head. The interaction was mainly to motivate them so that they deliver brand promise and remain ahead of competition.

### Inauguration of remodeled showrooms of distributorships

- 1) M/s Gulmarg Bharatgas, Tangmarg, Gulmarg
- 2) M/s New Pomposh, Srinagar
- 3) M/s AR Bharatgas, Anantnag
- 4) M/s Star Bharatgas, Kakapora, Pulwama

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- 1 Reward Point on all other retail spends, except fuel.
- Welcome gift of 2000 bonus Reward Points worth Rs 500.
- Instant redemption of reward points for free fuel at select Bharat Petroleum retail outlets or for BPCL fuel vouchers valid at all Bharat Petroleum fuel stations across the country.
- Redemption of Reward Points for exclusive products across categories at SBI Card`s flagship rewards programme - Shop and Smile.
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# Lubes News



## "SITARON SE AAGE " - NR Lubes engages the last mile connector - the MAKDSR

"Dare to Dream. Dare to reach beyond the Stars".

The Program "Sitaron Se Aage" was launched where the NR Lubes Bazaar team identified the DSR - Distributor Sales Representative - the last mile connector to become a catalyst of change. The engagement comprises of Enrolment, Empowerment and Evolution with multiple interventions for building up desired competency and proficiency of the DSR in a phased step-up format.

"Sitaron Se Aage" was launched on 01.12.2017 with the initial enrolment at Territory level for DSRs and Distributors. Divided into two parts, under the Qualitative head - the DSR had to accomplish a minimum number of activities in 4T and PCVO group in the field in his area, and on the Quantitative front the Distributors had to achieve decided volumes in December '17. This was Phase I of the program.

The Enablement Event - 17-18 January 2018 : The culmination function of Phase I was organized at regional level on 17.01.2018 wherein the qualifying DSRs , all SOs and TMs were invited for the program.

While inaugurating the program RM (Lubes) NR, Mr. Bibhudutta Mishra encouraged the DSRs to lead a highly successful career as a front line MAK Lubes sales person and

be recognized as star performers. During the program's technical knowledge session , the DSRs were provided with an exclusively designed handy booklet covering the USPs of the MAK grades. Motivational Speaker Mr. Vijay Michihito Batra was also invited, and covered a diverse spectrum of desirable personality traits through his witty and incisive anecdotes.

The evening was celebrated with a cultural program and handing over of awards to all the eligible as well as the best performing DSRs. The DSRs were also handed over a back pack sales kit containing all the tools required for being a successful salesman together with a book in Hindi "Be a winner every time." To help the DSRs stay grounded to their mission, RM (Lubes) Mr. Bibhudutta Mishra presented each DSR with a badge which said "अब भरके रहेंगे उड़ान, मंजिल मेरी आसमान।" This message on the badge encapsulated their journey and the dream ahead.

BCM (Lubes) NR, Mr. Manish Duggal successfully anchored the entire event by explaining in detail the concept and outcome behind the enablement. The DSRs were overwhelmed with emotions for this first of its kind experience of being invited to a large forum, being greeted and treated well and also being recognized for their achievements.

The lead indicators of the Phase I have been really heartwarming - 96 out of total 148 Distributors of NR Lubes participated and 43 DSRs out of total 147 DSR enrolled finally moved past the eligibility threshold. The lag indicators of the Phase I in Dec 2017 offered us great surprises. In the 4T group NR had grown by 76% and in PCVO by 71% in Bazaar segment during month of December 2017.

Such a sterling performance by our extended team, makes our resolve stronger to unleash the collective power of DSRs and bring about a transformational and sustainable change in the contours of Bazaar channel.



## DID YOU KNOW

Women are up to three times more likely to die during the year following a heart attack than men, mostly because they are less likely to receive the recommended treatments such as bypass surgery, stents and statins.

Giving vitamin C with tuberculosis drugs could kill more bacteria and shorten the current treatment time, by reducing the time it takes by the drugs to eradicate the pathogen. Patients usually have to take TB drugs for six months.

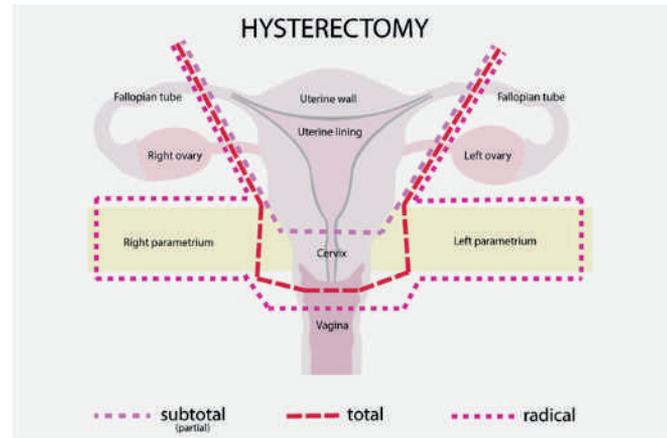
## Hysterectomy Tied to Long-term Health Issues

Women who undergo hysterectomy have a significantly increased risk of cardiovascular diseases and other metabolic conditions, even if they don't have their ovaries removed. While removing ovaries is known to increase health risks, the current study suggests that hysterectomy alone has long-term health risks, especially in women who have the surgery before 35.

For the US study published in *Menopause*, the researchers compared data of 2,094 women who underwent a hysterectomy with ovarian conservation for benign disease and age matched set of women who did not have the procedure.

Over a median follow up of 21.9 years, women who had the procedure had a 13 per cent higher risk of high blood pressure; a 14 per cent higher risk in lipid abnormalities; 18 per cent higher risk of obesity and 33 per cent greater risk of heart disease compared with women who did not have the surgery.

Younger women had an especially greater risk. Women younger than 35 had a 4.6 - fold increased risk of congestive heart failure and a 2.5 - fold increased risk of coronary artery disease. "Hysterectomy is the second most common



gynecologic surgery, and most are done for benign reasons, because most physicians believe that this surgery has minimal long-term risks. With the results of this study, we encourage people to consider nonsurgical alternative therapies for fibroids, endometriosis and prolapse, which are leading causes of hysterectomy," the lead researcher suggested.



# Knowledge Basket

## NGT allows registration of diesel trucks for carrying petrol

**The new vehicles that are sought to be registered now should be BS-IV compliant 11 January, 2018.**

In a relief to public sector oil companies, the National Green Tribunal has allowed registration of new diesel vehicles conforming to BS-IV norms to be used for transporting petrol or petroleum products.

The Commissioner of Transport Department of Delhi government has been directed to register the vehicles, subject to certain conditions. The order came after the oil companies told the tribunal that they do not possess any diesel vehicle which is more than 10 years old for transporting petroleum products.

The new vehicles that are sought to be registered now should be BS-IV compliant. The applicants shall file an affidavit before the tribunal as well as before RTO that they do not possess or engage any diesel vehicle/truck which is more than 10-year-old for the purpose of transporting fuel by oil companies. It is also directed to furnish details of the other vehicles owned by this applicant in the form of affidavit. The said vehicle should be duly maintained and used only for

*Policy updates brought out by CII*



exclusive purpose of carrying petroleum products and no other use. The green panel directed the department to "dismantle" old vehicles which are over 10 years of age and ordered that new vehicles should be fitted with Global Positioning Systems. The direction came on a plea filed by oil companies contending that the NGT had banned the registration of new diesel vehicles as well as re-registration of such vehicles after 10 years.

*Source : The Hindu Business Line*

## E-Way Bill to start from Feb 1

**Businesses can use it on trial basis till Jan 31**

Transporters and manufacturers have the facility to use the E-Way Bill on a trial basis till the end of the month before it is rolled out on a compulsory basis across the country from February 1.



*Policy updates brought out by CII*

Under the Goods and Services Tax rolled out from July last year, inter-state movement of goods beyond 10 kms, with a value of Rs 50,000 and above, will mandatorily require e-way bill from February 1.

The e-way bill system has already been rolled out in Karnataka, Rajasthan, Uttarakhand and Kerala, which are together generating nearly 1.4 lakh e-way bills every day. The remaining states will join over the next fortnight, the Goods and Services Tax Network said on Friday.

The E-Way Bill is one of the pending provisions of the Goods and Services Tax, that has to be issued for inter-state movement of goods costing above Rs. 50,000 and being transported beyond a distance of 10 km. The GST Council in a meeting last month had decided to roll it out from February to check tax evasion.

No E-way Bill is required for movement of goods in non-motorised conveyance and also for certain class of goods like fruits, vegetables, fish and water.

The new system enables generation of E-Way Bill on the portal, through the mobile App, SMS and for large users using the offline tool.

*Source : The Hindu Business Line*



JOURNEYS

साक्षात्कार

“मैं एक महिला हूँ और मुझे अपने आप पर गर्व है”

श्रीमती गोमा सागर  
मेसर्स सागर गैस एजेन्सी, खंडेला, राजस्थान

हम यह कह सकते हैं या बल्कि हम श्रीमती गोमा सागर को सलामी देते हैं क्योंकि वे इस प्रशंसा और सराहना की वास्तविक हकदार हैं। वे निश्चित रूप से बहादुरी और वीरता की जीवंत मिसाल हैं।

मेसर्स सागर गैस एजेन्सी (एलपीजी) बीपीसीएल के साथ वर्ष 2000 से जुड़ी है और 32,152 का उल्लेखनीय उपभोक्ता आधार है जिसमें बढ़ती जारी है। उनकी एजेन्सी करीब 25 किमी क्षेत्र में सेवाएँ उपलब्ध कराती हैं।

## उनकी यात्रा :

जब भौतिक सत्यापन के लिए तत्कालीन सेल्स ऑफिसर श्री पी. सी. कोटिया जी घर पधारे हो तो मुझे विश्वास ही नहीं हुआ कि मेरा चयन हो गया है। साक्षात्कार की शुरुआत में लगभग सभी प्रतिभागियों से मिली थी और मैं जानती थी कि खण्डेला की भौगोलिक स्थिति की पूरी जानकारी मेरे अतिरिक्त किसी को नहीं थी, मैं पूरी तरह तैयार कर साक्षात्कार के लिए पहुंची। साक्षात्कार में मुझे पूछा भी गया था कि चयन हेतु मेरा विचार क्यों किया जाए। तो मेरा जवाब था, मेरा चयन इसलिए किया जाए कि मेरे पास व्यापार कौशल, विश्वास, क्षेत्र की जानकारी और व्यापार हेतु उत्कृष्टता है। और मेरे विश्वास, तय मापदण्ड, क्षेत्र की जानकारी से मुझे सफलता मिली।

मुझे हर कदम पर बीपीसीएल अधिकारियों का समर्थन मिला। व्यापार संचालन के लिए कॉर्पस फण्ड का सहयोग मुझे जैसी एकल महिला के लिए बहुत ही कारगर रहा तथा साथ ही तत्कालीन अधिकारियों (श्री दीपक जैन एवं जनाब जावेद सर) का कार्य करने के लिए बार-बार प्रशिक्षित करना। हम सब परिवार के सदस्य हैं, का अहसास करवाना, हर कदम पर सभी अधिकारियों का आवश्यकतानुसार सहयोग, समर्थन व प्रोत्साहन मिला।

बीपीसीएल से जो भी लक्ष्य दिया गया उस लक्ष्य को प्राप्त करने के लिए कड़ी मेहनत करती हूँ। सरकार की हर योजना को धरातल पर बखूबी निभाया। नई दिल्ली स्थित राष्ट्रपति भवन में “उज्ज्वला पंचायत” में राजस्थान से बीपीसीएल को लीड करने का अवसर मिला यह मेरे लिए बहुत ही गर्व का विषय है। मुझे हमारी उज्ज्वला उपभोक्ताओं के साथ राष्ट्रपति भवन में जाने का अवसर मिला। साथ ही प्रत्येक दिए गए लक्ष्य को पूरा करना ही मेरा सबसे अच्छी उपलब्धि रही यह मैं मानती हूँ। बीपीसीएल ब्राण्ड को प्रमोट करने के लिए सामाजिक कार्य भी करती हूँ।

## कुछ आंकड़े :

15.03.2018 तक कुल उपभोक्ता = 32152

भौगोलिक पहुंच - क्षेत्रफल लगभग 25 कि.मी. तक

## विलक्षण प्रतिभा संपन्न महिला :

एलपीजी सेवा संचालन हो या कोई अन्य कार्य मुझे कभी भी ऐसा अहसास नहीं हुआ कि इस क्षेत्र में पुरुषों का वर्चस्व है। खण्डेला एजेन्सी अनुसूचित जाति के लिए नहीं थी और न ही विशेष रूप से महिला के लिए थी। सामान्य केटेगरी में एक साधारण सी महिला का चयन होना ही एक उपलब्धि थी। प्रारम्भ में खण्डेला के स्थानिक नेताओं से कुछ चुनौतियों का सामना करना पड़ा था। तथापि मैंने अपनी हिम्मत व सूझ-बूझ से सभी बाधाओं को पार करते हुए एजेन्सी संचालन प्रारम्भ किया। स्वयं को हमेशा पुरुष के बराबर माना। **मैं 14-16 घण्टे काम करने की हिम्मत व जज्बा रखती हूँ।** किसी भी चुनौती से विचलित नहीं होती, स्टाफ की मीटिंग लेकर उन्हें भी बेहतर तरीके से कार्य कैसे करना है, के लिए प्रोत्साहित करती हूँ। मुझे लगता है कोई भी कार्य ऐसा नहीं है जिसे कि महिलाएं नहीं कर सकतीं।

गैस वितरण का कार्य बहुत ही संवेदनशील है थोड़ी सी चूक भारी नुकसान करवा सकती है। अतः बेहतर संतुलन हेतु एजेन्सी स्टाफ को अलग-अलग कार्य का विभाजन किया गया है। प्रतिमाह कार्य विभाजन की समीक्षा करती हूँ जो कुछ कार्य करते हुए उपभोक्ता को बेहतर सेवा देने हेतु उन्हें कुछ और नया किया जाता है जिससे उपभोक्ता को संतुष्ट किया जा सके। आवश्यकता अनुसार समय-समय पर स्टाफ को प्रशिक्षित किया जाता है और सुनिश्चित किया जाता है कि वे समय-समय पर नये अभिक्रमों और सुरक्षा प्रशिक्षणों से अद्यतन रहें। कम्पनी के दिशा-निर्देशानुसार दिए गए प्रत्येक कार्य को पूरा करते हैं। कार्य विभाजन का संतुलन बनाए रखते हुए ही मैं परिवार को उचित समय दे पाती हूँ। इसके बावजूद भी यदि कभी किसी अप्रत्याशित कारणवश विपरीत परिस्थितियाँ उत्पन्न हो जाती हैं तो मैं सदैव उस परिस्थिति में तत्परता से उपस्थित रहती हूँ।

## गुणवत्ता सब तरह से :

हमारे मैकेनिक प्रशिक्षित होते हैं जो ग्राहक के घर जाकर प्रेशर रेग्युलेटर लगाते हैं। वे घर की गृहणी को गैस के प्रयोग की सभी बारीकियों से अवगत करवाते हैं तथा साथ ही किचन में एक स्टीकर लगाते हैं जिसमें सुरक्षा के पंच मंत्र एवं गैस के प्रयोग की सभी जानकारियाँ होती हैं। हम समय-समय पर सेफ्टी कैम्प लगाकर ग्राहकों को गैस प्रयोग के लिए जागरूक भी करते रहते हैं।

हम ग्राहक को भरोसा दिलाते हैं कि हमारा ब्राण्ड बीपीसीएल आपको सबसे बेहतर सेवा देगा और आपके सहयोग के लिए मैं और मेरा स्टाफ सदैव आपकी सेवा में 24x7 तत्पर है।

**अभिनव :** बीपीसीएल में कार्यरत प्रत्येक अधिकारी/कर्मचारी एवं एजेन्सी स्टाफ उपभोक्ता को अपने परिवार का सदस्य मानते हैं। हम उपभोक्ताओं की सुनते हैं, उनके द्वारा बेहतर सेवा के लिए दिए गए सुझावों पर 100 प्रतिशत अमल करते हैं। हम सुनिश्चित करते हैं कि यह तुरंत और पूरी तरह से कार्यान्वित हो। उन्हें यह भरोसा एवं विश्वास दिलाते हैं कि हम हर समय आपको बेहतर सेवा देने के लिए तत्पर हैं (कार्यक्रम - पक्षियों के घरोंदे, वृक्षारोपण, शालाओं में कैम्प आयोजित कर सेफ्टी के बारे में जानकारी देना, वर्ष पर्यन्त पशुओं के लिए जल की व्यवस्था, साथ ही प्रति एक-दो महीनों में कहीं भी सेफ्टी कैम्प का आयोजन करते हैं, वाहन रैली से ग्राहकों को जागरूक करते हैं)। हम निम्नलिखित विषयों पर हर वर्ष प्रतियोगिताएँ आयोजित कर ग्राहकों से सुझाव माँगते हैं :

1. गैस के उपयोग से स्वच्छता से जुड़ी प्रश्नावली।
2. सेफ्टी बिन्दु गैस का प्रयोग से जुड़ी प्रश्नावली।
3. बालिका शिक्षा क्यों अनिवार्य है व बेटे बचाओ-बेटी पढ़ाओं पर प्रश्नावली।
4. वृक्ष लगाने, लगाने के लाभ, नहीं लगाने की हानि संबंधित प्रश्नावली।
5. स्वस्थ शरीर के लिए खेलों का आवश्यक होना पर प्रश्नावली।

**देखभाल :** ग्राहक की देखभाल के लिए 24x7 दिन ध्यान रखा जाता है। सदैव मैकेनिक एवं अन्य प्रशिक्षित स्टाफ उपभोक्ताओं को उचित सेवा देने के लिए तत्पर रहता है।



**विश्वसनीय :** मैं अपने आप पर विश्वास करती हूँ कि मैं बीपीसीएल की वितरक हूँ। विश्वसनीयता में कोई दूसरी कम्पनी इसकी सानी नहीं है (बराबरी नहीं कर सकती)। **B-व्यवहार Behavior, P-प्रण Promise, C-देखभाल Caring, L-स्नेह Love**

विश्वसनीयता की इन विशेषताओं को निम्नलिखित कार्यों द्वारा ग्राहकों के समक्ष प्रस्तुत करते हैं।

1. ग्राहक को सिलेण्डर चैक कर डिलीवरी देते हैं।
2. वजन पूरा देते हैं।
3. निर्धारित मूल्य ही लेते हैं।
4. सबसे अहम कि उपभोक्ता के साथ मालिक और ग्राहक का रिश्ता नहीं रखते हैं, एक परिवार का हिस्सा मानते हैं। हम उन्हें आश्चर्य करते हैं कि चेन में प्रत्येक कड़ी का महत्व है। उन्हें बेहतर सेवाएं देना हम अपना कर्तव्य मानते हैं यह विश्वास, स्नेह, सेवा देने के लिए सदैव तत्पर रहते हैं।

### मुश्किलें समझ सकते हैं :

ज्यादातर ग्राहक एक ही सिलिंडर खरीदते हैं, क्योंकि वे दो सिलिंडर खरीदने के लिए सक्षम नहीं हैं। अक्सर हमें ऐसे ग्राहकों के फोन आते हैं कि रसोई बनाते-बनाते अचानक गैस खत्म हो गई और वे एजेंसी से तुरंत रिफिल चाहते हैं। हम इन ग्राहकों का अनुरोध अनदेखा नहीं कर सकते, उनकी जरूरत पूरी करनी पड़ती है। वे कहते हैं कि आप तो स्वयं महिला है, आप जानती हैं कि गैस के बगैर एक दिन भी गुजारना कितना मुश्किल होता है।

हमने एक और सुझाव भी लागू किया-किशतों में डीबीसी देकर गरीब परिवारों को गैस की अबाधित आपूर्ति करना। हमने सुनिश्चित किया कि ऐसे अधिकतम ग्राहकों को यह सुविधा दी जाए तो इस प्रकार से भुगतान कर सकते हैं।

आज तक मेरे उपभोक्ता द्वारा दिए गए प्रत्येक सुझाव को कार्यरूप दिया है। उनका मेरे प्रति विश्वास ही मेरी प्रेरणा है और मैं इसे अपना कर्तव्य समझती हूँ।

### व्यक्तिगत टिप्पणी :

मैं स्वयं महिला हूँ और मैं स्वयं पर बहुत ही गर्व करती हूँ। भारत की सभी महिलाओं को चाहे वे किसी भी धर्म, जाति, उम्र की हो मैं यह कहना चाहूंगी कि:-

सबसे पहले वे स्वयं को प्यार करें, स्वयं को जानें, अपनी योग्यता का आंकलन स्वयं अपने शांत मन चित से करें। जब आप अपना आकलन ईमानदारी से कर लेंगी तो मानकर चलिए कि आपको अपने क्षेत्र में सफल होने से कोई बाधा नहीं रोक सकती।

महिलाएं बार-बार पुरुषों की बराबरी के हक की बात करती हैं। मैं सभी को कहना चाहूंगी कि सबसे पहले तो आप पुरुष की बराबरी की बात को अपने भीतर से निकालकर बाहर फेंके और फिर देखें, महसूस करें आपको अहसास

होगा कि आप किसी भी सूरत में पुरुषों से कम नहीं हैं। हर चुनौती को सामना करने की आप में ताकत है, शक्ति है, योग्यता है, आप स्वयं अपने आप में परिपूर्ण हैं। **किसी भी कार्यक्रम को प्रारम्भ करने से पूर्व उसकी पूरी जानकारी प्राप्त करें, अपनी पसंद के कार्य को प्राथमिकता दी और अपने लक्ष्य की ओर धीर-धीरे आगे बढ़ें।** हम सभी जानते हैं कि छत पर जाने के लिए एक-एक सीढ़ी चढ़नी होती है अर्थात् अपना धैर्य बनाए रखें, चढ़ना-उतरना जिंदगी का कटु सत्य है। जब भी निरशा/असफलता का भय सताये तो सीढ़ियाँ देखें और चींटियों की मेहनत को अवश्य ही हर समय अपने जहन में रखें, सफलता आपके कदमों में होगी।

**जिंदगी में गहरा विश्वास -** मेरी जिंदगी में 04 दिसम्बर, 1983 की रात एक भीषण रात थी जो तूफान से भी बदतर थी। **मेरे पति ने बेटे की चाह में तीन बेटियों के साथ मुझे घर से निकाल दिया।** उस दिन से पहले तक मैं एक अपने आप को कमजोर तो नहीं कह सकती, पर हां मैं एक बहू, बहन, बेटे के रिश्तों में बंधी हुई थी। मैंने अपनी तीन बेटियों की जिम्मेदारी लेते हुए उनका भविष्य उज्ज्वल बनाने का निर्णय लिया। जिंदगी में हताश और गुमराह करने वालों की कोई कमी नहीं। जो अकेली माँ का लाभ उठाना चाहते थे। ना जाने कितने बाण फेंके गए। मुझे न जाने क्या-क्या सुनना पड़ा। मैंने अपने जीवन में बहुत से उतार-चढ़ाव देखे पर मैं अपने लक्ष्य से विचलित नहीं हुई। पहले मैं पैदल चलती थी। लेकिन समय बीतने के साथ मैं साइकिल, लूना, फिर स्कूटर से, आज कार से आती जाती हूँ। मैंने कभी हिम्मत नहीं हारी क्योंकि मुझे स्वयं पर भरोसा था। मैं सदैव सकारात्मक सोचती हूँ जब कभी कहीं असफल हुई तो असफलता के कारणों को जाना और उन कमजोरियों को त्यागा जिनके कारण मैं असफल हो जाती थी। इस प्रकार मैं मेरे लक्ष्य को प्राप्त करने में सफल होती रही। मेरा अटूट विश्वास है कि मेरा कठिन परिश्रम ही मेरी ताकत है।

स्वयं पर भरोसा ही मेरे विश्वास का पहला और अंतिम मूल मंत्र है। यह मेरा विश्वास एवं हिम्मत का ही परिणाम है कि आज मेरी तीनों बेटियां बहुत अच्छी स्थिति में जिंदगी जी रही हैं, हालांकि उनके पिता और उनके पिता और परिवार ने उन्हें अस्वीकार कर दिया था।

**मेरी बड़ी बेटे - राजकीय सी.एस. स्कूल, राजस्थान सरकार, की प्रधानाचार्य हैं।**

**मेरी दूसरी बेटे - राजस्थान सरकार में मुख्य लेखाधिकारी हैं।**

**मेरी छोटी बेटे - एयर इण्डिया, केन्द्र सरकार में एयर होस्टेस हैं।**

स्वयं से गहरा विश्वास कभी किसी से नहीं मिल सकता। लोगों से अक्सर सुना है कि हमें डर लगता है। मैं कभी भी किसी भी परिस्थिति में नहीं डरी और ना ही लक्ष्य से विचलित हुई। मैंने अपने कर्म, मेहनत, योजना, ईमानदारी पर सदैव भरोसा रखा।

## वूमन एम्पावरमेंट



वूमन एम्पावरमेंट यानी महिला सशक्तीकरण यह बहुत ही चर्चित शब्द है। कई बार हम टीवी, न्यूजपेपर, फिल्म, इंटरनेट आदि पर किसी-न-किसी तरीके से इस शब्द से परिचित होते रहे हैं। कई राजनीतिक पार्टियाँ उत्तेजक नारोंके साथ इस शब्द का धड़ल्ले से प्रयोग करती भी नज़र आती हैं। आए दिन टीवी शो में फेमिनिस्ट विचारधारा की किसी हस्ती को बुलाकर इसपर गंभीर चर्चाओं का प्रसारण भी किया जाता रहा है। लेकिन महिला सशक्तीकरण का वाकई में क्या अर्थ है, यह कितनी महिलाएं समझ पाती हैं (खासकर वे महिलाएं जो आज भी शिक्षा, रोजगार व अन्य मूलभूत आवश्यकताओं की मोहताज हैं और उनमें भी ग्रामीण महिलाएं), इसका अंदाज़ा लगाना बेहद कठिन है।

हालांकि ग्लोबलाइजेशन के कारण भारतीय समाज में महिलाओं की स्थिति में काफी हद तक सुधार हुआ है, लेकिन जिस तरह के सुधार की कल्पना की जाती है या सुधार हो सकता था, वैसा सुधार नहीं हुआ है। वर्तमान में इस दिशा में अनेक सरकारी योजनाएँ चलाई जा रही हैं जैसे बेटा बचाओ बेटा पढ़ाओ, राजीव गांधी सबला योजना, इंदिरा गांधी मातृत्व सहयोग योजना, कस्तूरबा गाँधी बालिका विद्यालय योजना, प्रधानमंत्री उज्ज्वला योजना, स्वाधार घर योजना, महिलाओं के लिए प्रशिक्षण और रोजगार कार्यक्रम (STEP) आदि। पर इन योजनाओं में भारत की कुल कितनी महिलाओं का रजिस्ट्रेशन हुआ है? क्या इन योजनाओं से उनकी परेशानियाँ समाप्त होती नज़र आ रही हैं? मुंबई-दिल्ली जैसे महानगर, जिससे देश की आर्थिक स्थिति झलकती है, ऐसे जगहों पर भी हम पाते हैं कि अभी भी अधिकांश महिलाएं ऐसी हैं जो शिक्षा से महरूम हैं। जिनके पास अच्छे स्तर का काम नहीं है कि वह अपना घर तक चला सकें। जिनके लिए मोबाइल, कंप्यूटर, इंटरनेट जो आज की दुनिया में बेहद कॉमन है, वह उन्हें किसी रॉकेट साइंस से कम नहीं लगता। हाशिये पर खड़ी ऐसी महिलाओं और पढ़ी-लिखी, अच्छी व नामी कंपनियों में बड़े-बड़े पदों पर आसीन पावर वूमन (हालांकि इनकी संख्या भारत की जनसंख्या के मुकाबले बहुत ही कम है), इन दोनों के लिए महिला सशक्तीकरण की परिभाषा में क्या

ज़मीन-आसमान का फर्क नहीं है? यकीनन है। खैर, यह तो महानगरों के हालात है, भारत के ग्रामीण व दूर-दराज़ के क्षेत्रों के बारे में इस स्थिति का अंदाज़ा लगाया ही जा सकता है।

क्या है आखिर महिला सशक्तीकरण? इस सवालका जवाब अगर बहुत ही सरल और आसान भाषा में समझना है तो वह यह होगा कि ऐसी व्यवस्था जिसके माध्यम से महिलाओं के हालात मजबूत बनें, जिससे वे अपने जीवन से जुड़े हर फैसले स्वयं ले सकें, जिसके तहत वह अपना जीवन अपने तरीके से संवार सकें। बिना किसी दबाव के, अपनी निजी स्वतंत्रता और स्वयं के फैसले लेने का विवेकाधिकार ही महिला सशक्तीकरण है।

किसी भी देश की करीब आधी आबादी महिलाओं की है, भारत में 2011 के सर्वे में यह आंकड़ा 48% के आसपास था। क्या भारत के समुचित विकास में यह 48% कोई मायने नहीं रखता? जाहिर सी बात है कि देश को पूरी तरह से विकसित बनाने तथा विकास के लक्ष्य को पाने के लिये महिला सशक्तीकरण को बड़े पैमाने पर अपनाना आज की ज़रूरत बन गयी है ताकि इस 48% जनसंख्या को हाशिये से मुख्यधारा में लाया जा सके। लेकिन सवाल यह है कि यह सशक्तीकरण किस तरह का हो? क्या यह सिर्फ उनकी सुरक्षा, सामाजिक अधिकार जैसे मुद्दों तक ही सीमित होना चाहिए। वास्तव में महिलाओं का आर्थिक सशक्तीकरण करना भी बहुत ज़रूरी है। आर्थिक रूप से सक्षम होने पर महिलाओं की दूसरे पर निर्भरता खत्म होती है। यही नहीं प्रकृति ने महिला को माँ बनने का अधिकार सौंपा है, महिलाएँ राष्ट्र के भविष्य के रूप में एक बच्चे को जन्म देती हैं इसलिये बच्चों के विकास और वृद्धि के द्वारा राष्ट्र के उज्ज्वल भविष्य को बनाने में आर्थिक रूप से सक्षम महिलाएं बेहतर तरीके से योगदान दे सकती हैं। अतः महिलाओं को सशक्त बनाने के लिए समाज और सरकार के प्रयासों की आवश्यकता है जो सिर्फ कागज़ी और चुनावी हथकंडों की तरह इस्तेमाल न किया जाए बल्कि वास्तविक धरातल पर इसपर कार्य हो।





## कविताएं



वर्ष 2012 में होली और अंतर्राष्ट्रीय महिला दिवस एकही दिन आए थे अतः इस विशेष अवसर पर नारी सशक्तिकरण पर मेरे मन में आए कुछ विचार मैंने कविता में ढालने की कोशिश की है...

होली वही जो नारी शक्ति की आन बनजाए  
होली वही जो नारी के बुलंद इरादों को और मजबूत बनाए  
होली वही जो नारी को अपने स्पेशल होने का एहसास दिलाये  
होली वही जो हरदम दूसरे के लिए जीनेवाली  
मेरी सखी को जीनेका आनंद दिलाये  
होली वही जो हरदम दूसरों का खयाल करनेवाली  
मेरी सखीको अंदरूनी सुंदरता दें  
नारी वही जो सबकी होली....और....  
होली वही जो पिया के मन को भाए  
तो आयिये सखियों...  
अपनी पिचकारियों में ऐसा सतरंगी रंग भर दें  
जो जहाँ भी गिरे तो पूरा इंद्रधनुष बनजाए।

(होली के इस पावन पर्वपर सभी सखियों को हार्दिक शुभकामनायें)

- सुषमा जाधव



## कहता है दिल जी ले ज़रा

बहुत जी लिया सबके लिए,  
बहुत सुन लिया बिना कुछ किए  
आती-जाती बयार अब कहने लगी,  
उठती-गिरती मौजें भी शोर करने लगी  
थम जा जरा, खुद को देख अपनी नज़रों से  
सुन ले ज़रा, कर कुछ अपने भी मन से  
ज़माने का क्या है, ये बदले न बदले  
तुझे देवी का दर्जा देकर  
इंसान समझे न समझे  
तेरी अपनी पहचान और अपना वजूद है  
तेरी सिसकियों में तेरी तनहाईयों में  
ये तेरे साथ चले न चले  
लेकिन बेशक तेरी परवाज़ को पूरा आसमान खुला है  
तेरे पंखों से सारा ज़माना जुड़ा है  
उड़ जा इस फैले दरिया के ऊपर  
जहाँ नीला गगन बाँहें पसारे खड़ा है  
और कह रहा है.....  
अरमानों का घूंट पी ले ज़रा  
कहता है दिल जी ले ज़रा



- ज्योति कुंदर

## प्रतिक्रिया

# जर्नीज़

## पाठकगण सर्वेक्षण

1. आप जर्नीज़ कितनी बार पढ़ते हैं ?

- सभी अंक     अधिकतर अंक     कोई अंक नहीं

2. उन विषयों को चिन्हित करें जो आपको आकर्षित करते हैं :

- उच्च प्रबंधन से प्राप्त संदेश     कॉर्पोरेट समाचार     तेल एवं गैस उद्योग  
 वैश्विक एवं अंतर्राष्ट्रीय मुद्दे     लीडरशिप     अन्य

3. निम्न के लिए जर्नीज़ को उत्तम, अच्छा, बुरा के आधार पर श्रेणीकृत करें/तय/करें :

विषय कवरेज : .....

पढ़ने में आसानी : .....

लिखने की शैली : .....

लेआउट और रूपरेखा : .....

छायाचित्रण : .....

4. चिन्हित करें कि जर्नीज़ कैसे आपकी मदद करता है :

- प्रोत्साहन देता है     जानकारी के स्रोत के रूप में कार्य करता है     कारोबार में सुधार लाने में मदद करता है

5. जर्नीज़ ने मुझे इसके लिए प्रेरित किया : .....

6. वह क्या है जो जर्नीज़ में आपको सबसे अधिक पसंद है ? .....

7. भारत पेट्रोलियम के साथ आपका क्या संबंध है ?

- कारोबार सहयोगी     ग्राहक     स्टाफ     अन्य

8. व्यक्तिगत जानकारी

नाम : .....

आयु : ..... जेंडर : .....

प्रदेश/क्षेत्र : .....

सीसी नं.: ..... संपर्क नं.: .....

ई-मेल : .....

कृपया अपना फीडबैक निम्न पते पर भेजें :

संपादक, जर्नीज़, बीपीसीएल ब्रांड एवं पीआर,  
 भारत पेट्रोलियम कॉर्पोरेशन लिमिटेड, पो. बॉक्स नं. 688,  
 भारत भवन, 4 एवं 6 करीमभाँय रोड, बेलार्ड इस्टेट, मुंबई - 400 001.  
 या ई-मेल भेजें : mendoncamelisaj@bharatpetroleum.in



**FEEDBACK**

# JOURNEYS READERSHIP SURVEY

**1. How often do you read JOURNEYS ?**

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- None

**2. Tick the topics that interest you :**

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- Leadership
- Others

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- Serves as a source of information
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- Other

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- Territory/Region : .....
- CC No.: ..... Contact No.: .....
- Email : .....

**PLEASE SEND YOUR FEEDBACK TO :**

The Editor, Journeys, BPCL Brand & PR,  
 Bharat Petroleum Corporation Ltd. PB No.: 688,  
 Bharat Bhavan, 4 & 6 Currimbhoy Road, Ballard Estate, Mumbai - 400 001.  
 Or Email to : mendoncamelisaj@bharatpetroleum.in

# Here are a few tips to help you save fuel and spend less on more kilometers of riding!

Use superior grade of 2T oil as lubricant in 2-4 stroke engine for getting the optimum performance. This will help in lubrication of engine at all temperatures, reduce power loss and wear & tear of engine components.

- ❑ Good driving skills help in fuel savings.
- ❑ Drive steadily and at an optimum speed of 45 km/hr.
- ❑ Use brakes only when needed. Anticipate the route and regulate speed so as to avoid breaking.
- ❑ Use the clutch pedal only to shift gears. Riding the clutch causes loss of energy and fuel.
- ❑ Switch off engine at a red signal.
- ❑ Always drive in correct gear. Incorrect gear shifting leads to more fuel consumption.

## Maintenance tips for your two-wheeler for fuel efficiency

- ❑ Clean air filter regularly to avoid dirt that chokes and causes poor combustion.
- ❑ Check tyre pressure regularly. Under inflation by 25% causes a 5% increase in fuel consumption and 25% decrease in tyre life.
- ❑ Check for fuel leaks. One drop/second amounts to 5½ litres per day.
- ❑ Regular tuning of the engine can save 6% of fuel.
- ❑ Clean spark plugs regularly or replace if needed.
- ❑ Keep fuel valve closed while parking.



*For further information or assistance please contact:*



## Petroleum Conservation Research Association

Sanrakshan Bhavan, 10, Bhikaji Cama Place, New Delhi - 110 066.

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