

# जर्नीज़ JOURNEYS

*Energising Dealers and Distributors*

Issue 2 | 2019

MAHARATNA



**Bharatgas  
Lights Up Lives**

## EDITORIAL

As products, markets, customers and needs change rapidly, marketing strategy has also evolved over the years, with the "Seven P Formula" of 'Product, Price, Promotion, Place, Packaging, Positioning and People' still holding good to continually evaluate your business activities to achieve the maximum results possible in today's marketplace. The customer remains the focal point. As Jonathan Midenhall observed, "Amazing things will happen when you listen to the consumer."

Technology now has a pivotal role to play in marketing, adding more dimensions like social media to the marketing mix. Build relationships, teams, partnerships and motivate people to contribute. Cultivate leadership, creativity and excellence. Listen – seek new ideas and advice. "Nothing great was ever achieved without enthusiasm," stated Ralph Waldo Emerson. Finally, passion is the catalyst, which will make you work wonders.

Our LPG Business has been in the forefront of the Cooking Gas Revolution in India, transforming the lives of people, particularly the women hailing from underprivileged sections of society. Moreover, the SBU has leveraged technology to the hilt, to offer unique, unparalleled solutions to consumers, providing convenience and comfort with a mere click! Do read about their numerous initiatives in the feature article.

Interviews with our outstanding LPG Distributors provide valuable insights on their tumultuous journey, their beliefs, practices and dreams...

We would like this magazine to be enriched with your news, achievements, travels, essays, innovations and unique activities. Do write in and make this a magazine 'of the people, by the people and for the people'.

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## Kochi Refinery Sets New Safety Record

On 9<sup>th</sup> June, 2019, Kochi Refinery achieved the Public Sector Petroleum industry record of 60 Million accident free Man-hours, equal to 4909 days viz. 13 years 5 months and 10 days. Moreover, on 14<sup>th</sup> August, 2019, Kochi Refinery set a new safety record by achieving 61 million accident free man-hours!



## BPCL Signs MoU for 2019-20 with MoP&NG

BPCL has entered into a MoU with MoP&NG for 2019-20. The MoU was signed in Delhi on 30<sup>th</sup> May, 2019 by Dr. M. M. Kutty, Secretary MoP&NG and Mr. D. Rajkumar, C&MD BPCL in the presence of MoP&NG officials - Mr. Ashutosh Jindal, Joint Secretary (Marketing), Mr. Sunil Kumar, Joint Secretary (Refineries), along with Mr. N. Vijayagopal, Director (Finance), Mr. I.S. Rao, ED (Planning), Mr. M.A. Khan, ED (Corp. Coord. & Development), Mr. Neeraj Shukla, CGM (Planning).

Other than the mandatory financial parameters, the focus areas of MoU 2019-20 include increased throughput and availability of Refineries, NANO in Retail Outlets with auto pushing of RSP on real time basis, increasing digital transactions for LPG refills & ROs, star rating of LPG distributors & timely redressal of grievances in OMC portal, increased penetration of PNG connections and new CNG stations, building infrastructure and enhancing capacity by Capex spending, project completion without time and cost overruns, HR parameters for continuing improvements and work-life balance and development of women employees.



## MR Wins the 'Leaders Award' Under Sustainability 4.0 Awards – 2018

Mumbai Refinery has been conferred with the 'Leaders Award' under the prestigious "Sustainability 4.0 Awards – 2018", conducted jointly by Frost & Sullivan and TERI (The Energy & Resources Institute), as a recognition for its sustainability initiatives. Using 13 sustainability parameters, the comprehensive assessment was based on the proprietary "Global Sustainability 4.0 Assessment Model" with focus areas categorised into "Purpose, People, Planet & Partnership".

## I&C Says 'Hello' to 'TATA'

On 20.08.2019, Team I&C signed an MoU with TATA Group of Companies for supply of black oils to their group companies pan India. Strengthening the relationship further through joint efforts was also deliberated by exploring avenues for mutual 'value generation'.



### Longest LPG Pipeline Joint Venture Agreement Inked



On 3<sup>rd</sup> June, 2019, IOCL, BPCL and HPCL signed an Agreement for formation of a Joint Venture Company for building and operating the longest LPG pipeline of our country, spanning 2757 kms from Kandla in Gujarat to Gorakhpur in Uttar Pradesh, at an estimated cost of about ₹ 10,000 crore. IOCL would be holding 50% equity in the JVC, while BPCL and HPCL each would be holding 25%

equity. The pipeline would transport 8.25 MMT of LPG sourced from Kandla LPG import terminal, other LPG import terminals on the West Coast, two refineries at Koyali and Bina and would directly link 22 industry LPG bottling plants. This pipeline movement of LPG would enhance safety, reliability, environmental benefits, besides economics as compared to road transportation.

### Inauguration of Baitalpur LPG Plant

18<sup>th</sup> September, 2019 was a memorable day for the E&P and LPG fraternity as the state-of-the-art LPG bottling plant at Baitalpur, District Deoria, UP was inaugurated and dedicated to the nation by Shri Adityanath Yogi, Hon'ble Chief Minister of UP and Shri Dharmendra Pradhan, Hon'ble Minister of Petroleum & Natural Gas, in the august presence of Mr. Ashutosh Jindal, Joint Secretary Marketing, MoP&NG, Mr. Arun Kumar Singh, our Director (Marketing), Mr. I.S. Rao, ED (LPG) and Mr. Y.V. Apte, ED (E&P) HQ.

Located 10 km from Deoria City, the Plant is spread over an area of 14.04 acres and will cater to about 9 lakh households of Uttar Pradesh and 5.4 lakh households of Bihar. The total project cost is to the tune of ₹ 62.2 crore and the total plant capacity is 90,000 MTPA. Apart from a 24 station fully automated imported carousel, capable of producing zero defect cylinders, the Plant is designed in such a way that it can do bottling of almost all type of cylinders in the industry i.e. 5 kg, 14.2 kg, 19 kg, 35 kg and 47.5 kg, with all the allied facilities to ensure production with 100% assured quality and quantity. With a bulk storage capacity of 900 MT in three mounded storage vessels, it also has in-house cylinder pressure testing and painting facility.



## BPCL Reigns Supreme at the MOP&NG Swachhata Pakhwada Awards !



*Mr. K. Padmakar, Director (HR) and Mr. M.A. Khan, ED (Coordination)*



*Mr. C.J. Iyer, ED I/C MR*

The resounding performance of our Corporation during the recent Swachhata Pakhwada in July 2019 won us the First place among Oil & Gas PSUs and offices. The 'Swachhata Pakhwada Puraskar' for 1<sup>st</sup> – 15<sup>th</sup> July, 2019 was presented by Shri Dharmendra Pradhan, Hon'ble Minister of Petroleum & Natural Gas & Steel, in the presence of Dr. M. M. Kutty, Secretary, MOP&NG. The award was received by Mr. K. Padmakar, Director (HR) and Mr. M.A. Khan, ED (Coordination).

Our Mumbai Refinery bagged the first place among refineries and Bharat Oman Refineries Ltd (BORL) secured the third place. Mr. C.J. Iyer, ED I/C MR and Mr. M.B Pimpale, MD (BORL) received the awards on behalf of Mumbai Refinery and Bina Refinery respectively.

Over 19 lakh persons were reached out to, through a whopping number of 50,000 activities! The extended BPCL network including Retail Outlet Dealers, LPG Distributors and our channel partners played an integral role as multipliers of activities, even taking activities right up to the doorstep of our customers.

This Pakhwada helped us to take a big leap in realising our Hon'ble Prime Minister's mission of a Swachha Bharat and thus, pay a tribute to Mahatma Gandhiji on his 150<sup>th</sup> birth anniversary.



*Mr. M.B Pimpale, MD (BORL)*

## Corporate HSSE Bags Energy & Environment Foundation Global Award



On 23<sup>rd</sup> August, 2019, Corporate HSSE was awarded with the 'Energy and Environment Foundation Global Award 2019 - Gold Category' in recognition of its outstanding contribution, professionalism, commitment and action towards positive impact on the environment. In the category of Global Sustainability, BPCL's consistent efforts to improve management of natural resources, demonstrating new innovative methods to tackle challenges posed by climate change, raising awareness of emerging environmental challenges and sustainability were lauded.

## Foundation Stone Laid for LPG Plant & POL Terminal in Jharkhand

Strengthening its presence in the Eastern Region, BPCL is setting up its first major POL terminal of 27,200 kl storage capacity and first LPG bottling plant with a 24 station electronic carousel and Bulk LPG storage capacity of 900 MT in mounded storage vessels at Bokaro. On 11.8.2019, Shri Dharmendra Pradhan, Hon'ble Minister of Petroleum & Natural Gas & Steel and Shri Raghubar Das, Hon'ble Chief Minister of Jharkhand laid the foundation stone for these projects, which would entail a total investment of about ₹ 350 crore.



## BPCL Bags SAP Solution Manager Excellence Award 2019



BPCL won the Finalist position in the SAP Solution Manager Excellence Award 2019 given by INDUS on 12<sup>th</sup> June, 2019. INDUS is a SAP user Group for the Indian subcontinent, which allows SAP and SAP users to exchange information of mutual interest and share experiences, knowledge and ideas.

## BPCL's First City Gas Distribution Network Project Inaugurated



On 17<sup>th</sup> June, 2019, BPCL commissioned its first City Gas Distribution Network at Rupnagar by charging Gas through City Gate Station (CGS) at Nangal. BPCL has been authorised by PNGRB for developing the gas distribution network in the district of Rupnagar, which covers an area of 1,370 sq.km., encompassing charge areas of Nangal, Anandpur Sahib, Rupnagar and Chamkaur Sahib.

## Inauguration of Integrated Lube Hub at Pune



On 8<sup>th</sup> May, 2019, an 'Integrated Lube Hub' was inaugurated by Mr. V. Anand, ED (Lubes) in the presence of Mr. Y.V. Apte, ED (E&P), Mr. V.Y. Vartak, Head – SCM (Lubes) and other senior officials at Pune. The hub comprises two Lube storage sheds with stacks & pallets, a car parking shed & admin. building. The unique feature of this project is that the storage sheds and car parking shed were constructed using the new technology of Pre-Engineered

Building (PEB). PEB structures are highly cost effective, easy to erect and maintain and very pleasing aesthetically. The world is moving from horizontal storage to vertical storage and E&P, always in the forefront of adopting new technologies to benefit the customer, has used PEB to advantage. The construction was completed by the E&P team in record time to ensure business growth in Pune.

## Reputation Strategy Meet Culminates in Bharat Petroleum Response Force



A profitable business is built on the foundation of a good reputation. Delivering functional and social expectations of the public on one hand and crafting a unique identity on the other hand creates trust and thus builds the reputation capital of a company. In order to meet this objective, Brand & PR organised a Reputation Strategy Meet 2019 at Madurai where analysis of case studies and the distillate of their learnings was presented on 'Reputation Management through storytelling, during a crisis and by leveraging of social media. Eventually, the energised participants, who were mainly location heads, were anointed as members of the Bharat Petroleum Response Force (BPRF) to uphold the reputation of Bharat Petroleum in all their endeavours.

## World Para Badminton Champions Win Medals



On National Sports Day on 29<sup>th</sup> August, 2019, Ms. Manasi Joshi and Mr. Manoj Sarkar were felicitated for winning medals in the BWF Para World Badminton Championship 2019 held in Basel, Switzerland. Manasi clinched the Gold Medal in the Women's Singles SL 3 category defeating World No. 1 and compatriot Ms. Parul Parmar and Manoj won the Bronze Medal in the Men's Singles and Gold Medal in the Doubles SL 3 category. We wish both our sports stars all success in future!

## Prestigious Award for BPCL's Liquid Cargo Jetty



On 9<sup>th</sup> August, 2019 our Uran LPG Terminal was awarded as the best performer of the year 2018-19 for handling the highest ever liquid cargo since inception at BPCL's Liquid Cargo Jetty at JNPT. The award was handed over by Shri Mansukh L. Mandaviya, Hon'ble Minister of State for Shipping (Independent Charge) & Chemicals and Fertilizers in the presence of Shri Sanjay Sethi, Chairman JNPT, IAS, Shri Sanjay Bhatia, Chairman MbPT and other dignitaries. Commissioned during the year 2002, the Jetty is a joint venture of BPCL / IOCL with JNPT, initially designed to handle 4.5 MMT and achieved handling of 7 MMT of liquid cargo in the year 2018-19.



## Bharatgas Lights Up Lives

‘The cup that cheers’ is what puts the zing into the life of every Indian at the break of dawn. And our LPG – Bharatgas – is the fuel that lights the kitchen flames in 8 crore households in the country! With our strategic infrastructure, large network of dynamic distributors and ever obliging delivery boys, we ensure that our tagline – Cook food. Serve love. – rings true always.

Squeaky clean, portable and environment friendly, LPG will continue to remain the preferred cooking fuel, bringing immense joy to the humble housewife. Demand for an LPG connection is emanating largely from the rural sector, keeping pace with better health consciousness, rising lifestyle aspiration and higher disposable income.

We fondly remember our beginnings, when we brought LPG to India for the first time, way back in 1955, in our Burmah Shell avatar. The brand name ‘Bursane’ started the kitchen revolution then, as a clean and efficient cooking fuel. Today,

Bharatgas continues the trend, spreading warmth and cheer to millions of households across the length & breadth of the country, thanks to its 6,042 distributors.

BPCL has always kept pace with the times, investing in the most modern LPG infrastructure available – from a manual plant to a 24 station carousel (1,570 cylinders per hour) to the latest state-of-the-art 72 station Flexi Carousel, which enables dynamic flow of cylinders, giving unmatched filling capacities of 4,300 cylinders per hour on a single carousel system.

Enjoying 26.55% market share of total LPG consumption, BPCL has 52 LPG Bottling Plants with annual throughput of 5,858 TMT. The LPG SBU adds to BPCL’s bottom line by focusing on profit from its non-domestic business like Packed Commercial, Bulk, BMCG and Beyond LPG.

From 2007 onwards, there has been a countrywide focus to take LPG into rural areas and an exclusive rural LPG Distribution model was developed. Currently, more than 2,600 LPG distributors cater to this segment, which has burgeoning

“Cooking with love  
provides food for  
the soul”





demand and tremendous potential for growth in allied fields.

The Bharatgas team has also launched Mass Awareness campaigns, like LPG Panchayats, Safety Clinics and 'House to House' Safety Education through Suraksha Mitra & Didis, on safe usage & benefits of LPG – as PMUY beneficiaries are first time users from low literacy rural areas.

We have also launched different sizes of Bharatgas cylinders – 5 kg, 19 kg, 35 kg, 47.5 kg – to meet the varying needs of our customer base. We have also introduced 450 kg Hippo cylinders for industries, replacing conventional diesel, furnace oil and even coal, thereby introducing a cheaper and environment friendly fuel option for them.

Yet another customer service facility introduced was the 5 kg FTL (Free Trade LPG) cylinder or 'Bharatgas Mini', which is available with minimum documentation at retailers / kirana shops. These cylinders attract the young, moving population and are also popular with bachelors. The cylinder is the property of the customer and refills are taken from the retailers, spelling 'convenience' all the way.

The customer face of the LPG SBU has become highly responsive, with technology being leveraged for transactions, communication, awareness and confidence building including social auditing.



*Door to door campaign to promote 5 kg FTL cylinders in potential markets*



*The Bharatgas Mini Express enhances visibility and promotes sale of 5 kg FTL and commercial cylinders.*



## Digital Initiatives

### Bharatgas Pay & Book on Amazon



Mr. Arun Kumar Singh



In today's world, the needs of customers are continuously and rapidly changing and businesses have to keep pace with the new and emerging trends through innovation. In such a scenario, where digital transformation has become imperative, businesses have to shift from the conventional mode of operation to modern and technology driven operations. Striving for customer ecstasy, Bharatgas and Amazon joined hands to create ease and convenience for customers through the 'Bharatgas Pay & Book facility on Amazon', which was launched by Mr. Arun Kumar Singh, Director (Marketing) on 2<sup>nd</sup> November, 2019 at Pune.

Mr. T Peethambaran, ED (LPG), Mr. Vijay N. Tilak, CGM (LPG) HQ, Mr. Ravindra Deshmukh, RLM (WR), Mr. Shailesh Srivastava, State Head Maharashtra & Goa and Mr. Mahavir Jindal, Director (Operations), Amazon graced the occasion. Mr. Sourav Mukherjee, Territory Manager (LPG) Pune was beaming as he became the first official Bharatgas customer on the Amazon platform as Director (M) clicked on the 'Pay Now' button in the Amazon App.

In his address, Director (M) shared the customer centric approach of successful companies around the world, emphasising the need for rapid



“Rapid technology enhancement is vital for providing greater ease and convenience to consumers”  
 – Arun Kumar Singh  
 Director (Marketing)

technology enhancement for providing greater ease and convenience to consumers. Amongst all OMCs, Bharatgas is the first to provide this facility on the Amazon platform and this initiative will go a long way in entrenching BPCL's digital footprints across the country.

## Bharatgas Last Mile App Enabled EDC Device



Mr. T. Peethambaran



In its endeavor to adopt digitalisation as a way of life, the LPG SBU took another giant step and came up with the integration of a Paytm EDC device and Bharatgas Last

Mile Delivery App, bringing the delivery of LPG cylinder and digital payment under one platform.

It is a one stop solution for the delivery person to perform hassle-free transactions at the customer's doorstep, incorporating all steps of delivery, cash memo printing and digital payment.

It was a red letter day for the LPG SBU and Northern Region LPG when

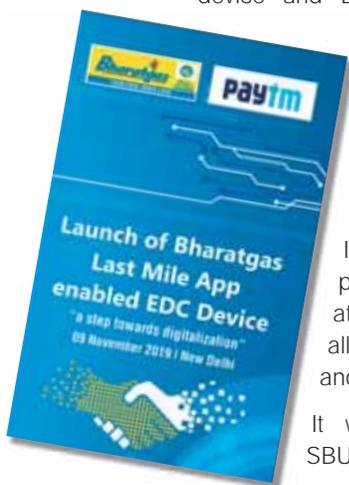
“ If we do not change with the changing times and fail to adopt the latest technology, we could be left behind and the business will suffer ”

– T. Peethambaran  
ED (LPG)

Mr. T. Peethambaran, ED (LPG), launched the Bharatgas last Mile App enabled EDC device at New Delhi on 9<sup>th</sup> November, 2019 on a pan India basis. Mr. Sajal Bhatnagar, Vice President, Paytm praised BPCL as a pioneer in adopting technology, stating that BPCL was the

first company in the country to have adopted payment through QR code in a formal way.

ED (LPG) enthralled the audience, quoting examples of companies which failed to innovate, and were soon out of the market. He cautioned, “If we do not change with the changing times and fail to adopt the latest technology, we could be left behind and the business will suffer.”



### New Connection / Second Cylinder

- A customer can apply for a new connection / second cylinder online through the BPCL website. The customer can also make payment for the new connection / second cylinder online through Net banking / Debit Card / Credit Card / UPI / BHIM.
- A customer can also apply for a second cylinder through the IVRS system and the Customer Mobile App.

### Umang App

The Government has introduced the Umang App in which all the Government related facilities are available. BPCL has integrated with this App and provided refill booking and online payment option in this App.

### Digi Locker

The soft copy of the Subscription Voucher (SV) of the New Connection taken by the customer is sent through mail to the customer and it is also sent to the Digi Locker. The customer can take the printout of the SV any time by extracting the details from the Digi locker.

### Online Distributor Selection System

To make the system more transparent and robust, BPCL has done away with the manual process of selection of Distributors. Now BPCL selects Distributors through the Online Draw facility. Eligible candidates are selected randomly through the Online Draw system.

## FEATURE

### Online Payment Facility

BPCL has provided various Online Payment systems to customers :



- Quick Book & Pay – A customer can make online payment without login into the website, by using the Quick Book and Payment option. The customer will enter the registered mobile number and can make payment through Credit Card / Debit Card / Net banking / UPI.
- A customer can make payment with login into the BPCL website.
- A customer can make payment through the BPCL Corporate Facebook page and Corporate Twitter Handle through a link provided.

- BPCL has also introduced online payment facility for the customers who want a second cylinder.
- For customers who are booking through IVRS / SMS, BPCL is sending a link for making online payment.
- A customer can make payment online by using UPI / BHIM.
- To make the online payment system more user friendly, customers can store their last payment mode details on the Payment Gateway. When the customer does a repeat transaction, it isn't necessary to enter the whole details of Credit Card / Debit Card numbers etc. again as it will be stored at the Payment Gateway end. It is secured and safe.
- Customers are enabled to make digital payments through various modes such as e-wallets, Credit Card, Debit Card & online banking. For customer delight, BPCL has initiated tie-ups with various E-wallet companies like Paytm, Mobikwik, etc. and banks.

### Customer Mobile App

With the changing times, digitalisation and increase in customer demand, a new & improved version of the Bharatgas Customer Mobile App has been developed with the following features :

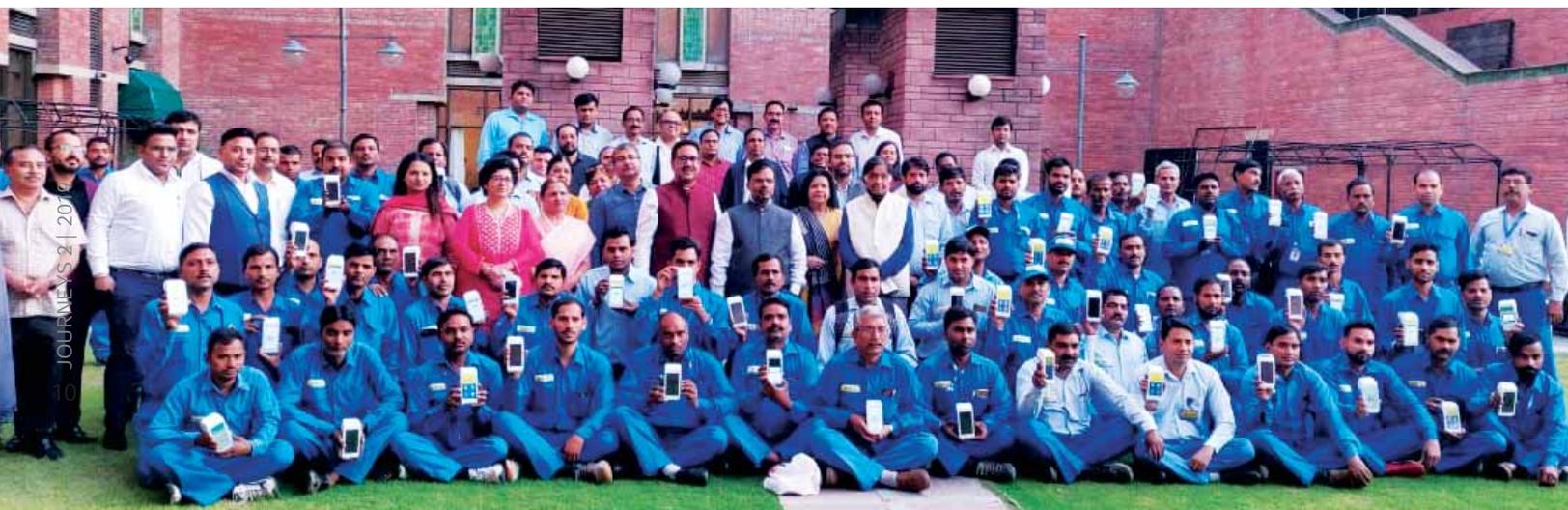
- A customer can book and make payment by the Mobile App.
- A customer can rate the service of Distributors on the Mobile App.
- A customer can apply for change of address/mobile through the Mobile App.
- A customer can request for safety inspection of her kitchen.



### Distributor Mobile App

In the era of technology and digitalisation, we can use technology to help the distributor to run his business more efficiently and with convenience. BPCL introduced the Last Mile App for the Distributor Network with the following features :

- The Distributor can monitor refill delivery online and assign leakage complaints to the mechanic on the mobile, so that complaints get attended on an immediate basis.
- The delivery boy of the Distributor can deliver the cylinder at the customer's premises. This will reduce the work load of the Distributor's staff in the showroom.
- The delivery boy can help the customer to book the refill through the App.



- The mechanic can attend to emergency calls related to LPG leakage through the App.
- The mechanic can do mandatory inspection of the customer's installation (stove, LPG cylinder, regulator and pipe) to increase the customer's safety.

## Workshop on Fuel Conversions

Many industries are still running on traditional fuels like LDO / FO / HSD etc. Our LPG is far superior to these traditional fuels in terms of calorific value, burning efficiency and emission norms. Fuel conversions have tremendous potential and offer a limitless leap in commercial volumes. In order to facilitate competency building, territories across the country conducted Workshops on Fuel Conversion for select sales officers and enterprising distributors.

With a plethora of initiatives, the LPG SBU has transformed to a high-tech, prompt and efficient service provider, adding to the brand equity of BPCL. The Bharatgas Parivar is wedded to the brand values of 'Innovative, Caring and Reliable', committed to serving Indian families with clean, convenient & safe cooking gas, as well as providing LPG to commercial and bulk customers on time.

In the past few years, the LPG Business was focused on the nation's mission of uplifting the needy through the various Schemes launched by the Government. Directly transferring the subsidy benefit to the customer's bank account was a major contribution of the LPG business to the Government's initiative of reaching the welfare benefits to the people directly.

With a mission of empowering customers, while providing them with utmost convenience, the backend of the business is becoming more technology intensive, as new applications are being developed.

While Bharatgas has energized millions of homes, BPCL has also revolutionized the world of cutting, welding and brazing by introducing an innovative product, Bharat Metal Cutting Gas (BMCG). This is an ideal substitute for Oxy-Acetylene, which is expensive and has availability constraints.



The LPG SBU has been instrumental in bringing laurels to BPC on many fronts. For the 9<sup>th</sup> consecutive year, the LPG SBU has bagged the prestigious 'Best LPG Marketing Organisation' Award from Oil Industry Safety Directorate (OISD).

Striving to make Bharatgas the most preferred and loved brand, the team focusses on rural segment growth, with infrastructure and the network aligned to the growth strategy. Our LPG Plants continue to maintain a record of best practices in HSSE coupled with improvement in productivity and cost leadership. We invest in training in customer service for both, our distributor and delivery boys, as they have access to homes and ladies of the household. Motivated and cohesive, the team maintains world class Operations and HSSE standards, contributing to a positive environmental footprint. Adopting a culture of innovation and learning, the LPG SBU is fully geared to meet the challenges of a disruptive future and still attain peaks of excellence.

## Showroom on Wheels



'Innovation is not only about creating new products, but also creating new processes and new ways of doing things.' Realising the needs of today's customers where time is a scarce resource, Raipur Territory has now ideated an 'All-In-One Delivery Vehicle' to serve customers at their doorstep. State Head MP&CG, Mr. Sohail Akhtar flagged off this novel vehicle on 8.8.2019 at M/s. Neelima Bharatgas Gramin Vitrak, under Jagdalpur Sales area.

The 'Showroom on Wheels' is customised to reach out to the rural masses. Some of the provisions available are:

- Live refill booking and delivery in system
- Live cash memo printing facility
- KYC seeding to avoid any duplication by OMCs
- Safety Messages displayed and audio message played

Every once in a while, a new technology, an old problem, and a big idea turns into an innovation and M/s. Neelima Bharatgas has turned adversity into a possibility.

## Pradhan Mantri Ujjwala Yojana



*Hon'ble Prime Minister launches Pradhan Mantri Ujjwala Yojana (PMUY) at Ballia, Uttar Pradesh*

The flame of hope is lighting up households galore as the Cooking Gas Revolution sweeps India with the juggernaut of change! About 10 crore households use traditional biomass fuels like firewood, dried animal dung, agricultural waste, charcoal, etc. for cooking in small, stuffy rooms. This is a major health hazard for women, especially in the rural sector, and it makes cooking a very time-consuming process.

According to a 2017 statistic by the Organisation for Economic Cooperation and Development (OECD), men spend about 51.8 minutes a day on unpaid work, while women devote about 351.9 minutes a day! Precious time that could be put to productive use was 'going up in smoke'!

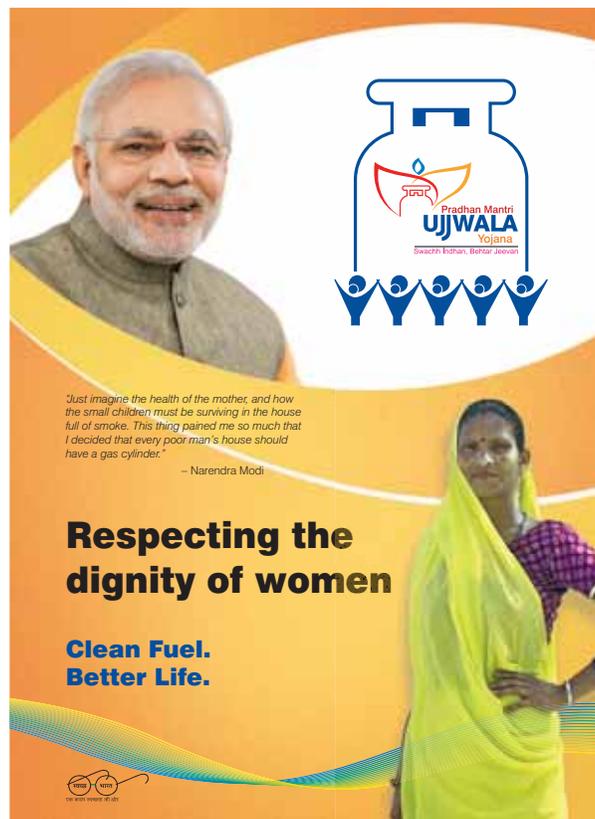
Pradhan Mantri Ujjwala Yojana (PMUY) was a landmark inclusive development scheme, providing the answer to a woman's prayer! PMUY brought an indelible change in the lives of millions of women, empowering them to lead a healthy, productive life.

Our Hon'ble Prime Minister launched PMUY on 1<sup>st</sup> May, 2016, with the objective of replacing the fuel used in rural India and by below-poverty-line (BPL) households with cleaner and more efficient LPG. Every PMUY LPG connection is free of cost and includes the security deposit of a 14.2 kg LPG cylinder, pressure regulator, suraksha hose, DGCC booklet and administration & installation cost for the distributor.

PMUY primarily serves rural womenfolk, who are enjoying the experience of individual identity, as they are being issued LPG connections in their own names, based on their Aadhar cards and bank accounts.

The Ministry of Petroleum and Natural Gas (MoPNG), Oil Marketing Companies (OMCs), District Nodal Officers (DNOs), agencies, network and other stakeholders all worked synergistically to implement this ambitious plan to

the hilt. There were significant IT developments at OMCs and National Informatics Centre(NIC), daily MIS reporting on industry basis through 'PMIS', a dedicated website for PMUY ([www.pmujiwalayojna.com](http://www.pmujiwalayojna.com)) and a toll-free number for PMUY (18002666696). A 360 degree media campaign in local languages through newspapers, TV, radio, banners, hoardings / standees, social media, etc. was deployed to inform people about PMUY and the benefits of LPG.



Parallel efforts on multiple fronts, meticulous planning and time-bound, mission-mode implementation, along with continuous engagement and support by MoP&NG, regular follow-up based on on-ground feedback and special drives involving freedom fighters, ex-servicemen, other prominent personalities, NGOs and self-help groups all resulted in making this dream come true.

The 2016 Union Budget announced the goal of releasing 5 crore deposit-free, domestic LPG connections under PMUY for BPL families, with budgetary support of ₹ 8,000 crore. The selection of the beneficiaries was based on the Socio-Economic Caste Census data (SECC-2011), with priority afforded to SC / ST and other economically underprivileged sections of society. With the success of PMUY, in the Union Budget of 2018, the target was enhanced to 8 crore, with additional budgetary support of ₹ 4,800 crore.

As on 1.12.2019, BPCL has released 2.11 crore Ujjwala connections, while the industry has collectively clocked 8.03 crore Ujjwala connections.



## PAHAL – The Foundation



*Hon'ble Petroleum & Natural Gas Minister hands over the Guinness World Record certificate to Hon'ble Prime Minister*

'Pahal', the first 'step' towards a brighter future for India, was introduction of the Pratyaksh Hanstantarit Labh (PAHAL) Program in November 2014 to improve the governance of LPG subsidy distribution. As the cash LPG subsidy was directly transferred into the bank account of the beneficiaries, the initiative cleaned up the database, ushering in an era of transparency in subsidy management. The intensive exercise resulted in weeding out of 40 million duplicate / fake / ghost / inactive domestic LPG connections and a saving of ₹ 42,000 crore worth of subsidy.



The unprecedented success of PAHAL resulted in it being recognised by The Guinness Book of World Records as the world's largest Direct Benefits Transfer for LPG (DBTL) Consumer Scheme, benefitting over 230 million consumers and over ₹ 99,000 crore of subsidy has been transferred directly to the beneficiaries' bank account in the last four years.

The government also launched the 'GiveltUp' campaign, a voluntary scheme where affluent consumers who could afford to buy LPG at the market price, were encouraged to give up their entitlement to subsidy, so that the same could be utilised to provide more connections to the poor.





### Safety First

As most of the PMUY beneficiaries are illiterate and unaware of safe LPG usage practices, educating them was of paramount importance. Pictorial safety posters displaying the Do's and Don'ts of LPG usage were distributed to them. Rural Marketing LPG teams of OMCs conceptualised a 'Train the Trainers' workshop for field officers, DNOs and proactive distributors, who will in turn train the Anganwadi, primary healthcare workers, etc. at the grassroots level. A special kit of posters and a 'Gyandeep' booklet in the local language covers the safe use of LPG and acts as a ready reference material for master trainers. Street plays (nukkad natak) interspersed with interactive sessions increase safety awareness innovatively. Special Safety Clinics in rural regions demonstrate the safe use of LPG. Also, a Safety and Insurance Card is issued to each PMUY beneficiary.

LPG Panchayats were set up to spread awareness and assist beneficiaries on how to use LPG safely and properly. They also educate women on how to make the best use of its benefits, resolve issues and remove false beliefs and incorrect traditional perceptions. Panchayat heads, anganwadi workers and government officials motivate people to shift to clean cooking fuel, educating them on the values of health, safety and efficiency. Massive consumer outreach programs through 1.2 lakh LPG Panchayats by OMCs in less than 400 days had a tremendous impact on first-time users.

The mammoth PMUY programme, rightfully called a 'mahayagya', is a path-breaking initiative, which has gained strength in numbers, popularity, appreciation and coverage with each passing day. Linking underprivileged people with a targeted incentive framework to provide LPG and draw them into the energy mainstream has been an innovative, social engineering mechanism. Apart from inclusive development, PMUY has been hailed as the most potent catalyst of women's empowerment.

MOP&NG has undergone a paradigmatic shift in the imagination of the people, with its range of organically-linked policy reforms affecting life outcomes of the common person. It has also expanded the reach of the scheme by cutting across typical political, social and economic divides.

Rural India is witnessing a dramatic transformation, with 8 crore Ujjwala connections touching the lives of more than 40 crore people, enhancing their health and well-being, driving them to lead more productive and meaningful lives. Apart from bringing a clean fuel revolution in the country, this has worked wonders in augmenting India's economic and social growth.

### Ujjwala Suraksha Mitra



Neelam Pandey had completed her graduation and was desperately looking for a job. She always wanted to be part of a social cause. Her father, Ravendra Kr. Pandey owned a small seed shop at Amava, Rae Bareilly. With seven children, he was finding it difficult to educate all of them. Neelam learnt that Sultanpur LPG Territory was looking for young and enterprising women to work as Ujjwala Suraksha Mitras (USM), so she met them and was selected for training. PMUY connections were being released at a rapid pace in the Territory, but ensuring safety would be tough for these first time LPG users. Thus, the concept of Ujjwala Suraksha Mitras was launched to spread safety awareness by interpersonal communication and demonstration in the rural areas of the territory.

After training, Neelam was appointed as a USM and she has given training to more than 1500 households in more than 50 villages of Rae Bareilly. She is earning around ` 9000/- every month and has motivated many rural households to start using LPG.



The 5 kg domestic cylinders have been launched for the rural sector and PMUY customers viz. those who can't afford the cost of a 14.2 kg LPG cylinder refill at one time. We have converted numerous customers through 5 kg LPG Swapping Melas.



Ms. Lilly Bawa  
**Inder Gas Service**

Panchkula, Haryana

◆ My husband, the late Col. IBS Bawa, MVC, was martyred in Operation Pawan, Sri Lanka on 13<sup>th</sup> October, 1987. We had two children - a son, Tejinder, aged 14, and daughter, Manmeet, aged 12. I had lived in Army Cantonments all my life, as my father was an officer in the Army as well. On 2<sup>nd</sup> April 1988, I received my husband's Maha Vir Chakra at Rashtrapati Bhavan. Hon'ble Prime Minister, Mr. Rajiv Gandhi offered me an LPG Distributorship and Inder Gas Service was commissioned on 12<sup>th</sup> May, 1989.

◆ I've enjoyed every day of this 30 year commitment, serving 28,000 satisfied customers.

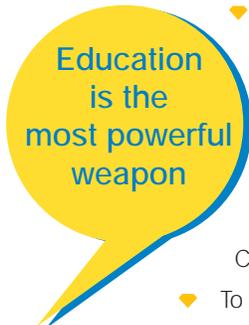
◆ The BPCL culture is akin to the culture in the Armed Forces. I had the privilege of working with the best officials in the company and like one large family, they guided me to become an efficient businesswoman.

**Some of the inspiring experiences were :**

- ◆ An aged customer, who was dropped home from the agency in my car, blessed us profusely.
- ◆ Many would salute me and wished their children had guts to start life afresh, after a massive tragedy like mine.
- ◆ In our office, special emphasis on equal treatment being meted out to all, whether it was an Army General or a roadside vendor.

**Numerous initiatives taken include :**

- ◆ Elderly consumers are given special treatment.
- ◆ All consumers can contact me personally 24 x 7.
- ◆ I call up my consumers randomly to get feedback on delivery staff behaviour and services.
- ◆ We regularly put up safety stalls at various local events like the Spring Festival etc.
- ◆ We conducted many Safety Camps for our soldier families residing in Chandimandir Cantonment.
- ◆ We collected aid for the Srinagar flood victims through SMSes to our consumer database.
- ◆ Our motto has been to 'Teach and Feed'. We regularly feed the underprivileged in Panchkula and sponsor school and higher education of many disadvantaged children.



◆ We joined hands with USHA to start sewing classes in our village segments, providing vocational training to semi-literate and illiterate girls and women.

**To contribute towards a safe and pollution free environment:**

◆ We organise awareness camps in rural areas to educate people on the optimum use of LPG to keep the environment smoke free.

◆ It was my personal ambition to provide as many connections to rural women as possible, to make their lives cleaner and healthier.

**CSR initiatives include :**

◆ Organised seminars / competitions in various schools on LPG safety.

◆ Held talks in schools and colleges on women safety and protection of the girl-child.

◆ Joined hands with the local administration in organising blood donation and health check-up camps, cycle / motorcycle rallies to spread awareness.

◆ I am a member of various Sexual Harassment Committees in Government departments.

◆ To feed and clothe the underprivileged is my personal passion. My goal is to genuinely reach needy hands directly.

◆ "Education is the most powerful weapon" was the cornerstone of my upbringing. This drives me to help those below the poverty line, by sponsoring their education and helping in any way to further their future and dreams.

**The USP of our Distributorship :**

◆ Upholding the core BPCL values of Customer Centricity, Trust, Ethics, Innovation, Collaboration, Development of People and Involvement.

◆ Consumer satisfaction is foremost.

◆ Personal handling of the distributorship, ensuring utmost honesty and diligence.

◆ Managing the distributorship with care and compassion.

◆ Working for the welfare of staff and society at large.



## Ms. Reshma Radhakrishnan Re' Bharatgas Dharmadam

Kannur, Kerala

Hailing from Kolassery in Kannur, Kerala, Ms. Radhakrishnan is a Science graduate with a diploma in Cooperative Management. Her father, Mr. K. Radhakrishnan, (retd.) Indian Air Force, urged her to apply for the distributorship to attain economic independence. On 22<sup>nd</sup> June, 2002 the agency was inaugurated, marking a turning point in her life, making her a self-reliant entrepreneur. It was a great honour when the agency was conferred with three prestigious awards in 2015-16: Excellence in Brand Building, Commercial Sales and PAHAL Implementation.

She believes that the association with BPCL has made her a responsible citizen, who can play a significant role in the lives of others. With the social recognition gained, she motivates the youth and women, offering them guidance in their startups.

The quality service rendered to customers was well rewarded by the patience and support they gave at the time of uploading KYC and Aadhar as part of PAHAL Implementation.

**Programmes contributing towards a safe and pollution free environment include :**

- ◆ Awareness of the proper use and safe cooking of LPG for 500 NCC Camp students, Kannur University Palayad Campus, Anganvadi helpers, Beedi working women, small industry workers and Ujjwala customers.
- ◆ Environment protection / afforestation supported by organisations like SEED and Mathrubhumi. School children planted hundreds of saplings in Dharmadam and Eranholi Bridge.



- ◆ Use of plastic is minimal and recycling of plastic is promoted.
- ◆ Ensuring running condition of delivery vehicles to minimize air pollution.

**CSR initiatives include :**

- ◆ Students of the Pettipalam colony slum were supplied with books, study material and stationery and cash awards were distributed to outstanding students. Toys were given to the kids at the Anganvadi.
- ◆ For differently abled children of 33 Panchayats of Kannur district – "Artbeats" – a full day program was a platform to display their skills in painting, singing, dancing, etc.
- ◆ To celebrate National Youth day, a cultural programme called "Manaveeyam" had talented artistes performing. Elderly persons were honored and all ward members of Dharmadam Panchayat were felicitated.
- ◆ On the First Death Anniversary of Dr. A. P. J. Abdul Kalam, his books were distributed to 10 outstanding students of Sacred Heart Convent School, Thalassery.

**USP of the Distributorship :**

"A customer is the most important visitor on our premises. He is not dependent on us, we are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business, he is part of it".

- ◆ The showroom has separate counters for various customer services and they take maximum effort for speedy redressal of grievances.
- ◆ Unique distinction of being the first distributor in Kannur District to bag the prestigious 5 star rating in 2016-17 and is keen to maintain the same tempo in all endeavours.
- ◆ Main goal is to offer prompt service at the customer's doorstep.

Mr. Vikas M C, Manager, is the strength of the agency, putting in tireless efforts and sleepless nights to do the best in every job. Apart from the special design for BPCL branding, he has helped in expanding the business immensely.

Main goal is to offer prompt service at the customer's doorstep



Ms. Smita Hainary

## Vasco Bharatgas Gramin Vitrak

Lakhimpur

- ◆ Vasco Bharatgas has purchased four delivery vehicles which are roaming throughout the day in my trading area, with a staff and delivery boy. Many customers (both domestic and commercial) have been enrolled through this mechanism.
- ◆ The delivery vehicles have banners depicting pictorial messages on safe LPG usage and Clean India.

### As a good corporate citizen :

Lakhimpur District is rural, one of the most backward areas and a flood affected district of Assam. The only source of support to people is through Governmental Organisations and the Village Panchayat. We have been actively involved with Village Panchayats and have conducted many flood relief camps during last summer. We are also planning to conduct regular Customer Awareness Programs on Safety and Effective Usage of LPG.

### USP of the distributorship :

We are new but we are committed to excel. We treat every customer with respect and genuinely try to solve each and every customer's issue and by Grace of God, we are successful in doing so.

- ◆ During this 100 Days Mission, our team has been working 16 hours daily. We have released more than 6000 new connections in the last 3 months and our total customer strength has gone up to 11,000!
- ◆ We should always strive for achieving excellence in customer service, while following the basics of business.

We should always strive for achieving excellence in customer service, while following the basics of business

- ◆ Commissioned in January 2019, our Distributorship has already achieved many milestones. I was a simple housewife but always wanted to become an entrepreneur. My husband supported me in all my endeavours and our dedication & hard work has already started yielding results.
- ◆ I wanted to establish my own identity. When I got this opportunity of being awarded the LPG Distributorship, my dreams came true and I started working aggressively right from Day One. I believe that : 'BPCL has been the Pole Star for me. It is my identity'.
- ◆ External Customer: Every customer is greeted with water at our Distributorship. This small gesture has projected the humane face of the agency, which has already inspired many customers.
- ◆ Internal Customer: Vasco Bharatgas Gramin Vitrak has already crossed 10,000 domestic population in less than 9 months' time. To celebrate this great achievement, I have taken my team for a weekend trip to Shillong. Our Team Vasco is highly motivated.
- ◆ District Lakhimpur is dominated by IOC and HPC. I have been doing aggressive marketing, followed by dedicated customer service, so that BPC has become the Best Performing OMC in the District. BPC has enrolled more connections in Lakhimpur than the other two OMCs in our 100 Days Mission.

### Some of the numerous initiatives are:

- ◆ Major publicity and campaigning of new BPC Distributorship through newspaper pamphlets, hoardings in every village and public announcements through delivery vehicles.
- ◆ Effective Boundary Management: Maintaining a strong rapport with District Administration helped in gaining commercial business.



Mr. Tapan Misra & Ms. Meena Misra  
**B. K. Enterprises**  
 Kharadi, Pune

- ◆ Major Bhukant Misra was decorated with the highest peacetime military award, the Ashok Chakra, for valour during Operation Blue Star in June 1984. Along with her two children, aged 13 & 11, his wife, Meena shifted to Pune, where she was awarded a LPG Distributorship in 1985. After his graduation in 1999, her son, Tapan got actively involved in the day-to-day operations of the agency. The mother-son duo have achieved many laurels from BPCL for exemplary service and volume in both, domestic & commercial segments.
- ◆ She says, "BPCL has changed our life completely, with work ethics which are an asset to the entire BPCL family."
- ◆ Once, they received a call very late on a weekend, requesting for a refill urgently, as the husband was away in the US and his wife, who had just delivered a baby, was facing great difficulty without LPG. The refill was delivered by the distributor personally, in the absence of any delivery staff. The customer was delighted with this gesture.
- ◆ During a visit to our showroom, a customer was so inspired after we offered financial help to a poor lady for a new gas connection, that he himself paid for the connection in full and gave her a free hand to choose what else she wanted.

**Numerous initiatives taken are :**

- ◆ Advertising for new connections through email, SMS, delivery boys and boards on delivery vehicles.
- ◆ Maintaining details of prospective customers and following up subsequently until conversion.
- ◆ Providing new connections at customer's doorstep
- ◆ Maximum payments through digital mode



- ◆ Document collection through retailers & incentives to them on conversion

**Selling friendly service along with on time service is our one point USP**

- ◆ Hassle-free new connection release for word-of-mouth publicity
- ◆ Security guards at housing societies advertise for new connections / DBCs as they are the first point of contact.
- ◆ We contribute towards a safe and pollution free environment by conducting safety clinics in slums and rural areas and safety audits at various industries and malls where we supply commercial LPG.
- ◆ CSR initiatives include active involvement with a group of volunteers, The Robin Hood Army Pune Chapter, who provide free food to the needy by collecting leftovers from restaurants and wedding venues. We also arranged blood donation camps with them.

**USP of our distributorship**

- ◆ Selling friendly service along with on time service is our one point USP. Also, strong location with an even stronger distribution system.
- ◆ After meeting numerous challenges, eventually profits seemed impossible due to the saturated market, so we handed over our resignation to the new Territory Manager. He urged us to do something out-of-the-box and we surged from 10 to 4000 commercial cylinder sales in a span of 4 months! Having proved that we could handle a challenge head on, we asked to be relocated. The rest is history, as we became one of the largest selling distributors in our territory. We share this story with new distributors, to inspire them to be hardworking and sincere always.

**Our growth strategy to power up sales is:**

- ◆ To put ourselves in our customer's shoes.
- ◆ To know what motivates customer behaviour and buying decisions.
- ◆ To find out why the customer would buy from us rather than our competitor.



# Five Trillion Dollar Economy – Oil and Gas Corporate View

A five trillion dollar economy and eight percent growth year on year till 2024 has come to stay as the national astronomical aspiration. There are calculations to suggest that even at that high level of national income, India will continue to be regarded as a lower middle class economy, on a per capita income basis. Therefore, the challenges and opportunities for the corporate world surpass the five trillion dollar bar. And the race has indeed begun.

What comes as a transition in the oil and gas sector arising from environmental concerns is only one part of the disruption story. Three more areas of concern that Industry leaders are worrying about are: application of digital technology, mobilisation of finance for the required investment and policy uncertainties. The negotiation with these ambiguous, still to emerge, forces are happening at different levels by multiple stakeholders. Corporates and business leaders are constantly rejigging their business model and bouncing those in the market place.

It is fair to assume that the coming five years in no way will be a replica of the years that have passed by. Extrapolating the current trend into the future will not be the order of the day. Therefore, organisations have to nurse a business outlook that would factor disruptions on multiple fronts. This requires investment in smart and resilient structures, with intelligence that is extrovert, at all levels. Outlook will be gleaned into path breaking vision at shorter intervals. It presents a scenario of vision continuously being revisited.

Consumption of total oil and gas most likely will grow at four to five percent year on year. That does not automatically secure business in terms of increase in specific product sale for any individual company. The market share of the oil companies will surely suffer threats and profit levels undoubtedly will come under strain. This calls for making the team aligned and network energised to counter the dragging effects of competition, powered by intrusion of new players with innovative logistics and improved economics.

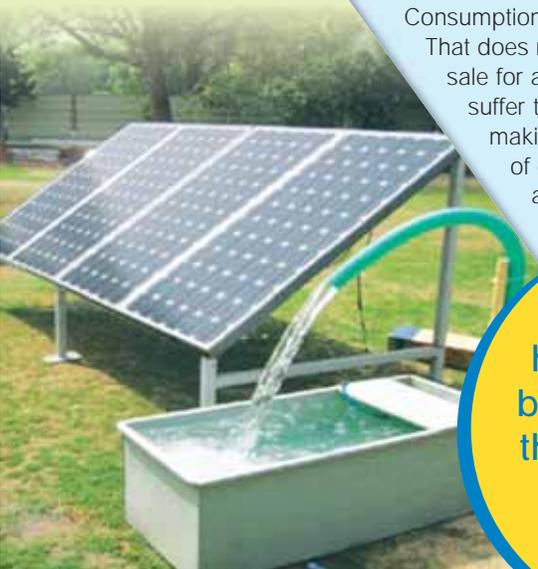
As the macro economy will experience growth, buttressed by diversification and export intensive buoyancy, corporates will necessarily focus on micro to transcend geographies. India will emerge as a destination for foreign capital and global players will look for a large slice of India's market. The oil and gas value chain may get unbundled. Protection, be it margin or market, will be a relic of the past, although tariff wars will escalate.

Let's face it. The growth process comes with creative destruction. Equilibriums are achieved out of churned disequilibria. As society takes over the market, the market gets fragmented. Oil and gas corporates have started looking at value links with a microscope. Managerial creativity has come into play.

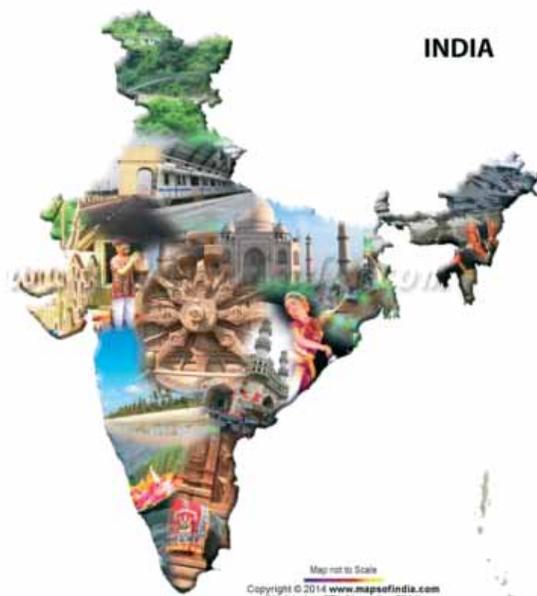
Organisations have to nurse a business outlook that would factor disruptions on multiple fronts

## Infographics on Energy Transition in India

- The availability of secure and reliable energy supply is essential for industrial processes and the provision of public services such as lighting, heating, cooking, information and communications technology and mobility.
- The energy system is undergoing unprecedented change.
- The geopolitical landscape of energy is quickly shifting and environmental concerns have shaken the system's foundations.
- The economics of competing energy sources have changed, and the advent of Industrial Revolution 4.0 technologies have enabled new business models.
- There is uncertainty about the pace and destination of the transformation, making a strong case for a systemic, multi-stakeholder approach that increases transparency on the enablers and reforms needed for countries to achieve an effective energy transition.



## Evolving Policy Focus in India's Energy Trajectory

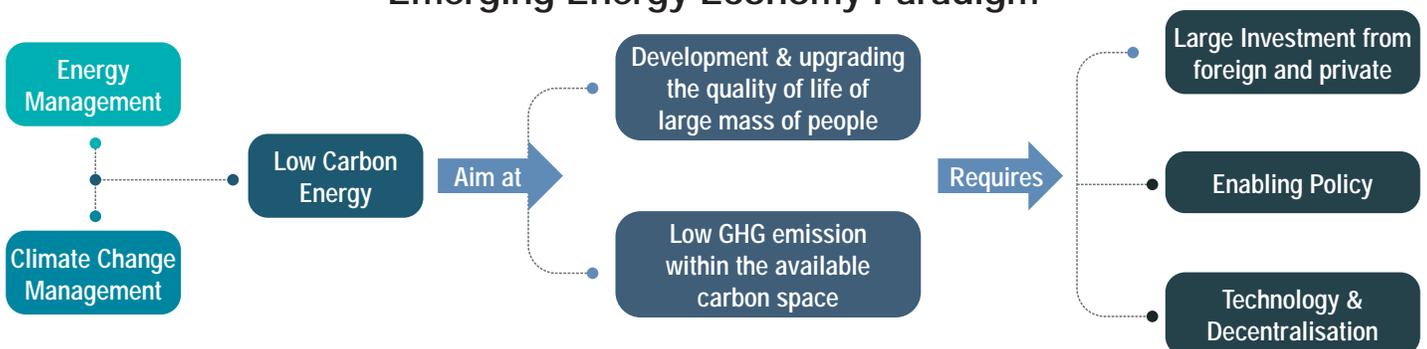


### India is committed to:

- Sustainable development
- Energy inclusive growth
- Clean energy economy
- De-carbonised energy composition
- De-subsidised energy pricing
- Government enabled green energy promotion
- Promotion of non-renewable – Wind & Solar
- Committed to UNFCCC – COP 21 at Paris - 2015
- International Solar Alliance
- Distributed energy ownership
- Private sector investment including FDI
- Assisted technology
- Sustainable differentiated path

How India has been handling the 'Energy Trilemma' (World Energy Council): giving primacy to 'Sustainability', without compromising 'Security' and 'Equity'.

### Emerging Energy Economy Paradigm



## Energy Trilemma Index (Rank) of World Energy Council for India

Lower the number, higher is the rank (desirable)

	2012	2013	2014	2015	2016	2017	2018
Energy Security	86	76	76	60	51	66	54
Energy Equity	110	110	105	93	93	96	93
Environmental Sustainability	123	121	123	96	97	92	75
Contextual Performance	-	76	90	105	100	86	81
Overall Rank	117	115	122	92	91	92	88
Balance Score	-	CDD	CDD	BDD	BCC	CCC	BCC



India has moved up in overall rank from 122 in 2014 to 88 in 2018. The improvement has come from all the three indicators and is more pronounced with respect to Energy Security and Environmental Sustainability. This indicates that there are green shoots for transition towards a low carbon economy, though it has a long way to move further from level 'C' to level 'A'.

## Energy Architecture Performance Index of World Economic Forum for India

Lower the number, higher is the rank (column 1)

	Rank out of 127 Countries	Composite Score	Economic Growth & Development	Environmental Sustainability	Energy Access & Security
2017	87	0.55	0.54	0.49	0.62
2016	90	0.53	0.51	0.49	0.61
2015	95	0.51	0.50	0.42	0.61
2014	69	0.48	0.49	0.41	0.54

India has improved its score on all fronts, particularly with respect to energy access and security & environmental sustainability. There is marginal improvement in composite score over the years, though the rank scrolled down in 2015 and went up in 2016 and further up in 2017. India has much to travel up the ladder to reach anywhere closer to the highest score of Switzerland, where environmental sustainability is 0.77 and energy access and security is 0.88.

## Energy Transition Index of World Economic Forum for India

Figures in percentage

	India Score		Highest Score in 2019 – Country
	2018	2019	
Energy Transition Index	49	51	75 – Sweden
System Performance Index	52	53	82 – Norway
Transition Readiness Index	47	49	74 – Finland

India is just nudging towards transition. Crossed 50% mark in 2019. However, the fact that the overall transition index remains less by 24 percentage points from the highest, implies that India has to do a lot to experience the transition that it is aiming at. On the readiness index, India is still lower than 50%, and lower than the highest by 25 percentage points.

– By Corporate Planning Department

# Success Tips for Entrepreneurs

Being successful often means learning from those who have already achieved their goals. Having a mentor is an amazing blessing to an entrepreneur, but not everyone can find one in person. If you haven't yet found your personal business guru, here are 21 tips for a young or aspiring entrepreneur to help you get started.

1

### Challenge yourself

Richard Branson says, his biggest motivation is to keep challenging himself. He treats life like one long university education, where he can learn more every day. You can too!

6

### Find good people

Who you're with is who you become. Reid Hoffman, co-founder of LinkedIn, noted that the fastest way to change yourself is to hang out with people who are already the way you want to be.

2

### Do work you care about

There's no doubt that running a business takes a lot of time. Steve Jobs noted that the only way to be satisfied in your life is to do work that you truly believe in.

7

### Face your fears

Overcoming fear isn't easy, but it must be done. Arianna Huffington once said that she found fearlessness was like a muscle – the more she exercised it, the stronger it became.

3

### Take the risk

We never know the outcome of our efforts unless we actually do it. Jeff Bezos said it helped to know that he wouldn't regret failure, but he would regret not trying.

8

### Take action

The world is full of great ideas, but success only comes through action. Walt Disney once said that the easiest way to get started is to quit talking and start doing. That's true for your success as well.

4

### Believe in yourself

As Henry Ford famously said, "Whether you think you can, or think you can't, you're right." Believe that you can succeed, and you'll find ways through different obstacles. If you don't, you'll just find excuses.

9

### Do the time

No one succeeds immediately, and everyone was once a beginner. As Steve Jobs wisely noted, "If you look closely, most overnight successes took a long time." Don't be afraid to invest time in your company.

5

### Have a vision

The founder and CEO of Tumblr, David Karp, notes that an entrepreneur is someone who has a vision for something and a desire to create it. Keep your vision clear at all times.

10

### Manage energy, not time

Your energy limits what you can do with your time, so manage it wisely.

11

**Build a great team**

No one succeeds in business alone, and those who try will lose to a great team every time. Build your own great team to bolster your success.

12

**Hire character**

As you build your team, hire for character and values. You can always train someone on skills, but you can't make someone's values fit your company after the fact.

13

**Plan for raising capital**

Richard Harroch, a venture capitalist, has this advice for upcoming entrepreneurs: "It's almost always harder to raise capital than you thought it would be, and it always takes longer. So plan for that."

14

**Know your goals**

Ryan Allis, co-founder of iContact, pointed out that having the end in mind every day ensures you're working towards it. Set goals and remind yourself of them each day.

15

**Learn from mistakes**

Many entrepreneurs point to mistakes as being their best teacher. When you learn from your mistakes, you move closer to success -- even though you initially failed.

16

**Know your customer**

Dave Thomas, the founder of Wendy's, cited knowing your customer as one of his three keys to success. Know those you serve better than anyone else, and you'll be able to deliver the solutions they need.

17

**Learn from complaints**

Bill Gates once said that your most unhappy customers are your greatest source of learning. Let unhappy customers teach you where the holes in your service are.

18

**Ask for customers' input**

Assuming what customers want or need will never lead to success. You must ask them directly, and then carefully listen to what they say.

19

**Spend wisely**

When you spend money on your business, be careful to spend it wisely. It's easy to spend too much on foolish things and run out of capital too soon.

20

**Understand your industry**

Tony Hsieh, the founder of Zappos, once said, "Don't play games you don't understand, even if you see lots of other people making money from them." Truly understanding your industry is the key to success.

21

**Deliver more than expected**

Google's Larry Page encourages entrepreneurs to deliver more than customers expect. It's a great way to get noticed in your industry and build a loyal following of advocates.

Being a successful entrepreneur takes a lot of work, a lot of vision and a lot of perseverance. These 21 tips, from entrepreneurs who have already found success, will help you navigate the path much more easily.

– **Sujan Patel**, Entrepreneur and Marketer,  
Co-founder of Web Profits

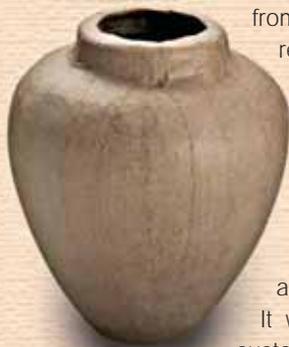
## GO GREEN

Environment-friendly home decor is the need of the hour. It not only helps to save our planet, it can help you save tons of money too. All it requires is a conscious decision on our part to choose the right mix of items, whose roots are from sustainable and renewable resources.

It's just a matter of making the right choices to begin living a more sustainable lifestyle. We explore significant home decor ideas with real sustainability in mind – using less energy, less water and less non-renewable resources. Right from flooring, furnishing, home decor accessories and lighting, live in an environmental friendly atmosphere.

 **Quality Matters:** Be sure of what you need and go for the best quality so that you do not create waste and make sure what you buy will last long. This helps your budget in the long run and also reduces your junk.

 **Buy Locally:** You will support your local economy and ensure a less carbon footprint by buying directly from local craftsmen and artisans. This also results in fewer emissions through shipping transportation. Revel in the beauty of what these artisans can produce and help in their various natural processes to produce the stuff we all need.



 **Reuse Creatively for Accessories:**

Think about the items you already have and try to use them in a different way. It will certainly make any space feel more sustainable and eco-conscious. For example, use recycled paper for making beautiful wall hangings, vases and sculptures. Use your creativity to give innovative designs to lampshades, book cases, etc.

Saving interesting glass bottles and jars and using them throughout the house as vases and collectibles will give a different appeal. Try putting your collection of seashells in your bathroom.

Artfully displayed on bookshelves or in bowls on a coffee table, natural collections make timeless accessories, think pine cones, colourful stones, seashells, coral and driftwood.

 **Eco-Friendly Furniture:** Antique and vintage pieces are environment friendly old furniture; once redesigned, they could create a grand look in the house. Instead of using plywood, switch over to eco-friendly plantation wood and reclaimed wood.

Besides recycling, think of re-arranging and re-using. Instead of buying new items, think of working on old ones. For example, you can convert an old stool into a side table. You can also donate all old items to charity or for recycling.



 **Decorate with Natural Textiles:** Try to pick up furnishings which are made of natural fibres. For example, if you are redoing your bedroom, then purchase new bedding made from natural organic fibres such as cotton, jute or bamboo. Select chair and sofa covers made of natural fabrics. There are plenty of choices available in organic cotton that will render an eco-design and green lifestyle.

 **Forget about carpeting:** Try to use rugs and wooden flooring instead of carpets. Most carpets are made from non-organic fibres and it can get dirty by holding in dust and various toxins. These days you get rugs made of old recycled textiles, jute, and even used plastic.

 **Project your pets:** Your furry friends should be protected from environmental toxins, so purchase non-toxic materials, which will be hygienic and healthy for them and for the entire home.

 **Toxin – free cleaning products:** Look for all-natural and bio-degradable line of cleaning products that also include fragrant choices in lavender, floral, musk and many more. Artificial air fresheners, strong cleaning products and other daily household items can also take a toll on your indoor air quality.

 **Make your home energy efficient:**

Create a water wall with colourful jars on a window that gets a lot of sunlight. Water absorbs the heat during the day, keeping the house cooler, and releases it at night. Clear glass jars filled with food-colouring dyed water wall make it fully decorative.



👉 **Switch to LEDs:** LEDs these days are getting common in home lighting as they are safe for the environment and for you. They also use much less energy and emit very little heat, making them an excellent choice for your home.

👉 **Install Dimmer Switches:** Dimmer switches can save a huge amount of energy, especially when coupled with LED lighting. They are not costly at all and can be fixed easily. Plus, dimmed lighting adds a lot of character in a room if co-ordinated well with some natural plants and artifacts. Use paints with low VOC (Volatile Organic Compounds) as they are extremely bad for health and nature.

### Simple Tips

- 👉 Save water, close the tap... while soaping hands, brushing teeth or scrubbing vessels.
- 👉 Use a broom, not a hose to clean driveways.
- 👉 Water the yard and outdoor plants early or late in the day to reduce evaporation.
- 👉 Use a bucket for washing the car.
- 👉 Switch off lights & fans before leaving the room.

👉 **Nurture your Outdoor Spaces:** Pay attention to the common areas which you may be sharing with your neighbours, like the entrance to the building or lights or lifts or parking or common terraces. Start by placing planters and hang flower baskets in these areas, pick up some bird house and feeders, create a little pond. You will be amazed at the king of outdoor oasis you can create for flora and fauna to sustain. It not only infuses fresh air, but also adds charm and character to your homes.

👉 **Gifting Ideas:** Make a resolution to wrap all presents in old newspapers and tie them with recycled string. You can also find elegant recycled paper in different shades of colour. You can also make cloth or jute bags which the recipient can reuse for shopping or their own gifts.

Remember, simple living is sustainable living!

Courtesy: T&E Dept., NRL



## Doing Business Effectively

### 1. Build a Support Network

Stay networked in the larger business community. In discussions, you can find solutions to problems and work through tough decisions with your business. As a busy business owner, it's tough to find time to network, but getting better at networking and making contact can pay dividends in the future.

### 2. Be Very Specific With Your Goals

Break big goals into smaller ones viz. 10-year, 3-year, 1-year and quarterly goals, which can drive your actions. Every employee has a dashboard with their goals on it, which shows their progress toward those goals. It helps keep everyone focused on building a performance-driven culture.

### 3. Delegate Whenever Possible

You can make a lot more money when you have other people doing it for you. The revenue of the business will soar as you hire people who are better than you at certain jobs. Focus on what you do best, and delegate the rest.

### 4. Keep Your Overhead Low

Cutting down overhead really gives you that peace of mind. If your overhead is low, you can make pricing decisions that you otherwise wouldn't be able to make.

### 5. Find Your Best Niche – and Stick With It

Don't try to do too much too soon and be all things to all clients. Maybe diversifying isn't always the best strategy. Sometimes, it's good to replicate the magic if you have something that works really well. Find your niche and continually innovate around that niche for a path to success.

### 6. Manage Your Tasks

Running a company 'just fine' is not what an entrepreneur's job is. Successful entrepreneurs don't do the minimum for their company; they constantly work to grow it, evolve it and prepare it for the future. A successful venture requires 100 percent attention, focus and effort.

Secondary ventures need a full-time manager or else they'll just distract you and derail your existing efforts if you aren't careful.

Avoiding distractions applies to managing yourself so you get stuff done on a day-to-day basis too. Save the big tasks for the morning when you're the smartest, and do the monotonous ones when you're dumb at the end of the day. Keeping yourself organised and on-task is the real key to success.

– Kelly Spors

### Banking at Your Doorstep

The customer is king ! All services are edging closer to the customer, giving a new meaning to convenience. FINO Bank has tied up with BPCL to garner customer footprints through the BPCL network spread all across the country. The first FINO Bank branch in the state of Madhya Pradesh was inaugurated by Mr. Rakesh Sinha, State Head (Retail) MP&CG at M/s. Chhatarpur Filling Station, Chhatarpur of Gwalior Territory. The FINO Head, Mr. Himanshu Mishra promised to deliver banking services to the last mile, even in the remote corners of Madhya Pradesh. The FINO branch at the RO will help customers of the nearby Transport Nagar, Chhatrapur, as



well as small and micro businesses with banking facilities. Customers can deposit and withdraw cash without going to the city and waiting for their turn. Apart from attracting truckers and buses on long routes, the mobile banking facility will be helpful for young customers coming to our outlet.

### BPCL's Highest RO Dawns in Ladakh

With tourism a burgeoning proposition in Ladakh, the region has been experiencing exponential growth, propelling BPCL to encash on the growing demand for fuel in this part of J&K. Ladakh Autonomous Hill Development Council (LAHDC) offered BPCL 2.5 Acres of land on NH1 in Leh, adjacent to the famous tourist spot of Magnetic Hill, for construction of a Mini POL Depot and Retail Outlet. In November 2017, the then Minister for Ladakh Affairs and Cooperatives (who had been instrumental in getting this land at very nominal rates), handed over the LOI for the RO to Bami Duniya Coop Society, Leh. BPCL secured the land in May 2019 and constructed this scenic RO in three months!



On 14.9.2019, Mr. Surjeet Mahalik, Head (Retail) North, in the presence of Mr. Mohit Bhatia, State Head for Punjab, J&K and Chandigarh and Mr. Rajesh Sharma, TM (Retail), inaugurated the RO, M/s. Ladakh Cooperative Fuels. Situated at a height of 11,218 ft above sea level, this is the highest RO of BPCL and the first one in the North South Corridor. BPCL has many more ROs in the pipeline in this new Union Territory of Ladakh, and has ambitious plans to establish our network in the twin districts of Leh and Kargil.





## Onam Celebrated with Flair

all festivals, the dealer, Ms. Janil Sharmila and her husband, Mr. Ramesh celebrated Onam at their RO with vigour. Altogether, 38 teams including school, college & seniors participated in the competition with unbridled enthusiasm. Prizes were distributed to winners in each segment and consolation prizes were given to all the participants. Apart from giving a festive look to the RO, the programme was a great crowd puller, improving customer relations tremendously.

Onam, the ten day harvest festival of Kerala, marks the annual homecoming of King Mahabali. Commencing from the day of Atham, people create Pookkalams (rangoli with flowers & leaves), to welcome the king. Other traditional festivities include Onam sadhya (a variety of vegetarian dishes usually served on a banana leaf), with men & women dressed in the Mundu / Neriyaathu. Celebrations were widespread in OSTs and COCOs in Ernakulam Retail Territory, spreading joy and merriment.

Athapookkalam was brought to life via a competition organised on 8th September, 2019 at our Pasily Petroleum Retail Outlet, situated in a small village called Karungal, around 20 km from the Kerala border. As customer engagement is their motto for





## Strategic Partnership Between IGL & MAK

Indraprastha Gas Ltd is an established service provider and the preferred choice of CNG customers in Delhi & NCR. Team MAK plans to exploit this unique opportunity to promote MAK GE from IGL Gas stations and tap the captive customer base of IGL, who are presently facing difficulty to procure automotive Lubricants from the open market.

## “GoBump” Energised

An online aggregator in the automobile after-sales market segment, ‘GoBump’ is a ‘go-to’ pitstop for end-to-end car and bike service needs, right from regular servicing, repair jobs, body works – denting, tinkering & painting to 24x7 on road assistance. The service model involves catering to customers by aggregating mechanics under the Brand ‘GoBump’. Based in Chennai and Bengaluru, the firm has over 2.5 lakh customers and around 2,500 service workshops on its platform. Appreciating the fact that mechanics are the key influencers in Lubricant purchasing decisions, Chennai Reseller team enrolled GoBump in FY 2018-19. With this association, Team MAK aspires to increase the presence of MAK Lubricants across the unorganised automobile after-sales market and further improve penetration in the Non-Franchise workshop category.



## MAK Quik Next Gen Lounge

The Lubes BU embarked on a new journey of next generation of service by Mr. V. Anand, ED (Lubes) inaugurating the ‘MAK Quik Next Gen Lounge’ at our Retail Outlet, M/s Sampat Fuels, Indore City. This unique facility combines a Quick Oil Change corner, a Lubes dispensing facility for transporters and a Customer Lounge.

Established in March 2018, M/s. Sampat Fuels has a monthly sale of 200 kl MS & 400 kl HSD and is strategically located on the bypass, catering to both city and highway traffic. The RO installed a Quick Oil Change machine in August 2018 which clocked an average of 10 oil changes per day. Seeing the potential of lube sales to the transporters who come for truck fueling, the dealer installed an oil dispenser of MAK Diamond Plus for the HCV segment. This now averages 5L per day. In view of the excellent customer response from both 2W & HCV segment, an idea was generated that these facilities should be taken to a grand level, where the customer gets a premium experience. Sitting in the ‘MAK Quik Next Gen Lounge’, a customer can see the oil changes happening in the vehicle while resting and taking refreshments.

The ultimate aim is to take the Quick Oil Changes to about 30 per day and lube oil sales to 20L per day. The facility is further planned for expansion by a special hydraulic ramp for oil change & servicing of 4-wheelers. An LED can also be installed at the Lounge, with live streaming of various videos of products and initiatives. Team MAK aims to create a new benchmark by providing the best of products with customer centric services to generate unique experiences every time the customer thinks about oil change of their vehicle.



## Festival in Field

After the successful rendition of 'Festival in Field', our field staff extended the customer connect program to the B2B customers, collecting details of the customer profile, nature of industry, different grades of lubricants used and current supplier. Our field force went through the routine of taking a prior appointment for the visit, the wait and the final engagement with the purchase department. They were given a target of minimum 20 customer contacts in the week.

"Spiritually, life is a festival, a celebration. Joy is the essence of life. And festivals are nothing but a way to bring you closer to your family." With these noble ideals in mind, MAK Lubricants undertook a massive customer connect program, 'Festival in Field' in June 2019, to cement its relationship with all its stakeholders. The program was also aimed at spreading awareness of the MAK brand and its product portfolio amongst various consumer segments.

The first week was dedicated to giving our retail customers an unique experience with respect to Oil Change thru' the MAK Quik machines. The field staff (Lubes & Retail) rubbed shoulders with Dealers and DSMs on the forecourt to record 92,000 plus Oil Changes pan India, the highest ever! Apart from generating footfalls, the event led to increase in sales of Fuels & Lubes and most importantly, gave a rich data base that can be used for a common cause.

The last week saw the Lubes Team taking the market by storm – engaging with OMC channel partners, retailers, mechanics, transporters, dealers & distributors of various companies such as tyres, batteries, consumer durables, paints, fertilizers, FMCGs, OEM workshops, etc. in a massive awareness drive for the MAK Brand. The idea was to reach out to all consumer segments for a top of mind recall for MAK. This activity helped them unlearn & learn new realities, energise the field force, especially the channel partners and their staff, and helped them discover new areas of opportunities that they would have missed during their routine work. Moreover, they established new ties of bonding that could be exploited at a later date for fruitful business interest. While embarking on this journey on a pan India basis, a data base of 4500 potential candidates was created, which would be beneficial for business conversions later.



The target customer data was generated from both, internal and external sources. The internal sources were the data of lost customers in the last 10 years by Lubes BU and the present customers of I&C and LPG who are not taking Lubricants from BPCL, while the external source was from the government MSME website giving details of Large, Medium and Small Scale industries in each of the districts. This data was then shared with the regional role holders who further segmented the target customer data for better results.

The interactions were very fruitful and the field force was able to get the opportunity to broach the uniqueness of the MAK brand to the customers. Apart from collecting vital data about the customers, we were able to generate many enquiries for our grades. Altogether 2543 customers were contacted during this period. We now have a rich source of data available and the field is energised to convert these business interactions into actual business with guidance from the regional teams.





## Call to Glory

Against the backdrop of a highly successful 2018-2019, Team MAK NR organised a meet, in the historic town of Jaipur, to plan the strategy for 2019-20 and also to felicitate the high performing Distributors of the Region. The key initiatives which led to the impressive growth viz. Sitaron Se Aage phase III, Network expansion, Incubator, Geo Tag Se Geo MAK etc. were highlighted. Mr. Bibhudutta Mishra, RM Lubes-NR, encouraged the distributors to leverage the Triple E framework – which is Energise the DSR, Empower the DSR and Educate the DSR and thereby, fully harness the power of DSR to reinforce the Bazaar channel.

A motivational speaker mesmerised the audience with his thought provoking technique of being successful by exercising "Start, stop, continue" tool. The gathering were all energised and charged by his ability to be an optimist through different circumstances in life. The event ended with the highly motivated distributors radiating with energy and echoing their resolve to reach the next level of glory. The spirit for achieving the impossible can be summarised aptly in the tagline for the event ...

*काबिल से कामयाबी की और बस... जब कामयाबी की जिद*



## MAK LEGION – Southern Region Annual Meet

Celebrating the success of achieving positive growth across channels in 2018-19, Team MAK SR conducted MAK LEGION, Annual Channel Partners cum Business Plan meet in Kodaikanal, Tamil Nadu. This was attended by 74 Bazaar Channel partners. In his keynote address, Mr. V. Anand, ED (Lubes), advised channel partners to leverage BPCL's various initiatives, particularly Kushti in Bazaar, New pack features, and target a market share of 20%. He concluded with a simple mantra - Focus on 4T, Revive CVO/PCVO, Attack PCMO and Leverage Rural opportunities. The event ended with a glittering Award ceremony felicitating the champion performers.



## भारतगैस जीवन को रेशान करे

भोर होने के साथ ही गरमागरम चाय का प्याला, प्रत्येक भारतीय के जीवन में नव-संचार उत्पन्न करता है और इसके लिए देश के 8 करोड़ परिवारों की रसोई में लौ जगाने वाला ईंधन है, हमारा एलपीजी-भारतगैस। हमारी बुनियादी संरचना, गत्यात्मक वितरकों की विशाल श्रृंखला एवं सदैव तत्पर हमारे डिलीवरी बॉयज़ के बल पर हम यह सुनिश्चित करते हैं कि हमारा उद्घोष वाक्य “बनाईये खाना, परोसिए प्यार” सही मायने में चरितार्थ हो।

बिल्कुल साफ, इधर-उधर ले जाने योग्य, पर्यावरण अनुकूल एलपीजी हमेशा एक पसंदीदा रसोई-ईंधन बना रहेगा और गृहणियों को अपार खुशी देता रहेगा। बेहतर स्वास्थ्य के प्रति बढ़ती जागरूकता, बेहतर जीवन-शैली की आकांक्षा और बढ़ती क्रय-योग्य आय के अनुरूप ग्रामीण इलाकों में एलपीजी कनेक्शन की मांग तीव्रता से बढ़ रही है।

हम हमारे शुरुआती दौर का बड़े चाव से स्मरण करते हैं जब सन् 1955 में अपने “बर्माशेल” अवतार में हम भारत में पहली बार एलपीजी लाए थे। उस समय “बर्शन” ब्रैंड ने शुद्ध और दक्ष ईंधन के तौर पर भारत में रसोई-क्रांति कर दी थी। आज भारतगैस अपने 6,042 वितरकों के माध्यम से देश के कोने-कोने में बसे करोड़ों परिवारों तक इंधन और खुशियां पहुंचा रही है।

बीपीसीएल ने सदैव समय के साथ तालमेल बनाए रखते हुए एलपीजी की उपलब्ध अत्याधुनिक बुनियादी संरचना में निवेश किया है—एक मैनुअल संयंत्र से 24 स्टेशन करॉसल 1,570 सिलेंडर प्रति घंटे, फिर अत्याधुनिक तकनीक वाले 72 स्टेशन फ्लैक्सी करॉसल जिससे प्रत्येक करॉसल सिस्टम पर प्रति घंटे 4,300 सिलेंडर की बेजोड़ भराई क्षमता हासिल होती है और सिलेंडरों का बेहतरीन गत्यात्मक प्रवाह स्थापित हो पाता है। देश के कुल एलपीजी उपभोग में अपनी 26.55% बाजार हिस्सेदारी के साथ बीपीसीएल के 52 एलपीजी बॉटलिंग प्लांट कार्यरत हैं। एलपीजी-एसबीयू पैकड व्यापारिक, बल्क, बीएमसीजी और बियाँड एलपीजी जैसे गैर-घरेलू व्यावसाय के माध्यम से लाभ-प्रदता पर जोर देते हुए बीपीसीएल की लाभ-प्रदता में अपना योगदान करता है।

वर्ष 2007 से एलपीजी को ग्रामीण इलाकों में ले जाने का देशव्यापी जोर बना हुआ है जिसके चलते ग्रामीण-विशिष्ट एलपीजी वितरण मॉडल विकसित हुआ है। फिलहाल इस क्षेत्र के लिए 2600 से ज्यादा एलपीजी वितरक कार्यरत हैं और इनकी मांग तेजी से बढ़ती जा रही है तथा इससे संबंध क्षेत्र में भी संवृद्धि की प्रचुर संभावनाएं उजागर हो रही हैं।

भारतगैस टीम ने एलपीजी पंचायत, सुरक्षा क्लिनिक और सुरक्षा मित्र एवं

दीदी के माध्यम से एलपीजी के सुरक्षित उपयोग एवं लाभों पर हाउस टू हाउस सुरक्षा शिक्षा प्रदान करने जैसे जन जागरूकता कार्यक्रम शुरू किया है, क्योंकि पीएमयूवाई लाभार्थी कम साक्षरता प्राप्त ग्रामीण क्षेत्रों के प्रथम बार के उपयोगकर्ता हैं।

हमने हमारे ग्राहकों की विभिन्न आवश्यकताओं की पूर्ति के लिए विभिन्न आकार यथा 5 किग्रा, 19 किग्रा, 35 किग्रा और 47.5 किग्रा आकारों के भी भारतगैस सिलेंडर प्रस्तुत किए हैं। हमने औद्योगिक इकाइयों के लिए 450 किग्रा के हिप्पो सिलेंडर भी पेश किए हैं ताकि परंपरागत ईंधन अर्थात डीजल, फर्नेस ऑयल यहाँ तक कि कोयले के स्थान पर उन्हें अपेक्षाकृत सस्ता और पर्यावरण हितैषी ईंधन का विकल्प मिल सके।

इसके अलावा भी एक और ग्राहक सुविधा शुरू की गई है वो 5 किग्रा एफटीएल (फ्री ट्रेड एलपीजी) सिलेंडर अथवा ‘भारतगैस मिनी’, जो मामूली कागजी कार्यवाही पूर्ण कर खुदरा / किराना दुकानों पर उपलब्ध हैं। ये सिलेंडर युवाओं, बार बार घर बदलने वालों और अविवाहितों द्वारा काफी पसंद किए जा रहे हैं। ये सिलेंडर ग्राहक की प्रॉपर्टी होते हैं और इनके रीफिल रिटेलर्स से लिए जा सकते हैं, इस प्रकार ये वाकई ‘सहूलियत’ को चरितार्थ करते हैं।

ग्राहकों से लेन-देन, संवाद, जागरूकता, सामाजिक अंकेक्षण सहित विश्वास-निर्माण में प्रौद्योगिकी के उपयोग में संवृद्धि से एलपीजी एसबीयू का ग्राहक-पक्ष बेहद उत्तरदायी बन गया है।



भारतगैस मिनी एक्सप्रेस द्वारा 5 किग्रा एफटीएल सिलेंडरों का विज्ञापन होता है जिससे इनकी दृश्यता और बिक्री में वृद्धि होती है।

“ प्यार से पकाया  
भोजन आत्मा को  
तृप्त करता है ”



## डिजिटल पहलें

### अमेजन पर “भारतगैस पे एंड बुक” सुविधा



श्री. अरुण कुमार सिंह



आज के युग में ग्राहकों की आवश्यकताएं लगातार तेजी से बदलती जा रही हैं, तब व्यवसायों को भी नव-परिवर्तन द्वारा इन नए और उभरते बदलावों के साथ तालमेल बनाए रखना पड़ता है। एक ऐसे परिदृश्य, जिसमें डिजिटल रूपांतरण अनिवार्य बन गया हो, तब व्यवसायों को भी अपने परिचालन के पारम्परिक तरीके को आधुनिक एवं प्रौद्योगिकी संचालित तरीके में बदलना पड़ता है। ग्राहकों की प्रसन्नता के लिए प्रयासरत भारतगैस व अमेजन ने ग्राहकों की आसानी एवं सहूलियत के लिए अमेजन पर “भारतगैस पे एंड बुक सुविधा” उपलब्ध कराई है, जिसकी शुरुआत दिनांक 2 नवंबर 2019 को पुणे में श्री अरुण कुमार सिंह, निदेशक (विपणन) द्वारा की गई।

“ ग्राहकों को बेहतर सुविधा व सुलभता उपलब्ध कराने में, प्रौद्योगिकी का त्वरित विस्तारण, एक महत्वपूर्ण घटक है। ”

— अरुण कुमार सिंह  
निदेशक (विपणन)

श्री टी पीतांबरन, ईडी (एलपीजी), श्री विजय एन तिलक, सीजीएम (एलपीजी) एचक्यू, श्री रवींद्र देशमुख, आरएलएम (डब्ल्यू आर), श्री शैलेश श्रीवास्तव, राज्य प्रमुख, महाराष्ट्र एवं गोवा तथा श्री महावीर जिंदल, निदेशक (परिचालन) अमेजन ने कार्यक्रम की शोभा बढ़ाई। निदेशक (विपणन) द्वारा अमेजन ऐप के “पे नाउ” बटन पर क्लिक करते ही अमेजन प्लेटफॉर्म पर भारतगैस के प्रथम आधिकारिक ग्राहक के तौर पर श्री सौरव मुखर्जी, टैरीटरी मैनेजर (एलपीजी) पुणे का नाम आलोकित हो गया।

निदेशक (विपणन) ने अपने संबोधन में विश्व की सफल कंपनियों के ग्राहक-केंद्रित दृष्टिकोण का उल्लेख करते हुए ग्राहकों को बेहतर सुविधा एवं सहूलियत उपलब्ध कराने हेतु त्वरित तकनीकी संवर्धन की आवश्यकता पर बल दिया।

भारतगैस, सभी तेल कंपनियों में पहली ऐसी कंपनी है जिसने अमेजन प्लेटफॉर्म पर इस प्रकार की सुविधा उपलब्ध कराई है, देशभर में बीपीसीएल के डिजिटल पद-चिन्हों को मजबूत करने में इस पहल के दूरगामी परिणाम होंगे।

### नया कनेक्शन / द्वितीय सिलेंडर कनेक्शन

- कोई भी ग्राहक बीपीसीएल की वेबसाइट के माध्यम से नए कनेक्शन हेतु आवेदन कर सकता है। नए कनेक्शन के लिए ग्राहक नेटबैंकिंग / डेबिटकार्ड / क्रेडिटकार्ड / यूपीआई / भीम के माध्यम से भी भुगतान कर सकते हैं।
- द्वितीय सिलेंडर के लिए ग्राहक आईवीआरएस प्रणाली अथवा बीपीसीएल की वेबसाइट पर आवेदन कर सकता है और वे द्वितीय सिलेंडर के लिए नेटबैंकिंग / डेबिटकार्ड / क्रेडिटकार्ड / यूपीआई / भीम के माध्यम से भी भुगतान कर सकते हैं।

## भारतगैस लास्टमाइल ऐप समर्थित ईडीसी मशीन



श्री. टी. पीतांबरन



डिजिटलीकरण को जीवनशैली का अभिन्न अंग बनाने के अपने प्रयासों में एलपीजी एसबीयू ने एक और लंबी छलांग लगाते हुए पेटिएम ईडीसी मशीन और भारतगैस लास्टमाइल ऐप का समेकन किया है जिससे एलपीजी सिलेंडर का वितरण और डिजिटल भुगतान एक ही प्लेटफॉर्म के अंतर्गत किया जा सकेगा। ग्राहक के द्वार पर डिलीवरी-व्यक्ति द्वारा एक ही स्थान पर किया जाने वाला यह ऐसा इंजटमुक्त समाधान है जिसमें सुपुर्दगी, नगद रसीद मुद्रण और डिजिटल भुगतान प्रक्रिया के सभी चरण शामिल हैं।

9 नवंबर 2019 का दिन एलपीजी एसबीयू एवं उत्तरी क्षेत्र एलपीजी के लिए अविस्मरणीय रहेगा जब नई दिल्ली में श्री टी पीतांबरन, ईडी, (एलपीजी) ने अखिल भारतीय आधार पर भारतगैस लास्टमाइल ऐप का

“ यदि हम बदलते समय के अनुरूप अपने आपको नहीं बदल पाते हैं और यदि हम नवीनतम प्रौद्योगिकी को अपनाने में वफल रहते हैं तो हम पीछे छूट जाएंगे व व्यवसाय गड़बड़ा जाएगा ”

— टी. पीतांबरन  
ईडी (एलपीजी)

शुभारंभ किया। श्री सजल भटनागर, वाइसप्रेसिडेंट, पेटिएम ने बीपीसीएल को प्रौद्योगिकी अंगीकार करने के मामले में अग्रणी बताते हुए इसकी तारीफ की और बताया कि बीपीसीएल देश की पहली ऐसी कंपनी है जिसने औपचारिक तौर पर क्यू आर कोड के माध्यम से भुगतान प्रक्रिया अपनाई है।

ईडी (एलपीजी) ने नवोन्मेषी न बन पाने के कारण बाजार से बाहर हो जाने वाली कंपनियों के उदाहरण दे कर श्रोताओं को चौंका दिया। उन्होंने सावधान करते

हुए कहा कि “यदि हम बदलते समय के अनुरूप अपने आपको नहीं बदल पाते हैं और यदि हम नवीनतम प्रौद्योगिकी को अपनाने में विफल रहते हैं तो हम पीछे छूट जाएंगे व व्यावसाय बुरी तरह प्रभावित होगा।”

### ऑनलाइन भुगतान सुविधा

बीपीसीएल द्वारा अपने ग्राहकों के लिए विभिन्न ऑनलाइन भुगतान सेवाएं प्रस्तुत की गई हैं।

- क्विक बुक एंड पे- कोई भी ग्राहक वेबसाइट में लॉगिन किए बिना क्विक बुक एंड पे विकल्प के उपयोग द्वारा भी ऑनलाइन भुगतान कर सकता है। ग्राहक अपना रजिस्टर्ड मोबाइल नंबर प्रविष्ट कर नेटबैंकिंग / क्रेडिटकार्ड / डेबिटकार्ड / नेटबैंकिंग / यूपीआई के माध्यम से भुगतान कर सकेगा।
- बीपीसीएल वेबसाइट में लॉगिन करके भी ग्राहक भुगतान कर सकते हैं।
- बीपीसीएल कॉरपोरेट फेसबुक पेज एवं कॉरपोरेट ट्विटर हैंडल पर दिए गए लिंक के माध्यम से भी ग्राहक भुगतान कर सकते हैं।
- बीपीसीएल ने द्वितीय सिलेंडर चाहने वाले ग्राहकों के लिए भी ऑनलाइन भुगतान सुविधा प्रारंभ की है।
- जो ग्राहक आईवीआरएस / एसएमएस के माध्यम से बुकिंग करते हैं उन्हें भुगतान के लिए बीपीसीएल द्वारा लिंक भेजे जाते हैं।
- कोई भी ग्राहक यूपीआई / भीम के उपयोग से भुगतान कर सकता है।
- ऑनलाइन भुगतान प्रणाली को उपयोगकर्ता हितैषी बनाने के लिए यह

सुविधा प्रदान की गई है कि वे अपने अंतिम भुगतान के तरीके का विवरण पेमेंट गेटवे में दर्ज कर सकते हैं ताकि दुबारा लेनदेन करते समय उन्हें अपने क्रेडिट / डेबिट कार्ड का संपूर्ण विवरण पुनः लिखने की जरूरत नहीं होती क्योंकि यह पेमेंट गेटवे पर दर्ज होता है। यह निरापद एवं सुरक्षित है।

- भुगतान के विभिन्न प्रकार यथा ई-वैलेट्स, क्रेडिटकार्ड, डेबिटकार्ड एवं ऑनलाइन बैंकिंग के माध्यम से डिजिटल भुगतान करने में ग्राहकों को समर्थ बनाया गया है। ग्राहकों की प्रसन्नता के लिए बीपीसीएल ने विभिन्न ई-वैलेट कंपनियों यथा पेटिएम, मोबीक्विक इत्यादि एवं बैंकों से टाइ-अप करना प्रारंभ किया है।

### उमंग ऐप

सरकार द्वारा उमंग ऐप प्रस्तुत किया गया है जिसमें सरकार संबंधी सभी सुविधाएं उपलब्ध हैं। बीपीसीएल ने इस ऐप से इन्टीग्रेट कर रीफिल बुकिंग तथा ऑनलाइन भुगतान सुविधा उपलब्ध कराई है।



## डिजी लॉकर

ग्राहक द्वारा लिए गए नए कनेक्शन के अंशदान वाउचर की सॉफ्ट प्रति ग्राहक को मेल द्वारा भेजने के साथ ही इसे डिजी लॉकर को भी भेजा जाता है। ग्राहक डिजी लॉकर से किसी भी समय विवरण निकाल कर अंशदान वाउचर का प्रिंटआउट ले सकता है।

## ऑनलाइन वितरक चयन प्रणाली

सिस्टम को और अधिक पारदर्शी तथा मजबूत बनाने के लिए बीपीसीएल ने वितरकों के चयन की मैन्युअल प्रणाली को त्याग दिया है अब बीपीसीएल द्वारा वितरकों का चयन ऑनलाइन ड्रॉ सुविधा द्वारा किया जाता है। पात्र अभ्यर्थियों का चयन पक्षपात रहित ऑनलाइन ड्रॉ प्रणाली द्वारा किया जाता है।

## ग्राहक मोबाईल ऐप

बदलते समय, डिजिटलीकरण एवं ग्राहकों की बढ़ती मांगों के मद्देनजर भारतगैस ने निम्नलिखित विशेषताओं युक्त एक नया और उन्नत ग्राहक मोबाइल ऐप विकसित किया है।

- ग्राहक मोबाइल ऐप के माध्यम से गैस बुकिंग एवं भुगतान कर सकते हैं।
- मोबाइल ऐप पर ग्राहक वितरकों की सेवा की रेटिंग कर सकते हैं।
- कोई ग्राहक मोबाइल ऐप के माध्यम से पता / मोबाइल नं. को बदलने के लिए आवेदन कर सकता है।
- ग्राहक अपनी रसोई में सुरक्षा जांच के लिए आवेदन कर सकते हैं।



## वितरक मोबाईल ऐप

प्रौद्योगिक डिजिटलीकरण के इस युग में तकनीक के प्रयोग वितरकों को अपना व्यवसाय कुशलता एवं सुविधा-पूर्वक चलाने में मदद कर सकते हैं। बीपीसीएल ने वितरकों के नेटवर्क के लिए निम्नलिखित विशेषताओं युक्त “लास्टमाइल ऐप” का शुभारंभ किया है –

- वितरक रीफिल डिलीवरी पर ऑनलाइन निगरानी रख सकते हैं और लीकेज की शिकायतें मैकेनिक को मोबाइल पर भेज सकते हैं ताकि उन्हें तुरंत ठीक किया जा सके।
- वितरक के डिलीवरी बॉय ग्राहकों के परिसर तक सिलेंडर पहुंचा सकते हैं. इससे शोरूम में वितरक के कर्मचारियों का कार्यभार कम होता है।
- ऐप के माध्यम से रीफिल की बुकिंग करने में डिलीवरी बॉय ग्राहकों की मदद करते हैं।
- मैकेनिक इस ऐप के माध्यम से लीकेज संबंधी आपातकालीन कॉल्स पर तुरंत ध्यान दे सकते हैं।
- मैकेनिक द्वारा ग्राहकों के उपकरण-स्थापन (स्टोव, एलपीजी सिलेंडर,

रेग्युलेट एवं पाइप) का अनिवार्य निरीक्षण किया जा सकता है जिससे ग्राहक-सुरक्षा में अभिवृद्धि होती है।

एलपीजी एसबीयू अनेकों नई पहलों से एक हाईटेक, त्वरित और कार्यकुशल सेवा-प्रदाता के तौर पर रूपांतरित हो गया है और बीपीसीएल की ब्रैंड इक्विटी में संवृद्धि कर रहा है। भारतगैस परिवार ने ‘नवोन्मेषी, देखभालमयी, विश्वासी’ ब्रैंड आदर्शों को अंगीकार किया है और वह भारतीय परिवारों को स्वच्छ, सुविधाजनक व सुरक्षित रसोईगैस तथा व्यापारिक एवं थोक ग्राहकों को समय पर एलपीजी उपलब्ध कराने हेतु प्रतिबद्ध है।

पिछले कुछ वर्षों में एलपीजी व्यवसाय, सरकार द्वारा प्रस्तुत विभिन्न योजनाओं के माध्यम से जरूरतमंदों के उत्थान संबंधी राष्ट्रीय अभियान पर केन्द्रित रहा है। जनकल्याण के लाभ लोगों तक सीधे पहुंचाने की सरकारी पहल के अनुसार अनुदान लाभ राशि को सीधे ग्राहकों के बैंक खातों में जमा करना, एलपीजी व्यवसाय का सरकार की इस पहल में एक महत्वपूर्ण योगदान है।

ग्राहक सशक्तिकरण अभियान स्वरूप उन्हें अत्यधिक सुविधाएं प्रदान करने हेतु नई एप्लीकेशन्स विकसित की जा रही जिससे व्यवसाय का पार्श्वभाग अधिकाधिक प्रौद्योगिकी गहन बनता जा रहा है।

जब भारतगैस ने लाखों घरों को ऊर्जावान बनाया तभी बीपीसीएल ने एक अभिनव उत्पाद, भारत मेटल कटिंग गैस की शुरुआत करके कटिंग, वेल्डिंग और ब्रेजिंग की दुनिया में क्रांति ला दी है। यह ऑक्सी-एसिटिलीन के लिए एक आदर्श विकल्प है, जो कि महंगा है तथा इसकी उपलब्धता की कमी है।

बीपीसीएल को अनेक मोर्चों पर ख्याति दिलाने में एलपीजी एसबीयू हमेशा सहायक रहा है। एलपीजी एसबीयू ने लगातार 9वें वर्ष तेल उद्योग सुरक्षा निदेशालय (ओएसआईडी) से “उत्कृष्ट एलपीजी विपणन संस्थान” का प्रतिष्ठित पुरस्कार हासिल किया है।

भारतगैस को सर्वाधिक पसंदीदा और चहेता ब्रैंड बनाने की महत्वाकांक्षा में हमारी टीम ग्रामीण सेगमेंट में व्यवसाय संवृद्धि पर विशेष ध्यान दे रही है और संवृद्धि रणनीति के अनुरूप बुनियादी संरचना एवं नेटवर्क स्थापित कर रही है। हमारे एलपीजी संयंत्र उत्पादकता में बेहतरी व लागत नेतृत्व के साथ-साथ एचएसएसई में सर्वोत्तम प्रथाएं बनाए रखने का सतत रिकॉर्ड हासिल किए हुए है। हम वितरकों एवं डिलीवरी बॉयज दोनों के लिए ग्राहकसेवा प्रशिक्षण हेतु निवेश करते हैं क्योंकि इनकी पहुंच घरों व घरों की महिलाओं तक होती है। प्रेरित और साथ बढ़ाने वाली हमारी टीम, विश्वस्तरीय परिचालन एवं एचएसएसई मानक कायम रखते हुए सकारात्मक पर्यावरणीय पदचिन्ह स्थापित करने में भागीदार बनी हुई है। नवोन्मेषी और सीखने की संस्कृति संजोए एलपीजी एसबीयू, विघटनकारी भविष्य की चुनौतियों से निपटने के लिए पूरी तैयारी के साथ उत्कृष्टता के शिखर पर आसीन है।



## प्रधानमंत्री उज्वला योजना



हवा की ओर ले जाकर अपने आप को स्वस्थ रखने में मदद करना है।

भारत सरकार ने अनेक योजनाएं चलाई हैं जिससे गरीबों को काफ़ी मदद मिलती है। उनमें से एक उज्वला योजना है जो गरीबों के जीवन स्तर को ऊंचा उठाने में अति महत्वपूर्ण भूमिका निभा रही है। आज उन प्रत्येक गरीब महिलाओं के चेहरों पर खुशी की लहर दौड़ जाती है जब वह इन योजनाओं का लाभ उठाती हैं। उज्वल यानी उजाला

2009 और 2010 की गरीबी आंकड़े कहते हैं कि पिछले 5 साल के दौरान भारत में गरीबी 37.2 फीसदी पर आ गई है, परंतु क्या सच में हमारे देश में गरीबी के कुछ आंकड़े कम होने से ही गरीबी खत्म हो जाती है? नहीं ऐसा नहीं है। आज भी हमारे देश में इतनी गरीबी है कि गरीब व्यक्ति को अपने घर पर दो वक्त की रोटी के लिए कड़ी मेहनत करनी पड़ती है, न तो वह धूप देखता है, न वह बारिश देखता है। घर का चूल्हा जलाने के लिए उसे जंगल में जाना पड़ता है, उसे लकड़ी काटनी पड़ती है, उसे इकट्ठा करने में भी बहुत परेशानी होती है। परन्तु वह अपने घर का चूल्हा जलाने के लिए कड़ी मेहनत करता है।

प्रधानमंत्री श्री नरेंद्र मोदी जी ने उनकी इसी मेहनत को कम करने के लिए उनके लिए एक योजना बनाई है जिसे उज्वला योजना नाम दिया गया है – जिससे वह अपने घर का चूल्हा आसानी से जला सके और अपने घर में आसानी से खाना खा सके। यह योजना उन गरीब लोगों के लिए है जिनके पास गैस कनेक्शन की सुविधा नहीं होती है।

**उज्वला योजना कब प्रारंभ हुई:** मजदूर दिवस के दिन 1 मई 2016 को प्रधानमंत्री नरेंद्र मोदी जी ने उत्तर प्रदेश के बलिया जिले से प्रधानमंत्री उज्वला योजना का शुभारंभ किया। इस योजना के अंतर्गत 5 करोड़ लोग जो गरीबी रेखा के नीचे आते हैं उन परिवारों को मुफ्त में एलपीजी का कनेक्शन दिया गया। प्रधानमंत्री जी की यह योजना सरकारी और बहुत ही उपयोगी है, जो गरीब लोगों के लिए वरदान है।

इस योजना को पेट्रोलियम और प्राकृतिक गैस मंत्रालय के संरक्षण में चलाया जा रहा है। इस योजना के लिए 8000 करोड़ का बजट रखा गया है, जिसे 2019 तक पूरा करने की योजना है। इसका लक्ष्य गरीबी रेखा के नीचे आने वाले सभी व्यक्तियों को गैस कनेक्शन उपलब्ध कराना है।

**इस योजना का मुख्य उद्देश्य:** इस योजना का मुख्य उद्देश्य पूरे भारत में स्वच्छता अभियान को लागू करना है जो कि एलपीजी द्वारा पूरा किया जा सकता है। हमारे भारत में अधिकतर ग्रामीण अभी भी ऐसे ईंधन का प्रयोग करते हैं जिससे हमारे चारों तरफ का वातावरण अशुद्ध हवा से प्रदूषित होता है। साथ ही महिलाएं इनका प्रयोग करके बीमार होती हैं। इस योजना से महिला सशक्तिकरण को बढ़ावा मिलेगा। इस योजना के कुछ प्रमुख उद्देश्य निम्नानुसार हैं –

- (1) लकड़ी, केरोसीन के प्रयोग से होने वाले प्रदूषण को रोकना।
- (2) अशुद्ध ईंधन के प्रदूषण से होने वाली मौतों को रोकना।
- (3) घर के अंदर इन अशुद्ध ईंधन के प्रदूषण से बच्चों के स्वास्थ्य पर खराब असर होता है जिससे कई बीमारियां होती हैं; उन्हें रोकने के लिए एलपीजी का प्रयोग करना।
- (4) इस योजना का उद्देश्य सभी गरीबों के जीवन को अशुद्ध हवा से शुद्ध

करना, इस योजना से वह अपने घर में गैस सिलेंडर के रूप में ही नहीं बल्कि जीवन में भी एक प्रकार का उजाला कर अपना जीवन उज्वल और स्वस्थ कर रही हैं।

हमारे व्यवहार परिवर्तन में कुछ समय लगेगा। पारंपरिक खाना पकाने के आदी लोगों को अपने खाना पकाने के अभ्यास को बदलने के लिए कुछ समय की आवश्यकता हो सकती है। हमारे देश के कई हिस्सों में ईंधन स्टैकिंग का भी अभ्यास किया जाता है। ग्रामीण क्षेत्रों में, ईंधन स्टैकिंग गोबर केक, लकड़ी से एलपीजी तक भिन्न होती हैं, जबकि शहरी क्षेत्रों में, यह एलपीजी और इलेक्ट्रिक खाना पकाने की प्रणाली (माइक्रोवेव, इंडक्शन प्लेट) के रूप में होती हैं। पीएमयूवाई वास्तव में भारतीय ग्रामीण महिलाओं को सशक्त बनाने के लिए एक ईमानदार प्रयास है, लेकिन एक सामर्थ्य, पहुंच और व्यवहार संबंधी पहलुओं से बहुत अधिक विचारशील और योजनाबद्ध उद्यम की आवश्यकता है।

एक वितरक होने के नाते मुझे लगता है कि इस योजना को शुरू करने में जितना योगदान माननीय प्रधानमंत्री जी का रहा है उससे कहीं अधिक योगदान, या यूं कहें उससे कहीं अधिक श्रेय जमीन पर काम करने वाले हम जैसे वितरकों का रहा है।

अगर मैं अपनी बात करूं तो मैं प्यारे लाल सोनकर चकिया भारत गैस को विगत 10 वर्षों से चला रहा था, पर मुझे आंतरिक रूप से इस बात की अनुभूति कभी नहीं हुई कि मैंने कुछ अलग किया हो। लोग मेरे यहां आते थे, कई लोग आने से कतराते भी थे क्योंकि मैं अनुसूचित जाति से हूँ।

उज्वला योजना के आने के बाद एक सबसे बड़ा परिवर्तन जो मेरे समाज में हुआ वह यह था कि उज्वला ने समाज में खड़ी जाति की उस विकराल दीवार को एक क्षण में गिरा कर रख दिया और बड़े छोटों का भेद भाव मिटा दिया। यह उज्वला योजना की ही देन थी की हिंदू लड़के मुस्लिम के यहां जाकर, मुस्लिम लड़के ब्राह्मण के यहां जाकर, ब्राह्मण के लोग किसी अनुसूचित जाति या जनजाति के यहां जा कर फॉर्म इकट्ठा करते थे।

समाज में जहां पहले मुझे हेय दृष्टि से देखा जाता था, अब उज्वला ने उस दृष्टिकोण को ही बदल कर रख दिया। पहले जब मैं गांव में किसी के दरवाजे पर जाता था तो, एक कप चाय की बात तो दूर, लोग बात करने से भी कतराते थे।

आज जब मैं किसी गांव में जाता हूँ तो धर्म और समुदाय की बाध्यताओं को खत्म करके सभी लोग मेरे पास आते हैं। मुझे बहुत सम्मान मिलता है और लोग मुझे जानते हैं। मुझे यह महसूस होता है कि हजारों ऐसे घर, हजारों ऐसी माताएं, हजारों ऐसी बहनें हैं जिनके लिए उनकी खुशी का एक कारण मैं भी हूँ।

आज मेरे दिल को बहुत सुकून मिलता है। वह भी इसलिए क्योंकि मैंने अपनी मां को, अपनी दादी को लकड़ी के चूल्हे पर फूंक-फूंक कर खाना बनाते हुए देखा है। 18-19 लोगों का परिवार हुआ करता था और उस पूरे परिवार में खाना बनाने की जिम्मेदारी दो महिलाओं की होती थी। उस कष्ट को कैसे दूर किया जाए यह मैंने कभी नहीं सोचा था। आज उज्वला ने यह सोचने पर मुझे मजबूर कर दिया और तभी मैंने प्रण लिया कि माननीय प्रधानमंत्री जी के इस कार्य में मैं कदम से कदम मिलाकर या यूँ कहूँ कि उनसे दो कदम आगे जाकर काम करूँगा ताकि इस समाज में अगर कुछ परिवर्तन लाने में मैं सक्षम हूँ तो उस परिवर्तन को मैं लेकर आऊँ।

ऐसा नहीं है कि मैंने सिर्फ समाज सेवा का काम किया है। इस समाज सेवा को करने के लिए सरकार ने वितरकों को बहुत कुछ दिया है। कुछ नए वितरक जो अभी आए ही थे। उज्वला उन वितरकों की आजीविका का सहारा बना। जहाँ 4000-5000 नए कनेक्शन बनाने में एक वितरक को 2 से 3 वर्ष का समय लग जाता था, उज्वला से वह 2 से 3 महीने में पूरा हो गया। अंत में यदि मैं एक वितरक होकर सोचूँ तो मुझे लगता है कि यह योजना जितनी लाभार्थियों के लिए है, उससे कहीं अधिक लाभ इसने वितरकों को भी दिया है।

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### सुरक्षा पहले

चूंकि पीएमयूवाई के अधिकांश लाभार्थी अशिक्षित एवं एलपीजी के प्रयोग की सुरक्षा-प्रथाओं से अनभिज्ञ हैं अतः उन्हें इसमें प्रशिक्षित करना अत्यंत महत्वपूर्ण है। एलपीजी के उपयोग में क्या करे, क्या न करें दर्शाते सचित्र सुरक्षा-पोस्टर उन्हें वितरित किए गए। तेल कंपनियों की ग्रामीण मार्केटिंग एलपीजी टीमों ने फील्ड-अधिकारियों, डीएनओ एवं स्व-स्फूर्त वितरकों के लिए “प्रशिक्षकों को प्रशिक्षण” कार्यशाला की अवधारणा को मूर्त-रूप दिया जो बाद में आंगनबाड़ी, प्राथमिक हेल्थ-केयर कर्मियों सरीखे जमीनी स्तर के कार्यकर्ताओं को प्रशिक्षित करेंगे। पोस्टरों के एक विशिष्ट किट तथा “ज्ञानदीप” पुस्तिका में एलपीजी के सुरक्षित उपयोग संबंधी जानकारी को स्थानीय भाषा में समाहित किया गया है जो मास्टर प्रशिक्षकों के लिए त्वरित संदर्भ साहित्य का कार्य करते हैं। नुककड़ नाटकों के बीच में परस्पर संवादात्मक सत्र भी एक अनूठे अंदाज में सुरक्षा संबंधी जागरूकता विकसित करते हैं। ग्रामीण इलाकों में एलपीजी के सुरक्षित उपयोग को दर्शाते विशिष्ट सुरक्षा-क्लीनिक स्थापित करने के साथ-साथ पीएमयूवाई के प्रत्येक लाभार्थी को सुरक्षा एवं बीमा कार्ड भी जारी किए गए हैं।

लाभार्थियों में एलपीजी का उपयोग सुरक्षित तरीके से करने संबंधी जागरूकता उत्पन्न करने और इसका उचित उपयोग करने में सहायता प्रदान करने हेतु एलपीजी पंचायतों की स्थापना की गई है। ये इसके लाभों के महत्तम उपयोग करने के तरीकों, सुरक्षा संबंधी मुद्दों का समाधान करने, अंधविश्वास एवं परंपरागत गलत धारणाओं के बारे में भी महिलाओं को शिक्षित करते हैं। पंचायत-प्रमुख, आंगनबाड़ी कार्यकर्ता एवं सरकारी अधिकारी लोगों को स्वास्थ्य, सुरक्षा एवं कार्यकुशलता के पहलुओं से



शिक्षित करते हुए उन्हें शुद्ध रसोई ईंधन अपनाने हेतु प्रेरित करते हैं। तेल कंपनियों द्वारा 400 से भी कम दिनों में 1.2 लाख एलपीजी पंचायतों के माध्यम से चलाए गए सघन उपभोक्ता आउटरीच कार्यक्रम का पहली बार बने उपभोक्ताओं पर गहरा प्रभाव पड़ा।

पीएमयूवाई के विशालकाय कार्यक्रम जिसे सही मायनों में “महायज्ञ” कहा जा सकता है, वह एक अग्रणी पहल है जो संख्या में, लोकप्रियता में, सराहना में और कवरेज में दिनप्रतिदिन सबल होती गई है। वंचित लोगों को एक लक्षित प्रोत्साहन ढांचे के अंतर्गत एलपीजी उपलब्ध कराना और उन्हें ऊर्जा की मुख्यधारा में लाना एक अभिनव सामाजिक अभियांत्रिकी प्रणाली है। एक समावेशी विकास के अलावा पीएमयूवाई को महिला सशक्तिकरण में एक अत्यंत प्रबल उत्प्रेरक के रूप में देखा गया है।

आम आदमी के जीवन की परिणति को प्रभावित करने वाले कार्बनिक सम्बद्ध नीतिगत सुधारों की श्रृंखला ने पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय के प्रति लोगों की परिकल्पना में एक निदर्शात्मक बदलाव आया है। इसने अजीबोगरीब राजनीतिक, सामाजिक एवं आर्थिक विभाजकों को पार करते हुए इस योजना को सफलतापूर्वक विस्तारित भी किया है।

8 करोड़ उज्वला कनेक्शन, 40 करोड़ लोगों के जीवन को स्पर्श करते हुए उनके स्वास्थ्य और सकुशलता में संवृद्धि कर उन्हें बेहतर उत्पादक एवं सार्थक जीवन जीने की ओर ले जाने के जादुई रूपांतरण का ग्रामीण भारत साक्षी बन रहा है। देश स्वच्छ “ईंधन क्रांति” लाने के अलावा इसने भारत के आर्थिक एवं सामाजिक विकास को वृहद बनाने में भी चमत्कार किया है।

### उज्वला सुरक्षा मित्र



नीलम पाण्डे ने अपना ग्रेजुएशन पूर्ण कर लिया था और वह बेसब्री से जॉब की तलाश कर रही थी। वह हमेशा से ही सामाजिक कल्याण के कार्यों से जुड़ने की इच्छुक रहा करती थी। उसके पिता रवींद्र कुमार पाण्डे की अमावा, रायबरेली में बीज की एक छोटी सी दुकान थी। उनके सात बच्चे थे और उन सबको पढ़ाना पाण्डे जी के लिए बहुत मुश्किल था। नीलम को ज्ञात हुआ कि सुल्तानपुर एलपीजी टैरिटररी ऐसी युवा एवं उद्यमी महिलाओं की तलाश में है जो उज्वला सुरक्षा मित्र के तौर पर कार्य कर सकें, इसलिए वह उनसे मिली और प्रशिक्षण के लिए उसका चयन भी हो गया। टैरिटररी में पीएमयूवाई कनेक्शन बहुत बड़ी संख्या में दिए जा रहे थे और पहली बार एलपीजी उपयोग कर्ताओं की सुरक्षा सुनिश्चित करना एक चुनौती पूर्ण कार्य था। अतः उज्वला सुरक्षा मित्र की अवधारणा को साकार किया गया ताकि टैरिटररी के ग्रामीण इलाकों में पारस्परिक संवाद एवं प्रदर्शन के माध्यम से जागरूकता फैलाई जा सके।

प्रशिक्षण के पश्चात नीलम की नियुक्ति उज्वला सुरक्षा मित्र (यू एम) के तौर पर हुई और उसने रायबरेली के 50 से अधिक गाँवों के 1500 से अधिक परिवारों को प्रशिक्षित कर दिया। वह प्रति माह लगभग रु. 9000 कमा रही है और अनेक ग्रामीण परिवारों को एलपीजी का उपयोग शुरू करने के लिए प्रेरित कर रही है।

## डिलीवरीमेन एवं शोरूम स्टाफ को सक्रिय बनाए रखना



हैदराबाद एलपीजी टैरीटरी द्वारा अपनी अग्रपंक्ति – डिलीवरीमेन तथा काउंटर स्टाफ के साथ अपनी सफलता का जश्न मनाया गया जिसकी थीम थी “आम लोग ही किसी भी व्यवसाय के अत्यंत महत्वपूर्ण आस्ति होते हैं” एक मनोरंजक जाँकी ने मजेदार खेलों, टंग दिवस्टर, मिमिक्री, गायन, नृत्य इत्यादि से स्टाफ का भरपूर मनोरंजन किया। टैरीटरी के विभिन्न स्थानों के 1947 डिलीवरीमेन और शोरूम स्टाफ ने इसमें सहभागिता की तथा इसमें 520 पुरस्कार प्रदान किए गए। इस प्रकार के कार्यक्रम संपूर्ण टीम को सक्रिय व प्रोत्साहित बनाए रखने तथा भविष्य के लिए उद्यत बनाए रखने में मददगार होंगे।

## ग्राहक-वितरक सेतुसम्मान समारोह एवं डिलीवरीमेन सत्कार कार्यक्रम

भारतगैस में वास्तविक ब्रैंड-प्रतिनिधि हमारे डिलीवरीमेन ही होते हैं। एलपीजी वितरण श्रृंखला की इस अंतिम कड़ी को सम्मानित व प्रोत्साहित करने के लिए अहमदाबाद एलपीजी टैरीटरी के अंतर्गत खेड़ा-महिसागर जिले के वितरकों द्वारा दिनांक 13 अगस्त 2019 को ग्राहक-वितरक सम्मान समारोह तथा दिनांक 14 अगस्त 2019 को नडियाद में सत्कार समारोह का आयोजन किया गया।



आरएलएम (डब्ल्यू) श्री रवीन्द्र देशमुख ने बदलते व्यावसायिक पर जोर देते हुए इस बदलाव को अपनाने हेतु हमारी गति को एक चुनौती बताया। नई प्रौद्योगिकी का अंगीकार – ऑन डिमांड, 2 घंटों में डिलीवरी, पसंदीदा डिलीवरी समय संबंधी लास्ट माइल ऐप का उपयोग करना प्रमुख व्यावसायिक चुनौतियाँ हैं। इस कार्यक्रम में 500 से अधिक डिलीवरीमेन ने सहभागिता की तथा श्रेष्ठ कार्य-निष्पादकों को विधिवत सम्मानित किया गया।

## मैक मेगा मैकेनिक मिलन

ग्राहक द्वारा ऑटोमोबिल ल्यूब्रिकेंट की खरीद के निर्णय को प्रभावित करने वाला महत्वपूर्ण व्यक्ति मैकेनिक ही होता है। इस तथ्य को स्वीकारते हुए, मुंबई रीसेलर टैरीटरी द्वारा मैक साथी योजना वि.व 18-19 (ठाणे कुश्ती एरिया सेन्ट्रलाइज़्ड मैकेनिक स्कीम) के सहभागियों को सम्मानित करने और मैक साथी योजना वि. व. 19-20 हेतु उल्हासनगर में एक मेगा मैकेनिक मिलन समारोह का आयोजन किया गया। यह अत्यंत प्रसन्नता कारक था कि इस कार्यक्रम में 300 उच्च कार्यनिष्पादक मैकेनिकों ने बड़े उत्साहपूर्वक सहभागिता की।



## मैक विज्ञान

टीम ईआर (ल्यूब्स) द्वारा दिनांक 19 जुलाई 2019 में बज एलओबीपी में औद्योगिक ल्यूब वितरकों हेतु मैक विज्ञान का आयोजन किया गया। इस सम्मेलन का उद्देश्य अपने उत्पाद संबंधी जानकारी को साझा करना, नवोन्मेषी विपणन तकनीक पर चर्चा करना तथा औद्योगिक जगत में तकनीकी प्रगति से हो रहे नित नए बदलावों का फायदा उठाना था। श्री राजीव कुमार, आरएम (ल्यूब्स) ने उत्कृष्ट व्यावसायिक संबंधों तथा बीपीसीएल की सेवागत पहलों का दोहन करने पर बल दिया जिनमें संबंधों की मजबूती के लिए मूल्य-संवर्धन कारकों के तौर पर पेश किया जा सके।

इस सम्मेलन में बुनियादी ल्यूब्रिकेशन और विभिन्न ल्यूब्रिकेंट्स के औद्योगिक अनुप्रयोग, ल्यूब्रिकेटिंग ऑयल मिश्रण संयंत्र का परिचालन एवं विभिन्न प्रक्रियाएं, प्रयोगशाला विजिट, सुदृढ़ गुणवत्ता आश्वासन प्रक्रियाएं तथा विपणन तकनीक पर व्यावहारिक इनपुट जैसे विषय सम्मिलित किए गए थे। सभी सहभागी आईएल वितरकों को विभिन्न सेक्टरों यथा स्टील, खनन, टैक्सटाइल्स, शुगर, मेटल वर्किंग फ्लुइड, रेफ्रिजरेशन, कम्प्रेसर एवं नए उत्पादों संबंधी साहित्य सहित सेगमेंट-विशिष्ट ब्रोशर्स के साथ बेस ऑयल किट भी प्रदान किए गए।

## टीम मैक द्वारा चेन्नै बाज़ार को सक्रिय किया जाना

भारत पेट्रोलियम अपने ग्राहकों की जरूरतों की पहचान करने और उनका समाधान करने में सदैव अग्रणी रहा है। वंचितों का ख्याल रखने की भावना को चरितार्थ करने हेतु बीपीसीएल द्वारा डीपीएम, डिलीवरी बॉयज, ट्रान्सपोर्ट कू, मैकेनिकों, वितरक विपणन प्रतिनिधियों एवं उनके परिजनों को एक वर्ष तक निःशुल्क बीमा कवर उपलब्ध कराने हेतु भारत आरोग्य योजना का शुभारंभ किया। टीम मैक एसआर ने इसे दिली भाव से लेते हुए इस योजना में 1350 सदस्यों को पंजीकृत किया। जरूरत पड़ने पर इस योजना तक लाभार्थियों की पहुंच सुगम बनाने के लिए लाभार्थियों को स्वास्थ्य बीमा कार्ड भी प्रदान किए गए।



## मैक मित्र बंधन

टीम मैक का विश्वास है कि ल्यूब्रिकैंट्स की बिक्री को प्रभावित करने में फ्रंटलाइन मोटर मैकेनिक्स एक महत्वपूर्ण भूमिका अदा करते हैं अतः उनके साथ सुदृढ़ संबंध बनाए रखने के लिए लगातार उनसे संपर्क बनाए रखना बहुत ही महत्वपूर्ण है। इसे ध्यान में रखते हुए मैंगलोर ल्यूब्स टैरिटी द्वारा मैसूर में एक विशिष्ट मैकेनिक लॉयल्टी कार्यक्रम "मैक मित्र बंधन" का शुभारंभ किया गया। पीएलडी द्वारा संचालित इस कार्यक्रम में मैकेनिकों को उनके वार्षिक ल्यूब्रिकैंट उठाव के आधार पर मनपसंद तोहफा चुनने का अवसर प्रदान किया जाता

है। हमारे पीएलडी मेसर्स गुप्ता एंटरप्राइजेज, मैसूर पिछले 3 वर्षों से इस कार्यक्रम का प्रबंध कर रहे हैं।

श्री जगन्नाथ राव, टीएम (रिटेल) मैसूर एवं श्री रविकांत गोविंदु, टीएम (ल्यूब्स) ने इस आयोजन का उद्घाटन किया जिसमें 170 मैकेनिकों ने सहभागिता की। उच्च कार्यनिष्पादकों का इस योजना के अनुरूप 10 लाख रुपए मूल्य के उपहार वितरण से सम्मानित किया जाना इस आयोजन का मुख्य आकर्षण था। उच्च प्रमात्रा वाले चयनित मैकेनिकों एवं उनके परिजनों को बीमा कार्ड वितरित किए जिन्हें हमने भारत आरोग्य योजना में सूचीबद्ध किया था।



## डीएसआर और आरओ प्रबंधकों का सक्रियन

डीएसआर (वितरक विक्रय प्रतिनिधि) एवं आरओ प्रबंधकों का ल्यूब्रिकैंट्स के विपणन हेतु बाजार और रिटेल व्यवसाय में उल्लेखनीय योगदान होता है। टीम पटना द्वारा विभिन्न केंद्रीकृत एवं फील्ड लेवल प्रशिक्षण कार्यक्रमों में सतत आधार पर डीएसआर और आरओ प्रबंधकों का नामांकन किया जा रहा है।

पटना में 29 डीएसआर हैं जिनमें से 3 उच्च वितरक ऐसे हैं जिनके प्रत्येक के 4 डीएसआर और 100 से अधिक की-मैनेजर्स हैं जो ल्यूब्रिकैंट्स व्यवसाय को प्रभावित करने वाले तथा निर्णयकर्ता हैं। हमारे चैनल भागीदारों से संपर्क बनाने और उन्हें सक्रिय रखने के लिए टीम मैक-पटना द्वारा निम्नलिखित दो कार्यक्रमों का आयोजन किया गया:

**डीएसआर सितारों से आगे जर्नी** : डीएसआर के हमारे महत्वपूर्ण कार्यबल को प्रोत्साहित करने के लिए हमारी प्रमुख योजना

"सितारों से आगे" के अंतर्गत टीम पटना द्वारा एक अभिनव प्रतियोगिता डीएसआर चैम्पियन्स लीग प्रारंभ की गई है जिसमें नेटवर्क पेनिट्रेशन तथा फोकस ग्रेड सेल्स (मैक होंडा पॉवर सहित) पर विशेष बल दिया गया है। डीएसआर सम्मान समारोह का आयोजन भी किया गया और उसी समय "डीएसआर गॉट टैलेंट" कार्यक्रम की रूपरेखा तैयार की गई। डीएसआर के परिजनों को प्रांत के कोने कोने से लाने और वापस पहुंचाने हेतु टीम मैक द्वारा की गई व्यवस्था से यह प्रदर्शित हुआ कि बीपीसीएल एक ध्यान रखने वाला संस्थान है।

**चैम्पियन ऑफ चैम्पियन उत्सव** : आरओ मैनेजर्स को प्रोत्साहित करने के लिए स्थानीय रंगत युक्त एक योजना "बिहार मैनेजर" बनाई गई। वर्ष 2019 की चौथी तिमाही में उनके कार्यनिष्पादन के आधार पर 30 टॉप मैनेजर चुने गए और उन्हें पुरस्कार और प्रशंसा पत्र से सम्मानित किया गया।

## रिटेल द्वारा मधुमेह जागरूकता सप्ताह मनाया गया।

भारत में 50 मिलियन लोग टाईप-2 डायबिटीज से ग्रसित होने के कारण भारत, विश्व की डायबिटीज राजधानी बन गया है। विशेषज्ञों का मानना है कि समय पर इसका पता लगाने व इसके सही प्रबंधन से इसके रोगियों को सामान्य जीवन जीने में मदद मिल सकती है। टीम रिटेल ने सभी क्षेत्रीय कार्यालयों में ग्राहकों के लिए निःशुल्क डायबिटीज कैम्प लगा कर अंतरराष्ट्रीय मधुमेह जागरूकता सप्ताह का आयोजन किया।



## पितृ-दिवस का आयोजन

बच्चों के भविष्य निर्माण में पिता के योगदान को चिन्हित करने हेतु टीम रिटेल द्वारा दिनांक 16 जून 2019 को पितृ दिवस मनाया गया। गुलबर्गा में "हिट द विकेट" स्पर्धा का आयोजन किया गया जिसमें तीन प्रयासों में स्टंप को हिट करने वाले ग्राहकों को पुरस्कार दिए गए।

## रक्तदान एक नेक कार्य

एक पवित्र उद्देश्य, समाज को वरदान, एक श्रेष्ठ कॉरपोरेट नागरिक! दिनांक 18.07.2019 को इंडियन रेडक्रॉस सोसायटी, जगतियाल एवं रोटररी क्लब, जगतियाल के सहयोग से निजामाबाद टेरीटरी के अंतर्गत मेसर्स साई बालाजी फिलिंग स्टेशन, जगतियाल में एक रक्तदान कैम्प का आयोजन किया गया। इसके आयोजन में 30 डीएसएम एवं बीपीसीएल के हमारे स्टाफ, श्री वाई गुन्ना राव, टेरीटरी प्रबंधक, निजामाबाद, श्री आर राहुल, विक्रय अधिकारी के साथ वरिष्ठ डीलर एवं रेडक्रॉस संयोजक श्री मनचला कृष्णा द्वारा सहयोग एवं रक्तदान भी किया गया।



माउंट कार्मेल स्कूल के विद्यार्थियों को रक्तदान के महत्व पर जागरूकता संभाषण किया गया जिसमें शल्यचिकित्सा, दुर्घटनाग्रस्तों, थैलेसेमिया पीड़ितों, डेंगू के रोगियों, आग से जलने के मामलों में रक्त की त्वरित उपलब्धता की आवश्यकता पर प्रकाश डाला गया। मुख्य अतिथि श्री बी राजेशम गारु, संयुक्त कलैक्टर एवं डॉ. पुप्पला श्रीधर डीएमएचओ ने टीम की सराहना की।

# A Leadership Survival Kit



## A Rubber Band

To remind you to be flexible



## A Paper Clip

To help you hold things together



## An Eraser

To remind you that no mistake or misunderstanding is permanent



## Bubble Gum

To remind you that the child within is important



## A Crayon

To inspire you to go out and color the world



## Smarties

To remind you that you are smart



## Post It Notes

To keep the communication flowing



## A Quote

To inspire the leader within



## Snickers Bar

To keep you laughing



## A Yellow Pencil

To write down those great ideas



## A Band-Aid

To remind you to heal problems and hard feelings



## Stars

To remind you what you are reaching for



**खुशी वही, दाम छोटा**

**5kg**

- गुणवत्ता में अग्रणी
- खर्च में अग्रणी
- सुरक्षा में अग्रणी
- उपलब्ध भी सब

अपना पेट भराने के लिए, छोटा गैस सिलेंडर अपना ही चुनिए।  
 छोटा सिलेंडर, छोटा सिलेंडर पर बुलाओ  
 अपने मजदूरी बिहारक से संपर्क करें।

**छोटा गैस बड़ी सुविधा**

**5** कि.का प्रकटीकृत

**आज ही लें**

अपना **Mini Bharatgas**

अपना पहचान पत्र लाएं, और हाथों-हाथ ले जाएं

अपना पहचान पत्र लाएं, और हाथों-हाथ ले जाएं