BPCL Foundation Day
Ruby Anniversary







Bharat Petroleum

celebrates its

40th Anniversary

Every Dream Fulfilled

Foundation Day

Ruby Anniversary

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A deep sense of pride and belongingness reign supreme whenever January 24th comes along, as we celebrate BPCL Foundation Day with verve and vigour and unbridled enthusiasm every year. This year, we raised the celebratory bar to astronomical levels, it being the 40th anniversary (Ruby Anniversary) on 24th January 2016. Celebrations were on in full swing for the entire week, from 18th to 24th January 2016, involving all our stakeholders. The energy generated in the organization was palpable, with ripples cascading to the next level of influence - important contacts, dignitaries from the Ministry of Petroleum & Natural Gas, Central and State Government officials, channel partners, customers, shareholders, business partners, vendors et al. The ripples are unending, for with 'Energising Lives' as its core purpose, Bharat Petroleum touches the life of every Indian in diverse ways; this translates to 'energising over a billion lives' and that's only in India. BPCL has interests in many places around the globe, so the circle of influence extends much further.

Let's transport you on a journey of wonder, where we explore the multifarious activities that culminated in the grand Ruby Anniversary celebrations.

Bharat Petroleum

40 Years OF FUELLING DREAMS

Logo and Tagline

No major initiative can be complete without a sparkling new logo design and tagline, which sets it apart from routine activities and places it on a well deserved pedestal. The gravitas of the occasion was paramount. Concomitantly, we needed to select a logo that was innovative, inspirational and captured our journey since inception. The unique logo design – 40 Years of Fuelling Dreams - and our tagline, 'Every Dream Fulfilled' encapsulated our pivotal role in India's life, and also our innovations that kept pace with the unstated wishes (dreams) of our customers and business partners, delighting them to the point of ecstasy !

Ringtone & Caller Tune

Based on the BPCL Anthem, a catchy Corporate Ringtone and Caller Tune heralds the signature tune of Bharat Petroleum. This has been downloaded and activated on all the personal handsets of the Bharat Petroleum Pariwar!



Corporate Film



Entitled 'Fuelling Dreams', the film starts with India's Independence Day – 15th August 1947 - when the nation set out on a new path and started weaving new dreams. BPCL also joined the nation on its path of new dreams, new aspirations and new inspiration. The film traced BPCL's journey, right from augmenting refining capacity to marketing petroleum products to customers across the entire spectrum (urban, rural, highway, commercial, industrial, LPG, lubricants, aviation, defence etc.) and our burgeoning non-fuel business. It touched upon our pioneering initiatives like Pure for Sure, Bharat Metal Cutting Gas, branded fuels (Speed), In & Out convenience stores, GHAR and OSTS outlets. The way we leveraged technology, for our SAP implementation, loyalty cards (Petro Card and SmartFleet) and automation. Our employees are our equal partners and they perform with passion, motivated through various activities, like the Idea Awards. We spread our wings to the upstream sector, making significant global footprints. 'Safety first, safety must' is our motto, reflected in every action. We energize and touch lives through our initiatives in the fields of water conservation, education, health and other community causes. Our efforts have been acknowledged and appreciated by the world at large.

The film ends on an inspirational note. "In the last 40 years, we have been realizing dreams… dreams of Bharat and Bharatvaasis. And keeping up with the tradition, we look out for dreams to fulfill on a daily basis… so that the BPCL legacy goes on… so that we can collaborate in fulfilling more and more dreams… each day… every day. That's our purpose. And that's our promise."

Let the celebrations begin!

The grandeur of the celebrations was commensurate with BPCL's immense size, reach, geographical spread and sphere of influence, with a rich mix of functions catering to varied segments. In all functions, the gravitas of the occasion was maintained, even while the passion and excitement of the momentous milestone extended to each and every stakeholder !

Major events planned were :

A) A Corporate Event for Premium Contacts at Mumbai

B) A Family Function at every Location for Employees/ their Families

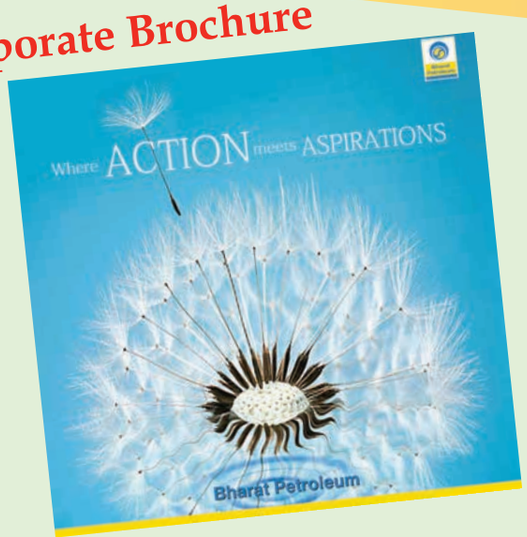
C) A Cultural Function in every State Capital

Bharat Petroleum has a vibrant history, replete with pioneering ventures, a panoply of discoveries and an enviable work culture. We have been living up to this wonderful legacy and even improving on our offerings, continuing to bring joy to people's lives through the years. With a plethora of new business initiatives in the pipeline, BPCL is poised to reap rich dividends in the years ahead. Aren't you proud to belong to such a great company? Let us earn our stripes and work with zest and zeal and commitment towards excellence in performance. Together we can ensure that our organization creates enduring value and is regarded as the most admired global energy company.

Corporate Brochure

We've creatively designed an elegant Corporate Brochure, entitled 'Where Action Meets Aspirations,' encapsulating the myriad activities of our Corporation in an informative and refreshingly unique style. Apart from being a comprehensive overview of BPCL, the layout captures the diverse aspects of the company in all spheres of operations. Pictorially, the numerous facets of the organization are matched against forms and symbols from nature, providing an aesthetically pleasing and environment friendly look. We have made a valiant effort to capture the flavour and energy of BPCL in its vibrant hues.

The Brochure was presented to our premium business contacts, to enhance the brand image of Bharat Petroleum.





Bharat Petroleum Anthem

We recorded an inspiring anthem, "Hum Nayi Umang Hai," capturing the uniqueness of Bharat Petroleum and its energizing spirit, which has governed all our actions. Singer Tushar Joshi, who sang the anthem, is the new age sensation who has to his credit the hits, 'Teri Galiyan' and 'Tum hi ho'. The lyrics are powerful and evocative, each word contributing in no small measure to the raison d'etre of our existence. We've also incorporated an integration of all our SBUs/Entities and our collaborative efforts to achieve a perfect alignment of goals. Each verse introduces the listener to the kaleidoscopic facets of our great company. The anthem ends on a high, specially crafted to arouse emotions of belongingness and camaraderie and passion to perform with excellence. The anthem was played at the start of all our functions during our Ruby Anniversary celebrations.

नई उमंग है
हम नई उमंग है
नई उमंग है
हम नई उमंग है
सेवा में तैयार हम रहे
नई सीख से बेहतर हम बने
हम भारत पेट्रोलियम है
नई उनमंग है
हम नई उमंग है
नई उमंग है
हम नई उमंग है
सुरक्षित हमारा हर कदम
हम नई सोच का दर्पन
विश्वास की हम पहचान है
करते मुश्किल आसान है
हम हर पल सबके संग है
हम नई उमंग है
नई उमंग है
हम नई उमंग है
फासलों की उडान है
दिल में नए अरमान है
हर मंजिल को पाते है
हर जीत को दोहराते है
हम रखते है सदा
आगे बढने का जोश भी
जुनून भी यकीन भी
हम से हर पल रोशन है
नई उमंग है
हम नई उमंग है
नई उमंग है
हम नई उमंग है
हम भारत पेट्रोलियम है
हम भारत पेट्रोलियम है
हम भारत पेट्रोलियम है

New enthusiasm
We are new enthusiasm
New enthusiasm
We are new enthusiasm
We are ready to serve
We become better by new learning
We are Bharat Petroleum
New enthusiasm
We are new enthusiasm
New enthusiasm
We are new enthusiasm
our every move is safe
We are mirror of new thinking
We are the identity of trust
We convert Hard to easy
We are with everyone every moment
We are new enthusiasm
New enthusiasm
We are new enthusiasm
this fly away the differences
New desires are in heart
we achieve every goal
We repeat Every victory
We always keep
Enthusiasm of moving forward also
Passion and faith too.
We keep Every moment lighted
New enthusiasm
We are new enthusiasm
New enthusiasm
We are new enthusiasm
We are Bharat Petroleum
We are Bharat Petroleum
We are Bharat Petroleum

"You have to dream,
before your dreams can come true."
A. P. J. Abdul Kalam



प्रिय साथियो,

आपको बताते हुए खुशी है कि हम कॉर्पोरेशन के इतिहास में २४ जनवरी, २०१६ को यानि हमारे रूबी वार्षिकोत्सव के उपलक्ष्य में एक प्रमुख उपलब्धि का समारोह मना रहे हैं जो ४० वर्षों से राष्ट्र की सेवा में समर्पण की गाथा है। यह अत्यंत गर्व का विषय है कि हम दशकों से एक अरब से अधिक लोगों को असंख्य तरीकों से ऊर्जावान बनाते आए हैं।

हमारे अभूतपूर्व प्रदर्शन का सारा श्रेय जाता है - हमारे कर्मचारियों को जो हमारी सबसे मूल्यवान संपत्ति है। जैसा कि जैक वेल्च ने सही रूप में कहा है, `कोई भी कंपनी अपने कर्मचारियों को ऊर्जावान बनाए बगैर लम्बी दौड नहीं जीत सकती क्योंकि कर्मचारी ही कंपनी के मिशन में यकीन रखते हैं और समझते हैं कि इसे हासिल किया जा सकता है।' आपके सालों के खरे कठिन परिश्रम और प्रतिबद्धता ने इस प्रतिष्ठान को ऐसे रूपान्तरित किया है कि यह सारी सीमाओं को पार कर आज गर्व करने योग्य स्थिति का आनंद उठा रहा है।

आज जबकि हम अपना रूबी वार्षिकोत्सव मना रहे हैं, तब मैं हमारे सबसे महत्वपूर्ण मूल्यों एवं अनोखी संस्कृति पर ध्यान केन्द्रित करना चाहता हूँ जो हमारे डीएनए का एक निहित हिस्सा है और जो हमें एकत्र लाकर बुलंद लक्ष्यों को प्राप्त करने के लिए एकजुट बनाता है। किसी ने सही कहा है कि `उच्च निष्पादन कंपनियों को ऐसा माहौल निर्मित करने का प्रयास करना चाहिए जहाँः महान काम करने के लिए महान लोगों हेतु एक महान कार्यस्थल हो' बीपीसीएल में हमने ऐसा वातावरण निर्मित किया है और मुझे पूरा विश्वास है कि हम अपने लोगों को अपना प्रयास जारी रखने और लगातार प्रथागत सौहार्द से काम करने के लिए प्रेरित करते रहेंगे। हमारा दृढ विश्वास है कि एक प्रसन्न कर्मचारी उस कंपनी को अपना सर्वश्रेष्ठ देने के लिए कोई कसर बाकी नहीं रखेगा जिसमें जुड कर वह फक्र महसूस करता है। हम मिल कर अपने ग्राहकों के सपनों को पूरा करने के लिए दूरगामी प्रभाव से प्रयास कर सकते हैं।

मैं इस खास मौके पर अपनी खुशी आप सबके साथ बांटना चाहता हूँ और आपको इस उत्सव में सक्रिय रूप से भाग लेने के लिए आमंत्रित करता हूँ। हमने रूपी वार्षिकोत्सव समारोह के लिए काफी विस्तृत कार्यक्रम आयोजित किए हैं जिसमें हमारा समस्त बीपीसीएल परिवार - हमारे कर्मचारी, हमारे ग्राहक और हमारे पणधारक शामिल हैं। हमारे वफादार ग्राहक हमारी सबसे बडी ताकत है और उन्होंने सालों-साल हमारे अभिनव प्रस्तावों की सराहना की है। हम अपने पणधारकों को अपना गतिशील व्यापार पार्टनर मानते हैं जिन्होंने हमारी प्रगति एवं समृद्धि' की यात्रा में हमारा निरंतर समर्थन किया है।

देशभर में फैले हमारे स्टाफ में उत्साह और जोश भरने, राष्ट्रीय स्तर पर अपने ब्राण्ड मूल्य को और ऊँचा उठाने और अपने ग्राहकों, महत्वपूर्ण संपर्कों एवं डीलर और डिस्ट्रिब्यूटरों के नेटवर्क के साथ संबंधों को प्रगाढ करने का यह एक बहुत खूबसूरत मौका है। प्रत्येक लोकेशन में स्टाफ और उनके परिवार को लेकर यह समारोह मनाया जा रहा है और हर राज्य की राजधानी में हमारे महत्वपूर्ण संपर्कों, चैनल पार्टनरों तथा चुनिंदा डीलर/डिस्ट्रिब्यूटरों के लिए सांस्कृतिक कार्य€म आयोजित किया गया है। हम अपने प्रीमियम संपर्कों एवं प्रमुख पणधारकों के लिए २४ जनवरी, २०१६ को मुंबई में एक शानदार कॉर्पोरेट इवेन्ट भी आयोजित कर रहे हैं।

हमारे समारोह का अभिन्न हिस्सा है एक आदर्श कॉर्पोरेट नागरिक के रूप में समाज के प्रति अपनी गहरी वचनबद्धता प्रदर्शित करना है। हमने `एनरजाइजिंग भारत अवार्ड' नामक पुरस्कार संस्थापित किया है जो उन व्यक्तियों या दलों को प्रदान किया जाएगा जिन्होंने प्राथमिक? शिक्षा, कौशल विकास, जल संरक्षण, ग्रामीण स्वास्थ्य, महिला सशक्तिकरण एवं नवीकृत ऊर्जा के क्षेत्रों में निस्वार्थ भाव से समाज के प्रति अपना उल्लेखनीय एवं स्वैच्छिक योगदान दिया है। ये पुरस्कार हमारे माननीय पेट्रोलियम एवं प्राकृतिक गैस राज्य मंत्री (प्रभारी) श्री धर्मेन्द्र प्रधान द्वारा मुंबई में होने वाले कॉर्पोरेट इवेन्ट में प्रदान किए जाएंगे।

बीपीसीएल पिछले चार दशकों से अपने सभी पणधारकों के सपनों और आकांक्षाओं की पूर्ति करता आ रहा है। मार्टिन लूथर किंग ज्यूनियर की बातों को दोहराएँ तो मेरा भी एक सपना है कि बीपीसीएल अपनी इस शानदार यात्रा को आने वाले हर साल में जारी रखेगा और लोग तथा प्रौद्योगिकी की अपनी प्रमुख ताकतों पर बल देना जारी रखेगा।

आइए, हम अपने रूबी वार्षिकोत्सव को जोश और स्फूर्ति से मनाने के लिए मिलकर आगे आएं और बीपीसीएल के चमकते सूर्य को प्रणाम करें। आईए इस खुशी और प्रसन्नता को चारों और बिखेर दें क्योंकि हम अपने सहकर्मियों, ग्राहकों एवं कारोबार पार्टनरों के साथ अपने संबंधों को और मजबूत बना रहे हैं। आइए, इस साल को हमेशा के लिए यादगार बनाएँ।

- एस. वर्धराजन

"You have to dream,
before your dreams can come true."

A. P. J. Abdul Kalam



Dear Colleague,

I'm happy to inform you that we're celebrating a major milestone in the history of the Corporation on 24th January, 2016 – our Ruby Anniversary – commemorating 40 years of dedicated service to the nation. It's a matter of immense pride that we've energized over a billion lives in myriad ways for decades.

All credit for our outstanding performance goes to our best asset – our employees. As Jack Welch astutely declared, "No company can win over the long run without energized employees who believe in the mission and understand how to achieve it." Your sincere hard work, dedication and commitment over the years has transformed the organization, enabling it to transcend boundaries and hold the vaunted position it enjoys today.

As we celebrate our Ruby Anniversary, I would like to dwell on our core values and unique culture, which are an inherent part of our DNA, bringing us together and uniting us to achieve lofty goals. It was wisely said, "High-performing companies should strive to create: A great place for great people to do great work." We have created this environment in BPCL and I am confident that we will continue to inspire our people to synergise their efforts, working with customary camaraderie throughout. We firmly believe that a happy employee will go to any lengths to give of his best to the company he's proud to belong to. Together, we can strive to fulfil our customers' dreams, with a domino effect.

I would like to share my joy with you on this special occasion and invite you to take an active part in the festivities. We've drawn up an elaborate programme for the Ruby Anniversary celebrations, involving our entire BPCL family – our employees, our customers and our stakeholders – who have catalysed our company's success. Our loyal customers have been our greatest strength and they have appreciated our innovative offerings through the years. We consider our stakeholders as our dynamic business partners, who have supported us on our journey to progress and prosperity.

This is a wonderful opportunity to infuse enthusiasm and excitement in our staff across the country, to enhance the value of the brand on a national scale and to strengthen our rapport with our customers, important contacts and network of dealers and distributors.

On the anvil for the celebrations are a family function at every location for staff and their families and a cultural function in every State Capital for our important contacts, channel partners and select dealers/distributors. We are also hosting a grand Corporate Event for our premium contacts and major stakeholders at Mumbai on 24th January, 2016.

An integral part of our celebrations is demonstrating our deep commitment to society as a model corporate citizen. We have institutionalized the 'Energising Bharat Awards,' to felicitate individuals or groups of individuals, who have selflessly made a significant, yeoman contribution to society in the fields of primary education, skill development, water conservation, rural health, women's empowerment and renewable energy. These awards will be presented by our Hon'ble Minister of State (I/C) for Petroleum & Natural Gas, Shri Dharmendra Pradhan at the Corporate Event in Mumbai.

BPCL has been fuelling the dreams and aspirations of all its stakeholders for four decades. Echoing Martin Luther King Jr., I also have a dream, that BPCL will continue on its trailblazing path for many more years to come, leveraging its core strengths of people and technology.

Let us join hands and celebrate our Ruby Anniversary with enthusiasm and verve, saluting the effervescent spirit of BPCL ! Let's also spread bonhomie and happiness, as we reinforce our ties with our colleagues, customers and business partners and make this year a memorable one for all !

- S Varadarajan



Petroleum Minister tweets on the Twitter Mirror



The Guests of Honour light the Ceremonial Lamp

Awe-inspiring Ruby Anniversary Celebrations

BPCL celebrated its 40th Foundation Day by instituting the Energising Bharat Awards which honoured ordinary people doing extraordinary work to help better the lives of other Indians

How would you like to be known as a good company ? Jim Collins' book, 'Good to Great' has been hailed worldwide as an inspiring bestseller, demonstrating how good companies can aspire to greatness by virtue of their outstanding financial performance. But for Bharat Petroleum, we have already recorded phenomenal financial results. 'Hum Dil Maange More.' Our goal is to reach out to others, to do good, to energise lives, to touch hearts and to be recognised as a 'good' company.



To celebrate our momentous journey of fuelling dreams for 40 years, a spectacular function was held on 24th January, 2016, at the NCPA Tata Theatre in Mumbai. The august gathering of Government dignitaries, bureaucrats, channel partners, leading corporates, business partners, media and our employees stepped through an imposing welcome arch before being treated to a visual feast of BPCL corporate branding at its finest. In the gaily festooned hall, one could take a photograph for posterity against the BPCL branded backdrop, tweet your wishes on the Twitter mirror (on the exclusive Twitter handle "@40BPCL") and drool at the magnificent History Wall, exclusively designed to cover the entire time-line of 40 years of Fuelling Dreams.

The function started on an auspicious note, with the ceremonial lamp lit by our Hon'ble Minister of State (Independent Charge) for Petroleum and Natural Gas, Mr. Dharmendra Pradhan, the Petroleum Secretary, Mr. Kapil Dev Tripathi and our C&MD, Mr. S. Varadarajan. This was followed by a moving Ganesh Vandana performed by legendary dancer, Sudha Chandran, a well known exponent of Bharat Natyam.

If there was drama on stage, there was also dedication and depth: Mr. Pradhan's impromptu speech simultaneously congratulated BPCL and exhorted it to rise and support the Start Up movement sweeping India – an idea that was grasped by our C& MD who announced the company's wholehearted support to the movement, later that evening. Mr. Pradhan pointed out that it is the middle and lower middle class who fuel change and growth in society. By way of support, he gave the example of 65 lakh consumers giving up LPG subsidy at the request of the Prime Minister. He acknowledged BPCL's efforts at recognising great work done by people, for people belonging to this section of society. He also insisted that people should think beyond money and work towards the greater good, like the young student who created the water saving shower to conserve water. Mr. Pradhan went on to request all the energy companies to focus on helping future generations with entrepreneurial endeavours, so that they can be confident that there is always somebody (i.e. the Oil sector) standing behind them in support.

In his welcome address, our C&MD, Mr. S Varadarajan stated, "A journey which began in 1976 took into account, and imbibed, the core-values of customer-centricity, development of people, ethics, trust, collaboration and innovation in all that we did. This is also practised by all our stakeholders, partners and advisors. It is because of this strong foundation that, even



Minister Of State (I/C) For Petroleum And Natural Gas, Mr. Dharmendra Pradhan

40 years later, Bharat Petroleum continues to receive respect, support, recognition and love from all corners. Our motto of 'Energising Lives' is reflected in the important role that BPCL has played in India's economy so far through our entire value chain, helping touch millions of lives across India and fuelling their dreams.

At 40, we are still young and we have just begun our journey. With the support and guidance of the Ministry of Petroleum and Natural Gas, we have been constantly enhancing and upgrading our processes – both on-ground and digitally – which has helped reach our customers in the farthest



A warm welcome by our C&MD and Directors



Our C&MD, Mr. S. Varadarajan

corners of rural India. While our investments in infrastructure and process improvement forms the Hardware and Software of our development plans for the nation, our focus is definitely also on Humanware, within the organisation and in our network, to carry on the baton of trust. Going forward, the diverse strides we take in bio-fuels, renewable energy, self-sufficiency and inclusive growth will render a deeper meaning to our promise of 'Energising Lives'."

With the encouragement from the Government of India and the Ministry of Petroleum and Natural Gas, we instituted Social Impact Awards on a national scale to celebrate our Ruby Anniversary. The 'Energising Bharat Awards' sought to recognise individuals, or group of individuals, who have been selflessly working on their own to help make the lives of others around them better. Our recognition of their efforts is just a token of our respect for the courage and commitment of these individuals to bring change and also motivate them to continue with their good work.

The three-month process which went behind instituting and implementing these awards with our partners – Open Media Network, KPMG in India and Mirum – proved to be an invaluable learning for us. The biggest insight was that there are countless ordinary individuals who are doing extraordinary work without looking for rewards or recognition; their happiness and satisfaction coming from the fact that they have been able to improve others' lives. And this has given us, at BPCL, the motivation to continue to work for



people – our true inspiration. As we move ahead, we hope to do more that will energise lives in different spheres of society, from start-ups to established initiatives.

He continued, "I would like to acknowledge the countless hours put in by our staff and channel partners for making Bharat Petroleum what it is today. Their thoughts, commitment and amazing camaraderie are what have made the journey worth every bit of it. To our channel partners who have been with us for so many decades, I can only say, we are grateful to you for having made this journey special."

The highlight of the evening was Mr. Dharmendra Pradhan, Hon'ble MoS (I/C) MoP&NG, Mr. Kapil Dev Tripathi, Petroleum Secretary and Mr. S. Varadarajan,



A glimpse of the dignitaries in rapt attention





Distinguished presence of the senior mentors and leaders of Bharat Petroleum who scripted its success story

together presenting the first ever 'Energising Bharat Awards' to individuals working selflessly for the betterment of society. Each of them had a powerful, moving story, which spoke of personal adversity, strength, conviction and, most importantly, passion and courage to take that first step to make the world a better place.

The band of eight individuals who had made it their life's mission to spread goodness around them in so many different ways, won more than an award that day; they won the hearts of everyone present and kindled a spark that is sure to light up many other lives along the way.

Hon'ble MoS also felicitated Business Associates of BPCL who were fourth generation dealers – M/s. T Rajagopala Iyenger (TRI) & Sons and M/s. Pashabhai B. Patel.

Emotions ran high that evening, with unbelievable on-stage performances that left the audience cheering for more: against an electrifying backdrop of LED panels where technology was deployed by Wizcraft without a glitch. Compelling images of our activities, brands, CSR efforts and accolades flashed across the screens, providing a bird's eye view of the BPCL journey. The Prince dance troupe, comprising children from the slums in Odisha, and the differently-abled team choreographed by Shiamak Davar, were proof that challenges could be overcome at every level if energy is channelled in the right direction. The sensational young voice of India, Tushar Joshi rendered the "Nayi Umang Hain, Hum Bharat Petroleum Hain" to mark the launch of the BPCL Anthem on this glorious day. He had the entire audience on their feet, cheering him on to close the celebrations at an all-time high ! The entire programme was webcast Live on www.bharatpetroleum.in, apart from live social media feeds on Facebook and Twitter. The exclusive album is also available on www.facebook.com/BharatPetroleumcorporation. The programme was organized by Corporate Brand & PR, in association with a coordination committee comprising members from all SBUs, HR and Delhi Coordination Office.

For everyone present, there was no doubt whatsoever that, for BPCL at a youthful 40, life had only just begun with many milestones already crossed and a series of new ones ready to be set. For the award winners, their families and friends, these were moments to be treasured. As the evening melted into the night and the action moved from within the auditorium to the lawns outside, where a splendid dinner with cuisines from across the country awaited the guests, it seemed as though they were already satiated – at least in their minds and souls.

As Mr. Varadarajan had averred, "This evening will be the beginning of journeys that are never meant to stop. We at Bharat Petroleum have no intention of ceasing our efforts for a better tomorrow. We wish the same for each one of you. This evening is a toast to the goodness around us and we hope this evening leaves you with moments that you will cherish and you are inspired never to stop the good that you do."



Our fourth generation dealers were felicitated by Hon'ble MoS (I/C) MoP&NG.



The highlight of the function lay in the announcement of the awards. Clockwise From Top Left: Harish Iyer (Women's Empowerment), Naresh Kumar Pathania (Rural Health), Yeshwant Shrivastava (Skill Development), Ramesh Hari Haralkar (Primary Education), Srushti Narendra Nerkar (Water Conservation – Special Mention), Rajendran Nair (Skill Development – Special Mention), Danish Mehraj (Rural Health – Special Mention), Prof. A.I. Ramanathan (Water Conservation).





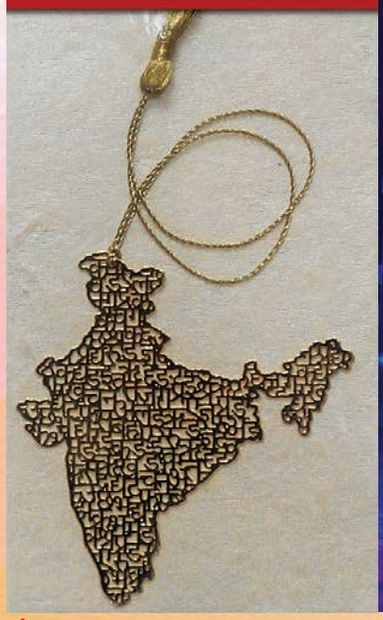
Let the Celebr





"You have to dream before your dreams can come true."
– A.P. J. Kalam

BPCL commemorates
40 years of fuelling dreams.







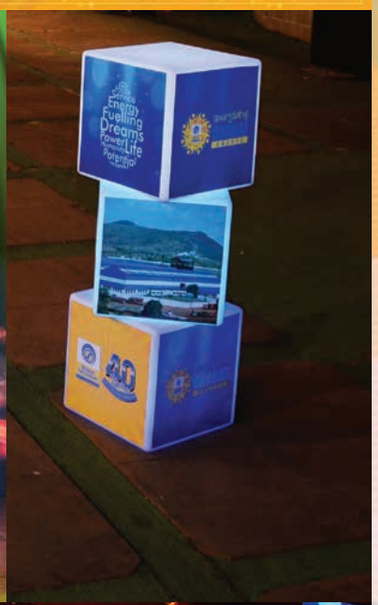




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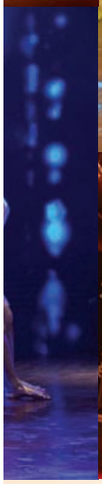




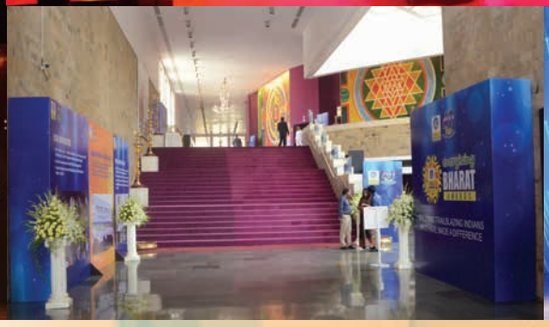














energising BHARAT AWARDS

Ordinary People Extraordinary Lives



The five winners and the three who received a Special Mention.

Showcasing the five winners and three special mentions, their stories, their work and the impact they have had on many lives; a glimpse at why they stand out from the rest

PRIMARY EDUCATION

Ramesh Hari Haralkar, 62 years, started working in the MCGM (Municipal Corporation of Greater Mumbai, earlier BMC) as a sweeper, just like his father and people from the Dalit community have been doing for their livelihood.

> "You can get rid of class, but you cannot get rid of caste. For generations, the caste system has dictated the role of Dalits as cleaners and sweepers. Nobody else will take up the job. Nobody comes to check how we, the sweepers who keep the city clean, live."



REMEDIAL CLASS STARTED BY RAMESH HARI HARALKAR, 62, HAS HELPED MANY DALIT STUDENTS FIND BETTER CAREER OPTIONS.

Due to the caste-system, lack of access to elementary education for children of this community as well as general ignorance and lack of awareness of their rights, generations are stuck in the vicious cycle of working in professions not deemed 'dignified' by the rest of society. To Ramesh, a bit of respect came only when he was promoted as a painter in MCGM.

Hailing from Ratnagiri, where society is more conservative than Mumbai, Ramesh understood at a very young age that only education can help the next generation break this cycle. As a result, he made it his life goal to help as many children and youth as possible to lead a better life. Along with many awareness programmes on education, health and hygiene, Ramesh also started a movement called Jhadu Virudh Khadu to emphasise the importance of education. He started an evening remedial class called Eklavya Abhyasika in the municipal school in Parel, Mumbai for children from Dalit and other poor communities. Apart from school subjects, children were given training in scientific thinking through science based programmes and also practical applications in art and crafts. He also invited experts from various sectors to help students with career guidance.

Since he started doing this in 1972, more than 30,000 students have benefited from his efforts. They have moved out of the 'traditional' profession of being cleaners and now work in various sectors such as media, entertainment, or are even pursuing studies abroad. Ramesh wants to continue to work till the time all children are out of this lifestyle and find self-respect through education and better career options.

WOMEN'S EMPOWERMENT

Harish Iyer, 35 years, describes himself as an equal rights activist,



"The problem with patriarchy is that it is worse for men. If we can address the issue of violence against boys and men, violence against women in society will significantly reduce."

HARISH IYER, 35, ACTIVELY USES SOCIAL MEDIA PLATFORMS TO HELP SURVIVORS OF SEXUAL ABUSE AND VIOLENCE GET JUSTICE.

feminist and animal lover. Sexually abused by a close relative as a child and then stigmatised and bullied due to his sexual orientation while growing up, Harish developed a deep empathy for women and survivors of sexual violence who are often subjected to many injustices.

He feels that being an abuse survivor himself, he can understand and help other survivors like nobody else can. During his toughest times, only his pet dog Jimmy could give him the strength by listening to him. So he felt that he could be a 'Jimmy' to other survivors by listening to them.

Since the age of 18, Harish has been voicing his opinions openly and in his personal capacity helping survivors of violence get justice. Now he uses social media platforms like Facebook, Twitter and blogs extensively to discuss and share critical information about child sexual abuse, equal rights, violence against women, LGBT rights and animal rights and also aggressively campaigns for women's rights. He provides counselling and legal aid to survivors of violence, ensures that the police gets involved and fights for justice in any way he can. Through workshops and seminars, he encourages women and other survivors to speak up for themselves and those who have been wronged. Harish also started a helpline (via email and instant chat) where people can reach out and share their stories with him directly. According to him, child rights, equal rights and emancipation of women are all interlinked and have to be addressed simultaneously.

Harish works with United Way, an NGO in Mumbai, during the day while his evening hours are taken up by his online work. He plans to open an NGO in future so that he can work on all these issues in a more systematic way. Harish says people usually have two ways to handle a situation like rape and abuse – feel helpless or deal with it. He chose a third way – to stay happy.

SKILL DEVELOPMENT

Yeshwant Shrivastava, 59 years, has been teaching ancient heritage by painting art forms and making natural colours since 1971 to people from socio-economically weaker sections of the society including widows and women.

What makes his effort worthy of an award is the fact that he has been doing this without any financial remuneration from his students, serving the dual purpose of helping them learn livelihood skills and also keeping India's rich heritage alive. Some of his students (more than 700 in all) have earned tremendous recognition including national and international awards.

Yeshwant, who has a Masters in Arts, has learnt all 36 schools of painting and arts though he is largely influenced by the Nathdwara Pichwai School of painting. He feels that learning these ancient forms of art should be included in the school curriculum along with relevant subjects like English, Science and Maths. It will help revive India's beautiful and rich heritage that is slowly dying and also provide an alternate option for livelihood to youth who now do not know better than studying only engineering and not getting a well-paid job. But his deepest satisfaction comes, not from all the work he has done in the past, but from teaching art to the inmates of Central Jail, Jaipur. He started teaching art to prison inmates in 2012, that was even acknowledged by the Chief Minister of Rajasthan. As a result of his art classes, inmates have not only been able to create and sell paintings, but have also changed their ways of life by doing good work in prison. Some of them have been released early due to

"What can be more fulfilling than helping change people's hearts and making them better human beings?"

YESHWANT SHRIVASTAVA, 59, TEACHES 36 ANCIENT HERITAGE SCHOOLS OF PAINTINGS TO HELP PROVIDE THE UNDER-PRIVILEGED AN ALTERNATE SOURCE OF INCOME.



good behaviour and work. “BPCL recognises honesty. I am happy to know that,” Yeshwant says softly.

RURAL HEALTH

Health issues in rural India are different from that faced in the cities. Apart from a general lack of awareness on personal health, basic hygiene and sanitation, people in villages face other health risks such as heatstroke, snake bites, poisoning due to exposure to chemicals, machinery-related injuries, road accidents and even drug abuse.

More often than not, many people die due to non-accessibility of basic health care services and/or due to lack of knowledge on how to handle medical emergencies including preventable nd curable problems like diarrhoea,vomiting etc.

With a background in First-Aid and ome Nursing, **Naresh Kumar Pathania** started writing articles in various dailies and magazines to increase the community’s awareness on a wide range of health-related subjects.

When enquiries started coming in, he felt the need to take the knowledge on-ground through community-based programmes such as seminars, melas, workshops, rallies, village meetings, painting competitions etc. Through these methods, he has been imparting knowledge on basic lifesaving first-aid techniques for poisoning, heart and brain strokes, snake bites, weatherrelated emergencies, controlling severe bleeding, CPR methods, fire accidents, animal bites, burns and scalds, epilepsy, and care for the injured during road accidents to farmers, teachers, students, NSS/ NCC volunteers, professionals, drivers, factory workers and the general public.

Naresh started work in Bathinda district in Punjab and, in 20 years, he has been able to cover more than 300 villages across Punjab, Himachal Pradesh, Rajasthan and Jammu & Kashmir. He has always managed to finance his efforts/ programmes with help from well-wishers and friends.

Now he wants to take this message to all homes. “Nobody should die without access to first-aid if it can be helped,” says a determined Naresh.

WATER CONSERVATION

With the goal of using research to help society, **A.L. Ramanathan,** a professor of Research and Teaching at Jawaharlal Nehru University, Delhi, decided to use the help of research students, along with his knowledge and skills, to address a critical water pollution issue in various regions of India.In the rain shadow region of Tamil Nadu, rural communities are dependent on groundwater for drinking as well as irrigation. The presence of Fluoride, a naturally occurring mineral, is high in these regions and tends to get concentrated during summer. Daily use of water with Fluoride content higher than permissible limits has led to high occurrence of Dental and Skeletal Fluorosis in the community. Similarly, high levels of naturally occurring Arsenic in groundwater leading to skin cancer affect many parts of rural Bihar and UP. Prof. Ramanathan and his team of students have developed a green technology to remove Fluoride and Arsenic from groundwater which, according to him, is “Just a reinvention of traditional knowledge using scientific approach.” This technique uses sand and pebbles to filter water and gravitation along with back pressure to remove Fluoride and Arsenic from water. The technique developed by them is not only environmentally friendly, sustainable and cost-effective, but can also be operated and maintained by the communities without any technical know-how.



“ What the government is implementing now on health and sanitation, we started some 20 years back. For all these years, we have worked behind the scene. BPCL has now put our work in the forefront. ”

NARESH KUMAR PATHANIA, 47, HAS TAUGHT LIFE-SAVING FIRST AID TECHNIQUES, HYGIENE AND SANITATION IN MORE THAN 300 VILLAGES ACROSS PUNJAB, HIMACHAL AND JAMMU AND KASHMIR.



“ At least 30-40% of any research should be orientedand applicable for the betterment of society.”

PROF. A.L.RAMANATHAN, 52, HAS BUILT A GREEN TECHNOLOGY USING TRADITIONAL KNOWLEDGE AND LOCAL RESOURCES TO FILTER TOXIC MINERALS OUT OF GROUND WATER.

Through this project, more than 10 lakh people have been able to access clean drinking water after many years. Prof. Ramanathan is currently working on a project to develop and undertake micro-hydro power plants in western Himalayas that can help maintain the ecological balance and flow and also benefit communities living upstream.

Prof. Ramanathan believes that only dedication and long-term investment in projects/research can lead to tangible impacts.

SPECIAL MENTIONS

SKILL DEVELOPMENT

A botched surgery that left **Rajendran Nair** completely deaf in one ear, and partially in the other, changed his whole outlook towards life. He had to leave his small business and fall back on his creative skills. Rajendran id a course in journalism and photography and soon his photographs started getting recognition online. That's when he decided to help others in similar situations learn photography and live a more dignified life.

Since 2009, Rajendran has taught over 500 differently-abled children as well as youth and children affected by cancer across Maharashtra, Goa and Delhi NCR. Photography helps these children express their inner creativity and also serves as a therapy to minimise the pain of chemotherapy treatments. Rajendran's aim, however, is to provide them with an avenue of earning livelihood when they grow up.

His Facebook page 'Spreading Light through Photography' has over 2400 members who use this platform to showcase their work. Rajendran also uses this platform to spread awareness on cancer and disability.

Rajendran Nair

TEACHES PHOTOGRAPHY TO DIFFERENTLY-ABLED CHILDREN TO HELP THEM LEARN NEW SKILLS AND USES IT AS THERAPY FOR CHILDREN BEING TREATED FOR CANCER





Srushti Narendra Nerkar

HAS CREATED A WATER SAVING SHOWER THAT HELPS SAVE 65 LITRES OF WATER PER DAY PER PERSON

Danish Mehraj

THE ADVOCACY EFFORTS AND A GROUP OF VOLUNTEERS HELPED IN REDUCING DANGEROUS LEVELS OF AIR POLLUTION CREATED BY CEMENT FACTORIES AROUND THEIR VILLAGE



WATER CONSERVATION

Srushti Narendra Nerkar's growing concern over environmental issues pushed her to find solutions at the very young age of 11 years. Srushti was distressed by the fact that though rural regions in Maharashtra were reeling under drought and acute water shortage, people in the cities were going about their lives nonchalantly.

Thousands of litres of water are wasted by people taking showers and washing their cars daily, while many villages did not even have water to drink. Watching workers in a car wash gave Srushti the idea of creating a shower that could save water.

After experimenting with four models, Srushti finally hit upon the right solution on her fifth try. The Water Saving Shower created by her can reportedly save up to 65 litres of water per person per day. A normal bath shower uses 10 litres of water per minute, so an eight-minute bath can use up to 80 litres of water every day. Srushti's innovation, however, claims to use only 15 litres! And if she can generate enough awareness for all of Nashik to convert to the new

technology, the city can provide water to everybody for 34 more days!

Srushti's innovation is currently undergoing the patenting process and she looks forward to selling it at a minimal price in the open market soon.

RURAL HEALTH

The residents of Khrew, a village in Pulwana district of South Kashmir, had long complained of rising pollution and health issues due to the presence of seven cement factories in the region. But it was only during a medical camp held in 2015 that the severity of the situation was understood, when most residents were found suffering from respiratory disorders, allergies or skin ailments.

Moreover, dust from the factories was leading to crop failure affecting the livelihood of people in the surrounding region.

Danish Mehraj, a 20 year old student, formed a volunteers' group which filed a Public Interest Litigation seeking a ban on the establishment of the cement factories. Simultaneously, a petition was submitted to the Central Pollution Control Board to stop the commissioning of new factories in the region as well as controlling of emissions from the factories. Danish made videos, wrote articles in dailies and magazines and demonstrated peacefully to create awareness about the impact of dust and air pollution on people's health and agriculture. Due to these efforts, the factory owners have now agreed to reduce pollution by providing exhaust emission controllers, conducting periodic health check-up for their employees, providing free medical treatments and giving employment to local people.

BEHIND THE AWARDS

A look at the process that led to the creation and implementation of BPCL's Energising Bharat Awards

In synergy with BPCL's core values of ethics, trust, collaboration, innovation and customer-centricity, the 40th Foundation Day celebrations culminated with the BPCL Energising Bharat Awards. The Awards recognised and felicitated individuals who have been tirelessly and selflessly working to make the lives of others a bit better. The thematic areas chosen for felicitating individuals were Primary Education, Water Conservation, Women's Empowerment, Rural Health and Skill Development – areas where BPCL has been engaged for decades through their Corporate Social Responsibility programmes. A sixth category – Renewable Energy – was also open for nominations but saw no winners as the jury did not find any entry worth the award this year.

The uniqueness of the awards came from the fact that the nominations were completely crowd-sourced where people came forward to nominate others who they felt deserved recognition for their contribution to society. For BPCL, the objective behind this crowd-sourcing exercise was to seek out and gather stories of inspiration, commitment, passion, impact and social change. With the help of an intensive national multi-media campaign that was launched on 24th December 2015, the awards 2016 process managed to garner an overwhelming 943 nominations from across India before the entry deadline of midnight of 6th January, 2016.

The campaign used various online and electronic platforms to call for nominations. A specially created awards website (www.bpcleba.com) and Facebook page announced the procedure and kept people engaged through regular updates. TV ads on satellite television as well as YouTube, banner ads on various news portals and on-ground activation through BPCL's own network of fuel stations, distributorships, partners and offices – as well as District Magistrates and Zila Parishadsed the interest and encouraged more people to participate. Over 1400 spots were aired on satellite TV, while YouTube and Facebook videos garnered more than 110,000 views in just 10 days. Facebook updates reached over 1.5 mn people while Twitter engaged with more than 2.4 mn handles. During the same period, banner ads on Indian languages and English news portals had close to 5 mn impressions. Even a missedcall service was introduced via the TV commercials and offline media that resulted in more than 4000 missed calls, which were responded to by a dedicated call centre.

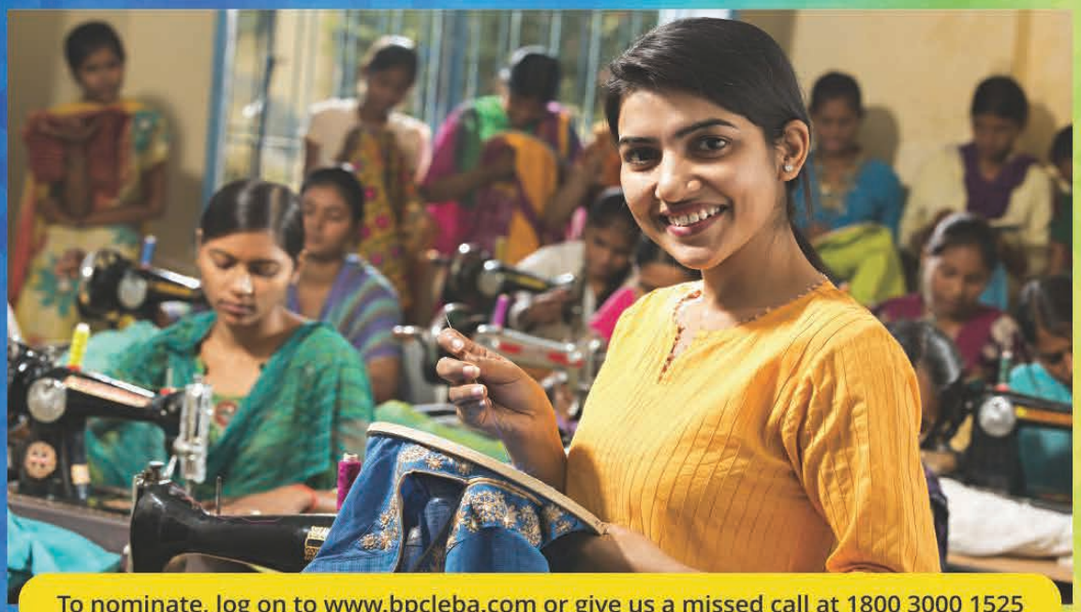
But what was even more overwhelming than the success of the campaign, was the number of beautiful and touching stories that were waiting to be told. It also brought to the fore what BPCL always believed in – that people are the true inspiration and that there are thousands of people out there who are working silently and selflessly in their own capacity to make this world a much better place for others.

KMPG in India audited the entire process and also selected the 265 valid nominees that were

energising BHARAT AWARDS

Are you, or someone you know, making others' lives better?

Nominate the deserving for the Bharat Petroleum 'Energising Bharat Awards'



To nominate, log on to www.bpcleba.com or give us a missed call at 1800 3000 1525

National recognition awaits those who have made a difference in these sectors:

- Primary Education
- Rural Health
- Skill Development
- Women Empowerment
- Water Conservation
- Renewable Energy

Nomination closes on 6th January, 2016 at 11:59 pm IST

Awards carry citation and a cash prize of ₹ 2.5 Lakh, to help further their cause.

THE JURY



SYEDA IMAM
Former Member of Minorities' Commission, Author, Advertising Communications Specialist



BIBEK DEBROY
Member, Niti Aayog, Economist



PROF. S PARASURAMAN
Director, Tata Institute of Social Sciences



ANSHU GUPTA
Founder Director, Goonj



J DINAKER
Executive Director (Audit), Bharat Petroleum Corporation Limited

SCREENING JURY



SOHINI BHATTACHARYA
Vice President, Resource Mobilisation, Breakthrough



BIPASHA MAJUMDER
Writer and Communications Consultant, Development Sector



SREEKANT KHANDEKAR
Founder and Executive Editor, afaqs

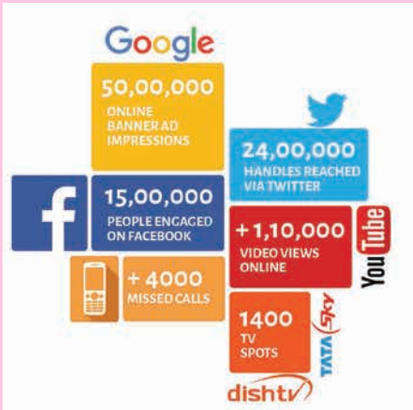


VIKAS BAIJAL
Senior Vice President, HR at Bata India Ltd.



SHEKHAR GHOSE
Director General of G.L. Bajaj Institute of Technology & Management, Former Director - HR, Indian Airlines

assessed by a screening jury, who scored them on their work, impact, innovation and issues handled. The top 36 finalists were selected from this and their work verified by teams from KPMG through field visits, on-ground assessment and feedback from beneficiaries, before a panel of judges chose the final five. Three more nominees were also chosen as Special Mentions, since the jurors felt that their contribution merited recognition as well. Mirum, a member of the WPP group, was the digital and creative partner while Open Media Network, which publishes Open Magazine, was the knowledge and management partner for the Awards. The awards ceremony, held on the evening of 24th January, 2016, at the NCPA Tata Theatre, Mumbai, included a citation for all the eight winners and a cheque of Rs.2.5 lakh for each of the five winners and Rs. 75,000 for the Special Mention recipients in each category.





40 Years Ago

Mr. K. D. MALAVIYA INAUGURATES BHARAT REFINERIES



A historic moment—Mr. K. D. Malaviya, Union Minister for Petroleum, presses the button to unveil the Bharat Refineries plaque at the inaugural function in Bombay. Seated on the left is Mr. N. M. Tidke, Minister for Industries, Govt. of Maharashtra and on the right Mr. S. Krishnaswami, Chairman.

BHARAT REFINERIES USHERS IN NEW ERA

Malaviyaji's speech at Inaugural Function

IT is indeed a very happy occasion for me to be present amongst you, and I welcome you all this day when we are formally taking over full control over a refinery constructed and owned by the Burmah-Shell Group more than two decades ago.

The negotiations were undertaken in the most friendly atmosphere for takeover of the Refinery, the distribution network, and all other properties owned by Burmah-Shell. On behalf of the people of India and its Government, I am very happy to formally announce that the Burmah-Shell Refinery will, from today, be known as the Bharat Refineries Ltd. and that it will wholly belong to the Government of India and run by the Bharat Refineries on its behalf.

When the Refinery started, it had an installed capacity of about 1·2 million tonnes annually. Periodically, however, capacity was expanded owing to national demands from 1·25 to about 5·25 million tonnes per annum. With a nominal capital expenditure, the refinery can easily process now 6 million tonnes of crude oil.

Our requirements of petroleum products, as you know, are increasing — although hardships experienced as a result of the oil price rise will compel us not only to conserve the use of petroleum products, but also to diversify into coal and other possible sources for generating energy. The use of petroleum products will, however, have to continue because still we are in the age of petroleum — and I hope that the Bharat Refineries and their able technicians who have been handed to us by the old Burmah-Shell Refineries, and many who are to come will accomplish results and rationalise production patterns from the crude throughput.

With these words, Mr. President and leaders of the Bharat Refineries Ltd., I once more declare this refinery open with the fullest of hope that the workers and leaders of this refinery will cooperate enthusiastically and meaningfully, to make a grander success of this refinery than what any other refinery in the country has done.

Record Gathering on this Historic Occasion

GAY multi-coloured streamers festooned the Refinery Admin Building. A floral arch with the symbolic word "Welcome" (Suswagatam) beckoned all visitors. As lilting Shehnai music filled the air, the beautifully decorated pavilion with garlands of white jasmine and orange marigold on stage provided a fitting background to the unveiling of the Plaque which bore the inscription — "Bharat Refineries Ltd., 14th February 1976".

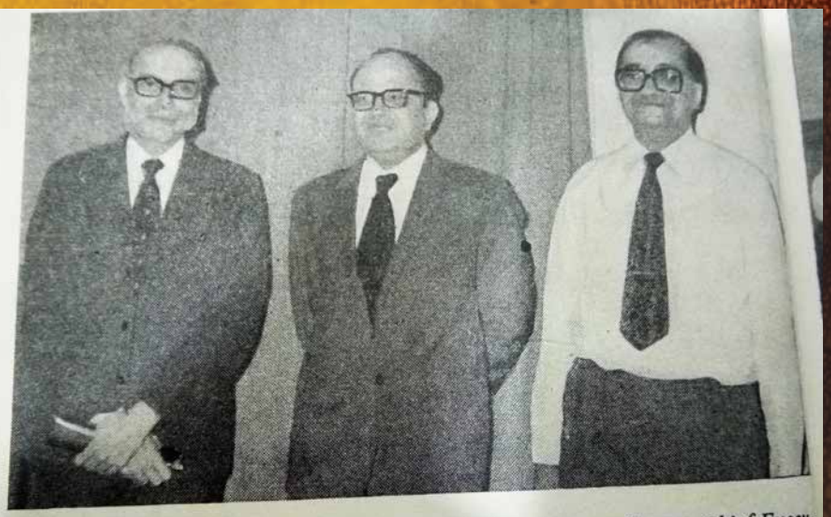
Nearly 2,000 people were present at the Inaugural Function which received excellent coverage from the Press, All India Radio, Films Division and TV. On behalf of the employees, Mr. Balu Daya Rathod (the employee with the longest period of service i.e. 38 years and 8 months) garlanded both Mr. K. D. Malaviya, Union Minister for Petroleum and Mr. N. M. Tidke, Minister for Industries, Government of Maharashtra. Later, the National Anthem was sung by Mr. John David (another employee) and his family.

It is a tribute to the organizers that the function was so well organized and so well attended. Special mention must be made of the fact that about 100 of our Agents/Dealers from Bombay, Retail Div. were present.

(Below) Our seniormost employee Mr. Balu Daya Rathod (left) garlands Mr. Malaviya.



AS Mr. S. Krishnaswami, Chairman of the newly-constituted Govt.-owned Burmah-Shell Refineries Ltd. addressed meetings of our employees in both the Refining and Marketing functions in Bombay on 2nd February 1976 — this symbolised the end of an old era, and the beginning of a new one. Mr. Krishnaswami was accompanied by Mr. J. B. Malik, Mr. R. Dayal and Mr. A. K. Desai, all Directors of the new company.



Group photograph shows (l. to r.) Mr. M. S. Patwardhan, former Chief Executive, Mr. S. Krishnaswami, our new Chairman and Mr. J. B. Malik, Director (Technical).

Introducing the new Chairman, Mr. M. S. Patwardhan, former Chief Executive said "My feelings on this occasion are rather like those of the father of the bride . . . proud of her accomplishments, but at the same time intermingled with sadness at the parting.

Addressing the gathering next, Mr. Krishnaswami said "let us continue to be proud partners in a prestigious organisation.

"My main task, as I see it, will be that of holding together a team already selected with considerable care and representing a high level of talent and expertise. Govt. has not acquired the refining and marketing operations of Burmah-Shell merely for the sake of acquiring them, but in order that these precious assets may be put to better use in the interests of the country."

"There is a general misapprehension that working for a Govt. company means, per se, working for an inefficient company. This is simply not true. It is my firm belief that given the will, a Govt. concern can be both efficient and progressive. Once the existing constraints are removed, efficiency here should be still greater."

"But Govt. companies cannot work solely on commercial considerations" Mr. Krishnaswami explained. "They must have certain social objectives and responsibilities in mind. For us, this will mean the establishment of multi-purpose Farm Fuel Centres for the benefit of the rural community. Similarly, it will involve the distribution of essential products like Kerosine to villages all over the country at the correct prices and in the right quantities."

Thanking the Chairman for his kind and reassuring words, Mr. Malik said "We must do our best to meet the new developments and new challenges that lie ahead. We have a high reputation to maintain in India and abroad. The fine results that we have so far achieved are entirely due to the team spirit and high calibre of the people we have. With their continued enthusiasm, involvement and dedication, we can do even better in the future."

MESSAGE TO ALL EMPLOYEES

Dear Colleagues,

This is to advise you that following the enactment of the Burmah-Shell (Acquisition of Undertakings in India) Act 1976, Burmah-Shell Refineries Ltd. has become a Government Company effective 24th January, taking over the entire former Burmah-Shell refining and marketing operations in India.

It gives me great pleasure to welcome you all to the newly formed Company. The Burmah-Shell organisation has been well-known throughout the country for its high level of competence and efficiency, and a strong tradition of service, but above all for its excellent reservoir of highly trained and dedicated employees. You all — each one of you — wherever you are, constitute the new company's most valuable asset.

I am confident that I can count on your support to make the best use of the resources we are privileged to handle, and thus contribute in our own way to the exciting task of building a strong nation. As one step in this process, our Trombay refinery will shortly receive for processing Bombay High crude, a most valuable national resource.

Uncertainties that have faced this organisation over the past few years have now happily ended, and the new company can look towards the future with confidence, and I am certain that together we will make rapid progress in meeting the many exciting and varied challenges that lie ahead. In my capacity as Chairman of the two companies (viz., Burmah-Shell Refineries Ltd. and Hindustan Petroleum Corporation Ltd.) it will be my endeavour to optimise the resources of both to the advantage not only of the two companies, but also of the nation.

Sd./- S. Krishnaswami
(CHAIRMAN)

DEPUTY MINISTER ANSARI PRESIDES OVER DELHI FUNCTION

Mr. B. B. Vohra, Secretary and Mr. M. Ramaswami, Joint Secretary attend



Mr. Z. R. Ansari, Deputy Minister for Petroleum (centre) is escorted to the venue by Mr. J. C. Lakshman, DM, Delhi and Mr. K. K. Chhabra, Employee Relations Manager.

AN impressive array of dignitaries graced the occasion, as Mr. Z. R. Ansari, Deputy Minister for Petroleum inaugurated Bharat Refineries Ltd. at a function held in the Kamani Auditorium. Distinguished invitees included Mr. B. B. Vohra, Secretary, Ministry of Petroleum, Mr. M. Ramaswami, Joint Secretary, Ministry of Petroleum (and a Director of the new Company) besides senior officials from the Ministry of Finance, Planning Commission, Oil & Natural Gas Commission, Oil Co-ordination Committee and other oil companies. Agents and Dealers were also well represented. In all, there were about 500 guests.

The purpose of bringing the oil industry under national control is obviously two-fold; firstly it is a strategic industry which cannot be left in the hands of foreign oil companies; and secondly the optimisation of petroleum products and their utilisation is of crucial importance to the national economy, particularly in the context of unprecedented increase in oil prices which has shaken the world economy as a whole and brought new problems and challenges to us.

When ownership of such industries is in the hands of foreign companies, difficulties are experienced in enforcing product patterns, levels of utilisation, and investments that may be required from time to time to achieve optimum utilisation. These difficulties are now overcome — as with the takeover of Burmah-Shell, the Government have assumed effective control of about 95 per cent of the production and marketing of petroleum products in the country.

New Board of Directors

READERS will be interested to know that Burmah-Shell Refineries became a Public Sector Undertaking after the transfer of 100 per cent shares to the Union Government on 24th January 1976.

Under an Act which received the President's assent on the same day, the rights/titles/assets/liabilities of Burmah-Shell Oil Storage & Distributing Co. of India Ltd. were taken over by the Govt. of India. By a special Gazette Notification, these were vested in Burmah-Shell Refineries Ltd. (A Govt. of India Undertaking).

At an extraordinary general meeting held in Delhi, it was decided to change the name of the Company from Burmah-Shell Refineries Ltd. to Bharat Refineries Ltd. subject to the approval of the Central Govt. Subsequently, the new name was adopted when a Certificate of Incorporation was received from the Registrar of Companies.

The following Directors have been appointed to the Board of the new Company.

Chairman: Mr. S. Krishnaswami (in addition to his current responsibilities as Chairman & Managing Director of Hindustan Petroleum)

Directors: Mr. M. Ramaswami (Union Ministry of Petroleum)
Mr. R. Narasimhan (Union Ministry of Finance)
Mr. B. Karim (Bureau of Public Enterprises)
Mr. J. B. Malik
Mr. R. Dayal
Mr. A. K. Desai

"WE WILL DO OUR VERY BEST"

Vote of Thanks by Mr. J. B. Malik



Our Directors have an informal chat — (l. to r.) Mr. J. B. Malik, Mr. R. Dayal and Mr. B. Karim.

OURS is a story spanning some 50 years in the marketing and distribution of petroleum products, and over 21 years in the business of refining. Over these years, we have built up a large reservoir of talents, skills, expertise and experience—technical, administrative and managerial. We have to our credit, several achievements in a variety of fields. While it is *not* my intention to bore you with an exhaustive list of these achievements, in all modesty, I cannot but help touching on a few which are unique and outstanding and some even unsurpassed anywhere in the world. A few that I would like to mention are:

- **we achieved a unique improvement of our refining capability to 6 million tonnes per annum, without addition of new units and without expenditure in foreign exchange by using considerable ingenuity and an unconventional approach. This was carried out largely with local expertise, which has won us international recognition in the field of technology.**
- **we pioneered the Highway Service Scheme for the benefit of long distance truckers which won us an international award.**
- **we optimised our production pattern in line with national needs and improved middle distillate yields in our refinery from 33 per cent in 1955 to 53 per cent currently. Judged by what product upgrading is possible with a given crude mix and design of facilities, we were ranked as number one among some 70 refineries in the Shell Group.**
- **we have been founder members of the Agricultural Services Organisation.**
- **we have contributed our expertise to the building of desert roads and helipads in strategic areas.**
- **we pioneered the formation of, and are playing a leading role in, the functioning of the 'Technical Development Committee for Indigenous Materials' involving some 19 member industries from the petroleum, petrochemical and fertiliser sectors. The efforts of this Committee are presently achieving a saving of some Rs. 5 crores per annum in foreign exchange.**
- **our refinery worked over 7 million manhours without lost time accident, which to our knowledge, is a world record for petroleum refineries.**
- **we entered the field of export of non-petroleum goods in 1973 and have so far earned some Rs. 1·5 crores in foreign exchange for the country.**

During the 50-year life of our marketing organisation, we have many achievements to our credit—be it in the introduction of new products such as jet fuel, LPG, bulk bitumen, cutbacks etc. or in the excellence of service to the customer. Our reputation has been so good that I do not think it is necessary to say more.

Our organisation provided the training ground for many apprentices, artisans, skilled and semi-skilled workers, technologists, engineers and managers who are manning the oil and other industries outside our organisation today. Many who benefitted from this training are holding the topmost positions in industry.

On hearing our story, one would naturally wonder as to what is the secret of our success. I would say without hesitation, that besides the technical and managerial talent, and the proficiency of our employees, it is the team spirit, the method of working to objectives and the sense of commitment, involvement and dedication of the employees at every level which has contributed to our success.

For the past few years, our organisation has felt like a race horse at the starting post, all poised and keyed up to get going, but for whom the track door had not opened. Now that the door has opened, we look forward to an era of diversification, growth, opportunity and challenge.

Various points of policy for the future have been indicated by Malaviyaji. Whatever the objectives you set, Sir, whether they be in the area of processing Bombay High, development of technology, integration and optimisation of resources, marketing and distribution of products, or rendering of social service we will do our best unstintingly.

Development Centre for Refinery Technology

We have planned to set up a Development Centre to deal with Refinery Technology, a centre which will cater to the needs of all the refineries in the country. Thus this refinery will form a centre for future development of processes, which will save the nation not only money, but will provide much more knowledge to refineries functioning in other parts of the country. It will really be a centre of excellence.

BOMBAY HIGH — A MAJOR OFFSHORE DISCOVERY

Great Potential for Development of the Hinterland, says Mr. Tidke

Now, that Burmah-Shell has been brought into the public sector, we can look forward to an era of greater co-operation from the oil industry. I would particularly request the new company which has a chain of about 3,000 petrol pumps to make these pumps as multi-service centres including Farm Fuel Centres in the rural areas. I was very happy to know that Hindustan Petroleum Corporation has already started opening such centres.

I shall also request the management of the new Company to lay particular emphasis on workers' participation in management, and on providing increased jobs for the apprentices who might be getting placed with them. These are two important aspects of the 20-point Economic Programme and I am sure that the Bharat Refineries Limited shall not be found wanting in their implementation.



Malaviyaji (centre), is seen at our Refinery flanked by Mr. A. K. Desai, Director and State Minister Tidke.

NEW OPPORTUNITIES, NEW CHALLENGES AHEAD

The horizons are almost limitless. The Company has an extensive network of sales points which today handle a limited range of products, and are not designed to provide a comprehensive service to the community. In other words, we have a marketing and distribution system, the potential of which is not yet fully exploited to contribute effectively to the country's economic development and social objectives. It is proposed to rectify this situation as soon as possible by providing an appropriate range of goods and services.

For the rural sector, this would mean making available items to meet basic needs like kerosene, coarse cloth, drugs, etc., as well as agricultural inputs and services like fertilisers, pesticides, tractor repair facilities, etc. For tourists and truckers, it would mean that retail points on the highways and on the periphery of big towns would provide rest rooms, toilets, cafes, etc. For industries, we intend making available a comprehensive technical service which would include items like fuel efficiency surveys.

I am happy to announce that the new company has completed the arrangements to receive and process at its refinery, crude oil from the country's first offshore structure — Bombay High. The entire expertise and knowhow for the operation are being provided by the staff of this Company. The first parcel of crude oil from Bombay High is expected by April this year.

We are also keenly aware of our social responsibilities. This Company has joined hands with others of this area to set up a hospital, and will be looking at other opportunities for doing social work in nearby villages.

I would like to take advantage of this opportunity to say a few words to the staff of this Company. Firstly, I wish to welcome them into the Public Sector. One might say that there is no change: the Company was already under Indian management, except for one expatriate. Only the shares have changed hands; the Company carries on as before. I do not agree. This is a change, with significance. In a sense, you now own the plant and facilities. Please feel proud to belong to the Public Sector. The change is, often, and cynically associated with an inevitable degradation in efficiency. Nothing is further from the truth. The public sector, like the private sector, has its successes and failures. It is my personal experience that sufficient autonomy is available to the public sector companies, and that it is the employees who determine the efficiency. If we do not perform well, due to our inefficiency, the public sector management can become the alibi. I hope we will be true to ourselves.

Let us do our best. We will be required not only to give of our best in terms of professional and technical skills but also in fulfilment of our responsibilities to Society. On your behalf, may I pledge to the Minister that we undertake to discharge these responsibilities to the best of our ability.

पैटोलियम मंत्री
भारत सरकार
MINISTER OF PETROLEUM
(PETROLEUM MANTRI)
GOVERNMENT OF INDIA

नई दिल्ली ११०० ११ / New Delhi 110011 — February 11, 1976.

MESSAGE

The inauguration of Bharat Refineries Ltd. begins with the change in the name of the erstwhile Burmah Shell Group of Companies. It represents an important step forward in Government's resolve not only to bring all aspects of the Petroleum Industry under public control but also to bring about improvement in the integrated operations ranging from oil search to end products through all types of technical handling efficiently and cheaply. From now on it must be ensured that the Oil Industry which is vital to the economic interests of the country marches closely in step with national priorities in order to reach the benefits to the vast masses living in the remote villages and to improve the economic standards of public industries. The first task now will be the processing of Bombay High crude in the Bharat Refineries.

In taking over the Burmah Shell Group of Companies, I am keenly aware that we have acquired an efficient Refinery and extensive Marketing organisation with highly experienced employees at all levels. These employees will now have opportunities for a fuller application of their abilities in the service of the country and in this process I hope they will be associated with the work more and more in further raising the standards of operations.

K D Malaviya

(K.D. Malaviya)

राष्ट्रपति भवन नई दिल्ली - 110004
RASHTRAPATI BHAVAN NEW DELHI - 110004
INDIA

February 11, 1976.

The inauguration of the Bharat Refineries is an important step towards fulfilment of the policy to gather into the public sector all the operations covering the oil industry. This is being done not from an urge to acquire but in pursuance of an imperative need for an optimisation of resources in the larger interests of the country.

The employees of this Company possess a wealth of experience, technical skills and managerial expertise. These assets must be used to good advantage by the new Company. I am confident that the employees will strive to fulfil the objectives set by the Government of India and I take this opportunity to wish them and Bharat Refineries every success.

F.Ahmed

(F.A. Ahmed)

(We are indeed grateful for these Special Messages of felicitation and good wishes sent by President Fakhruddin Ali Ahmed and Mr. K. D. Malaviya, Union Minister for Petroleum.—Editor.)

Looking back with pride, looking forward with confidence.

Bharat Refineries Ltd.

offer their first greetings
in a new spirit of dedication

A 100% public sector enterprise, Bharat Refineries has acquired complete ownership of Burmah-Shell's interests in India including the largest refinery and nationwide marketing organisation.

The new Company's first task will be to receive and process crude from Bombay High. Processing of this crude from the country's first offshore source will be done entirely by this Company's own expertise and know-how

Bharat Refineries will contribute to the implementation of the 20-point programme by strengthening public distribution of essential commodities, especially in the rural areas.

For its 5,000 highly skilled and dedicated people, Bharat Refineries offers new opportunities and challenges.



Shri K. D. Malaviya
Union Minister for Petroleum
inaugurates
BHARAT REFINERIES LTD.
in Bombay today.

Bharat Refineries Ltd. A change that heralds growth and progress.



On this auspicious occasion, Mr. J. L. Kaul, DM Patna (extreme right) holds aloft a garland in honour of Mr. R. J. S. Yadav, Minister for Agriculture & Revenue (centre).

(Below) Having a pleasant informal chat. (L. to r.) Mr. Kushalpal Singh, DM, Nagpur, our Dealer Mr. Bhasin of Sunder Autos and Mr. K. B. Mandlekar, Commissioner.



With grace and charm, Mrs. M. Kidwai, Minister for Small Industries presided over the inaugural function in Lucknow. Mr. D. D. Arora, DM garlands the Minister.



(Below, At Jamshedpur, the chief guest Mr. R. H. Mody, Managing Director, TISCO is seen with Mr. P. K. Chakravarti, DSO.



Celebrations Abound



Well met, sir — Mr. P. C. Giri, DM, Madras (2nd from right) introduces Mr. P. K. Dave, Adviser to the Governor of Tamil Nadu to our Dealer Mr. A. R. Damodaran. Below Mr. Dave delivers his speech.

(Below) Unveiling of the plaque by Mr. H. S. Chhina, Chief Secretary, Govt. of Punjab. On the left is Mr. K. S. Anirudhsinhji, DM Chandigarh.



Dazzling Foundation Day Celebrations



Chairman's Office

It was a great moment of pride for BPCL as we celebrated our Ruby Foundation Day. We have completed 40 glorifying years of energising lives on 24th January 2016. While every single location in Western Region celebrated the occasion with great fanfare and fervour, offices in Mumbai, including Chairman's Office, Sewree K, Western Regional Office and Maker Towers also put up a dazzling show on the occasion.

To add a zing to the celebrations, HRS West organized an essay writing and photography competition for all locations and offices in Western Region under the theme of '40 years of fuelling dreams' allowing employees to express their happiness on this momentous occasion.

Additionally, a live quiz competition was also held simultaneously at all 4 offices, Chairman's Office, Sewree K, Western Regional Office and Maker Towers. Employees across Western Region enthusiastically participated in the competitions as well as quiz competition.

On 25th January 2016, our 40th Foundation Day was celebrated with great enthusiasm by the employees of Chairman's Office, Maker Towers, Sewree and Kharghar Offices along with their family members at the glorious Refinery Sports Club, Chembur, Mumbai. Shri S. Varadarajan, C&MD inaugurated this sparkling event by lighting the lamp and congratulating all the employees on the occasion. All the Directors of BPCL graced the occasion.

The event commenced with Ganesh Vandana which was performed by CO artistes, who mesmerized the audience with their sweet melodies. The various Indian Traditional Dances were presented by the artists of Nrutyanjali Organisation on the theme "We are One". The programme ended with a delicious dinner. The entire event was successfully organized jointly by HRS (West) and Marketing Sports Club. It was indeed a memorable experience for one and all where all the BPCL family members came together and enjoyed the fest to the fullest.



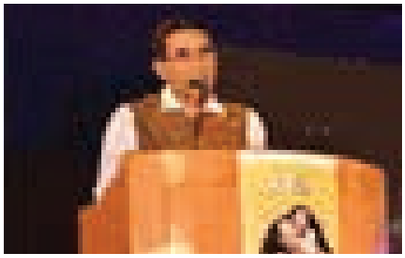




Mumbai Refinery



Director (R)



ED [MR]



GM [HR] MR

Looking back at yesteryears, the BPCL family feels a great sense of pride and belongingness on the occasion of Foundation Day - a day to reminisce and cherish as the clock keeps ticking with new challenges in the wake of every new dawn. This year, Mumbai Refinery celebrated the Ruby Foundation Day for Refinery employees and their families with great pomp, grandeur and fervour at the Refinery Sports Club on 26th January with a Grand Musical nite programme followed by Dinner.

Ms. Sujata Chogle, GM [HR] MR welcomed the huge gathering and mentioned that it was the technical expertise and loyalty of the staff that has brought us to this day. Mr. S.S. Sunderajan, ED [MR] in his address said that BPCL has grown multifold and it is the BPCL Culture and Values that will help us face challenges in future as we continue to Energise Lives of the marginalized sections of the society. Mr. B.K. Datta, Director [Refineries] proudly stated that in the 40 years after nationalization, we have increased our profitability 12-13 times and are now a global company. He complimented the Refinery Team for achieving the highest GRM in the last 4 years and made special mention that for 2014-15 BPCL is likely to be given the PM's award for excellence in MOU parameters.

The grand event was celebrated with bonhomie and involvement of over 3500 people who gathered as a BPCL family to witness the RD Burman nite followed by dinner. It was a day to remember in the annals of Mumbai Refinery and an evening to cherish for each one present.

Kochi Refinery

Mr. Prasad K Panicker, ED(KR) I/C KR Oval witnessed a gathering of over 3500 people for our Ruby Anniversary celebrations on 24th January 2016. Employees along with their families made the event memorable.

The event started with the enchanting BPCL Anthem. Various competitions had been conducted earlier as part of Foundation Day as well as My stage– a platform for showcasing internal talents. First prize winners of 'My stage'- karaoke and Mime performed during this event. Certificates and prizes to the winners of various competitions conducted as part of 'Foundation Day' and 'My Stage' and the BMI competition were awarded. The Corporate film was screened, followed by a mega show with a series of scintillating performances like Ganamela by Mr. Vidhu Pratap, famous playback singer, comedy skits, magic show and variety dances. Children danced in sheer excitement to the tune of various songs. Dinner rounded off an evening of great entertainment.



ED (KR)



Northern Region



The Ruby Anniversary - 40th Foundation Day Celebration - was celebrated from January 18th to 24th, 2016 with great enthusiasm at Noida, signifying the sense of belongingness among employees with the Organization.



The Foundation Week was inaugurated on January 18th, 2016 by lighting of the lamp by senior colleagues (management and non-management) who have spent more than 35 years in the Corporation and also Management Trainees who had just joined the Corporation, symbolizing the passing of baton of responsibility from one generation to another.

The inaugural address was presented by Mr. M. M. Chawla, ED (E&P), Mr. M. M. Somaya, ED (Aviation), Mr. T. Peethambaran, Head (Retail) North and Mr. D. N. Mathur, RLM- North. Mr. Brij Mohan, Union Representative also shared his journey in the Corporation. This was followed by a pledge ceremony to conserve petroleum resources and a cultural performance by in-house talent. Balloons were also released in the air to mark the celebrations.

During Foundation Week, there was a different activity scheduled every day like essay competition, photography competition, Prerna – Screening of Inspirational videos, BPCL Quiz and antakshari competition and Sports day (including Cricket Tournament, Throw Ball, Tug of War, Shot Put) for all employees and their families.

Also, as a part of our commitment towards society, a donation drive (utility items, clothes etc.) was also scheduled during the week. The contribution was donated to Goonj, which is working extensively with the poor and the needy. Finally, the celebrations culminated on January 24th, 2016 in a gala event in which employees and their families participated. The event commenced with streaming of Chairman's message, followed by singing, dance, fancy dress and painting competitions for employees' children. Even employees and their spouses participated in the cultural performances, generating the feel of a family function. The highlight of the event was a performance from renowned singer Jassi (Jassi Band) followed by the prize distribution ceremony.



CRDC

Meerut

Southern Region

Shri.Santosh Kumar, Head (Retail) South, lighting the traditional lamp in presence of Shri.P.K.Raghunatha, RLM, South and other senior employees of SRO. 24th January, 1976 was the day Bharat Petroleum Corporation Limited embarked on a new journey as a Public Sector Organization. The Southern Regional Office commemorated the 40th Foundation Day, Ruby Anniversary Function of our Corporation in a grand manner. To mark the event, families of employees of SRO were invited for a grand cultural evening on 22nd January, 2016 at the Regional Office, Anna Nagar, Chennai.

The celebration started off by lighting the Traditional Lamp by Shri. Santosh Kumar, Head (Retail) South, Shri. P.K. Raghunathan, RLM South, Ms. Sarah Thomas, Chief Manager (HRS) South, and the three senior most employees in the Regional Office – Ms. Usha Krishnamurthy, Mr. Ethirajan and Mr. Ventakaraman.

Ms. Sarah Thomas, Chief Manager (HRS) South, gave a warm welcome to all the employees' family members who had come from different parts of the city.

The celebration was filled with fun, dance, music and excitements. More than 30 employees' family members including spouses & children gave excellent cultural performances in the evening function and energized the reverent crowd.

"Hum Nayi Umang Hai" – an inspiring BPCL anthem was played during the celebration, along with the display of old & very memorable BPCL photographs.

Like every year, the Celebration was also filled with many competitions such as Essay Writing Competition, Photography Contest and on-the-spot-Quizzing.

The function ended with a sumptuous dinner.







Ennore COD



Gonda Depot

Eastern Region





It was indeed a pleasure to celebrate the 40th anniversary (Ruby Anniversary) event on 24.01.2016 in a magnificent way, commensurate with our status as a leading player in the global energy industry. A host of programmes was scheduled for employees and their families to observe this major milestone of the company.

During the Foundation week, different activities were scheduled like essay competition, Photography Competition. A quiz contest for the employees were conducted during the afternoon on January 22nd, 2016 where all employees participated enthusiastically.

The gala celebrations culminated on January 22nd , 2016 (Friday) in form of a grand event in which employees and their families participated. The event commenced with streaming of Chairman's message, followed by address of the location Head. The high point of the event was the cultural programme which received an overwhelming response from the family members of the employees. The children of employees' enthusiastically participated in solo singing, solo dancing, group dancing, beat boxing and Keyboard playing. Also, employees and their spouses participated in Antakshari where the participants as well as the audience enjoyed a lot.

A family dinner was arranged after the event where eating together turned out to be an opportunity to catch up with friends and colleagues.





Patna



Budge Budge Installation

Bharat Petroleum

40 Years OF FUELLING DREAMS

BPCL FOUNDATION DAY

Ruby Anniversary

24th January, 2016

ESSAY CONTEST

Topic : Forty Years of Fuelling Dreams

Last date for entries : 22nd January, 2016

The best essays will be displayed on the notice board

PHOTOGRAPHY CONTEST

Topic : Forty Years of Fuelling Dreams

Last date for entries : 22nd January, 2016

The best photos will be displayed on the notice board

PROGRAMME ON FOUNDATION DAY

- C&MD's Message
- Address by the Location Head
- Screening of our corporate film
- Quiz on the company
- Prize Distribution
- Cultural function

It's Your Day ! Celebrate it with enthusiasm and passion!

Every Dream Fulfilled





Maker Towers



Jaipur



Wadilube Installation



Sangrur



Rairu Depot



Jabalpur



Udaipur



Manmad



Rajkot



Bhitoni



Solapur LPG



Lucknow



Salwas



Hazira Depot



Piyala Installation

Style and Grace at State Functions

Bharat Petroleum is 40 years young today, and with every passing day, getting younger, all owing to our strong pool of intelligentsia driving our businesses and entities; around 13000 retail-outlet strong distribution network and the associated channel partners and staff; and, a whole nation-strong of customers driving us to achieve more in future.
On this occasion BPCL shouted from the rooftops to all its employees, customers and business partners how much the journey has meant to us. Here are the celebrations of each state, it has been a pleasure celebrating with everyone!



Himachal Pradesh : The chief guest for the function was the Addl. Director General of Police (Law & Order), HP Sri Sanjay Kundu. Other major guests were Shri Mansaram, Chief Parliamentary Secretary, Himachal Pradesh who is our dealer also, Shri Rakesh Gupta, Engineer in Chief, HPPWD, Col S S Bevali, BRO, Officials from HIMFED, & Food & Civil Supplies.



Odisha : Over 250 Retail Outlet Dealerships, LPG Distributors, Smart Fleet customers, Lubes channel partners, major customers from I&C and Aviation were present for the grand occasion. Two erstwhile BPCL employees, Shri S. Rath (ex GM Lubes) & Shri S K Sahu (ex DGM Operations) felicitated the oldest dealers/ distributors.



North Eastern States : The Hon'ble Chief Justice of Gauhati High Court Shri T. Vaiphei graced the occasion as the Chief Guest along with other special invitees as the Dy. Chief Labour Commissioner, Shri A. A Khan, Senior Officials from PESO, Guwahati, Legal Metrology, Airport Authority, Senior Lawyers and members from the local Media. Over 200 guests comprising our esteemed customers, dealers, distributors, transporters, C&F agents and other stakeholders enthusiastically joined in the celebrations, braving the cold weather.



Uttar Pradesh : The Chief Guest on the occasion was the Secretary to CM of UP, Partha Sarthi Sen Sharma, IAS.



Uttarakhand : The evening event had Mr. Jairaj, Principal Chief Conservator of Forest (IFS), Government of Uttarakhand as its Chief Guest and Dr. M.O. Garg, Director, IIP-CSIR, Dehradun was the Guest of Honour. Dr. S. Farooq, President, Himalayan Drugs Company was the special guest at the ceremony along with Mr. M.S. Negi, Deputy Commissioner, Weights and Measures Department, Dehradun and Mr. Bhattacharya, General Manager of Uttarakhand Sugar.



Punjab and Haryana : The Chief Guest, Maj. Gen. P.P. Singh (ASC), Western Command & other VIP Guests like Ms. Sanjana Sharma (Dy. Chief, PESO), Chandigarh enjoyed the festivities.



Madhya Pradesh : The occasion was graced by Hon'ble Cabinet Minister for Home & Jail, Shri Babu Lal Gaur.



Rajasthan : Shri Manoj Bhatt, DGP, Rajasthan was the Chief Guest on the occasion. Shri Rajesh Mangal, Independent Director, BPCL, Shri R K Meena, CMPE, NWR and Dr. A P Singh, Deputy CCOE, PESO were the other dignitaries on the dais.



Bihar : Lighting of the ceremonial lamp was by Chief Manager-Sales (Retail), State Coordinator, Bihar, Manager-Aviation, East, oldest dealership and distributorship in Bihar.



Jharkhand : The Chief Guest for the occasion was Shri Pawan Kumar Sharma, President, Jharkhand Chamber of Commerce and Industries.



Goa : Shri Siddhartha Kunkolienkar, MLA, Panjim – Chairman of EDC Goa & Shri Michel Lobo, MLA Calangute, blessed the function with their august presence as Chief Guest & Guest of Honour.



Gujarat : Mr. Bhupendrasinh Chudasma, Minister of Food and Civil Supplies and Mr. Ranjit Kumar, Principal Secretary, Food and Civil Supplies graced the occasion of Gujarat's 40 year celebration.



West Bengal : In the brief talks by guest speakers including dealers and customers, one thing which reflected in every person's speech was how proud and enriched one felt to be a part of this ever evolving organization and how its ethics and marketing strategies distinguishes itself as a world class marketing company.



Chhattisgarh : The Start of the day saw a huge participation in a cycle rally with the Mayor of Raipur, Mr. Pramod Dubey. The evening celebration was graced by the Chief Guest, Collector Raipur, Mr. Thakur Ramsingh with his family.



Andhra and Telangana : Shri. Rajat Kumar, (IAS) Commissioner of Civil Supplies, Telangana was the Chief Guest of the evening. The programme was graced by high ranking officials from BSNL, PESO, Central Labour Department, Railways and also senior State Govt. officials from Electricity Dept.



Kerala : The function was presided over by Shri APM Mohammed Hanish (IAS), Secretary PWD & LSGD Govt of Kerala. The event was also graced by Smt Rani Aparajita Sriram, Regional Labor Commissioner, Cochin, Shri Vijayakumar KK, Head of Kochi Unit – HOCL.



Karnataka : Shri D N Narasimharaju, IAS, Additional Chief Secretary to Chief Minister of Karnataka was the Chief Guest for the 40th year foundation day celebration at Karnataka. We also had the august presence of Shri A M Prasad, IPS, Additional Director General of Police, Govt. of Karnataka as the Guest of Honour.



Tamil Nadu : Shri Shiv Das Meena, I. A. S. Principal Secretary, Cooperation, Food and Consumer Protection, Government of Tamil Nadu, was the Chief Guest on the occasion.



Jammu and Kashmir : Chief Secretary, J&K graced the occasion and reveled in the impressive cultural show.

"Remember to celebrate milestones as you prepare for the road ahead."

- Nelson Mandela

The precious stone, Ruby, symbolizes the sun and its glowing hue suggests an inextinguishable flame within the stone, the same flame of customer centricity that is lit amongst all of us, which has been guiding our transactions with our customers all these years.



Delhi : The Chief Guest of the evening was Joint Commissioner of Police (South West) Delhi Shri Dependra Pathak.

Aviation SBU

A beehive of activities marked the 40th anniversary celebrations in Aviation. BPCL's glorious 4 decades of expansion, diversification and contribution to the nation's growth were projected and shared with our key customers, stakeholders, families and team members at all aviation stations. Cultural events, games and luncheon with family marked the festivities.

An exciting 20-20 cricket match between Team Bharat Aviation – Delhi AFS and Aviation HQ and Team Spicejet was organized as part of the celebrations. Mr. G.P. Gupta, CAO Spicejet was felicitated and was also the opening batsman for the one day match. Team Spicejet won by 2 wickets !

Wonderful memories were created…..



Celebrations with customers



Celebrations at air force locations at Gwalior, Sirsa, Suratgarh and Phalodi



Team and family get togethers at aviation stations



Celebrations at our flagship station – Cochin AFS



Bijwasan Installation

BPCL Bijwasan has celebrated the major milestone of energizing lives, for four decades, in a very special way.

The entire installation was decorated with fresh flowers and balloons. The illumination was done, in blue and yellow, to spectacularly transform the installation, creating an unforgettable environment for this special week. The journey of Fuelling dreams for forty years was celebrated involving our entire BPCL family –employees, their families, drivers, contractors, and labors.

Continuing "Rishta Dil Se" theme for Ruby Celebrations, on 22nd January 2016, a lunch was arranged for the drivers, contractors and labour. We, at BPCL Bijwasan installation, truly believe that the essence of real celebration of this Ruby anniversary lies in celebrating with the drivers and labour, who put in their day in day out to make BPCL progressive.

Gas SBU





celebrated its customer meet "An evening with BPCL" on 22nd January, 2016 with delegates of various esteemed customers of GAS SBU from all over the country. The exquisite evening was marked by healthy interaction with our customers, leading to a more cohesive understanding of their business concerns and present situations resulting in fostering of an amicable bond with them. ED (Gas) Mr. I.S. Rao, ED (Retail) Mr. George Paul and ED I&C Mr. R.P. Natekar graced the occasion with their presence and inspiring speeches. The occasion was lightened up by diverse cultural performances and inspiring speeches of various dignitaries followed by a lavish dinner. The customers also penned their views regarding BPCL on a white board in which they primarily lauded our customer friendly approach and warm hospitality. This beautiful evening was an excellent amalgamation of celebration, business insights, customer interaction and cultural extravaganza.





Ruby Anniversary Celebrations with a Difference

Pune Territory celebrated the 40th Anniversary with the entire BPCL Team at Pune city. A Speed Superbike rally was organized with 40 Superbikers, comprising the premium Superbike Triumph group and the Lord's Superbike group of Pune which had bikes like Harley Davison, Honda, Kawasaki etc.

The bike rally was flagged off on 24th January from the Triumph showroom at Pashaan in the presence of TM Retail, Mr. Gorav, TM Lubricants, Mr. Ashish Nigam and TC Retail, Mr. Mahendra Dalvi. The rally then moved through Pune city, over to M/s. Kedari SS, the highest MS selling RO of Pune city. All the bikers were given refreshments and fuelled 10 liters of Speed in the presence of TM Retail Pune, and TM I&C Pune, Mr. Shrikant Yadwadkar and TM Lubes (Direct), Mr. Deepak Gusain.

The rally then moved towards the final leg, BP RTO, where the entire Pune BPCL Team along with DSMs and Dealers cheered and welcomed the bikers.

Proud to be associated with Speed, the Superbikers proposed having more such bike rallies on the highway on larger stretches. The bikers also took selfies with the group and were felicitated with Speed T-Shirts, Caps, and a participating certificate.

The gathering then moved towards the backdrop of our Ruby Anniversary Celebrations at BP RTO, where a bunch of balloons were released with a placard of our 40th Anniversary.

Essay Contest Winners

Forty years of fuelling dreams

"Forty is the youth of old age".

Bharat Petroleum has pervaded the conscience and consciousness of the aam admi in India.

We are scaling new frontiers and taking customer satisfaction and customer ecstasy to new levels.

The various initiatives taken in house or as a customer centric conglomerate have paid rich dividends and we are able to anticipate the trends prevailing in the market to shore up and improve our market share.

This customer centric approach has percolated in the DNA of our Company. Service to the customer is 24x7x365 days and staff go beyond their call of duty to cater to the needs of the customers. I have this habit of taking feed back from the cab guys in various cities I visit, and it warms the cockles of my heart when they wax eloquent about the services of a Bharatgas Distributor in Mangaluru or of a retail outlet in Tiruchi.

I remember the case of a VP in ACC whose connection was to be transferred from father to daughter and thanks to Shri Samarth Derdekar the job was done. Needless to say that the consumer was very much pleased by the efforts of CRC Thane team.

The jury of the Business Standard award for Corporate Excellence in 2013 had the following eloquent words for BPCL:

"There were quite a few contenders for the Star PSU of the Year category, but Bharat Petroleum Corporation Ltd (BPCL) was the unanimous choice. Among the key factors that went in the company's favour was its successful foray into oil and gas exploration. In the past few years, the company has bought a stake in various global hydrocarbon assets - some for as low as $100 million - that today are worth much more than the purchase price, thanks to the oil and gas finds in the blocks. Its Mozambique assets - valued at Rs 10,183 crore, or Rs 141 per share for BPCL, by IDBI Capital analysts in a November report - are the most valuable. Together with its Brazil investments (Rs 30 a share), the total value of these hydrocarbon assets is pegged at Rs 12,357 crore, or Rs 171 a share for BPCL".

As a concerned and responsible corporate citizen BPCL has achieved laurels through its flagship CSR Program "Project Boond" in recognition of, the transformation of 90 villages in Southern India and 80 villages across Maharashtra and Rajasthan from water deficient to water positive dwellings, achieved

As I view my personal journey from 1978 September when I started as a tyro in the company as an Trainee Apprentice appointed under the Indian Apprentice Act, 1961 till today, now as a Manager Accounts in LPG Finance, I am overwhelmed by the stupendous achievements of the Company's individuals and the organization as a whole.

The greatest achievement has been the development of the people and the journey towards individual and corporate success whether at Refinery HSSE Operations, the various OISD awards won regularly year after year, the CSR awards won by the organization, the various inhouse projects keeping the customer in focus and resolving the issues of the customer on a day-to-day basis at our various CRCs, the impressive awards won by our IT team from Computer Associates , the Golden Peacock award won by our Mumbai Refinery amongst a whole host of other awards is a testimony of a vibrant, evergreen, learning and growth oriented organization - which triggers individual growth automated processes, process driven and people-oriented.

The Management of the Company has facilitated an assembly line of emerging leaders and with the help of the individual employees have delivered and sustained peak performance by tapping in house talent at various levels and produced enviable Industry benchmarks matching glocal standards. This is an ever-evolving organization where learning has permeated the DNA of the organization and age is just a number.

LEARN = Let Environment and Research Navigate.

IDEAS = Individuals Delineate Enabling Actualising Success

SUSTAINABLE = Serendipity Ululates Synergy Tempering Achievements Individually, Nationally Allowing Best Learning Experiences.

Mercurix - The story-telling or a modern day Hari Katha exponent enables individuals to parade their individual success stories to align with corporate goals.

As an organization we have grown, glowed and continue to bring delight and cheer to millions of Indians by upholding the Indian tradition of"Atithi Devo Bhava" or "Grahak Devo Bhava" and have pole-vaulted and vaunted the careers of many BPCians here and glocally. As we employees look back, there is a beautiful word in Marathi called "Sinhavlokan", a Lion looking back at its pride with pride and reflecting on its achievement, there is a sense of nostalgia, a newness in this organization, what Tamilians call 'the tendral kaathu" - "a cool breeze" or cool dude.

- V.P.N. Iyer, Manager LPG Finance, CO

Essay Contest Winners

Forty years of fuelling dreams

From time immemorial there has always been a billion dollar question. "How to achieve success" whether it is from an organization or an individual point of view. The answer, as General Bikram Singh put it so eloquently, is to ensure that competence is further reinforced by character. I believe that each and every individual is competent, the differentiating factor between good and evil is character, represented by values of trust, loyalty, ethics etc.

As an organization, Bharat Petroleum stands for various values, but I believe that trust is the bedrock of existence of all the other values.

During the course of the succeeding sections, we will first see the what, the why i.e. the importance of trust, how it is demonstrated and conclude as to how the same can be further reinforced.

First, let us start with what is trust :

Trust is all about making a commitment and sticking to it no matter what. When we speak of commitment, it is commitment as an employee to your fellow colleagues, superiors and subordinates. It also includes commitment made as a person, as a human being to one another e.g. In professional life it can be a commitment made to your superior to finish a particular task on time, the silent commitment made to your team that success will be shared. In addition to it, trust is also the commitment we make to our family to balance work and personal life.

While my objective is to strive to ensure that all the above commitments are adhered to and to demonstrate it to everyone, in my environment, let us now look upon as to why trust is the most important value to be demonstrated.

Abraham Lincoln once said that if trust is broken, it is close to impossible to regain the respect of the other person. Similarly, in any setup, be it in an organization or family, once it becomes clear that you are only making promises without any intention of fulfilling the same, the entire network of relationships will collapse. Your superior will no longer trust you with the most important case, your team mates will no longer give their best. Going above and beyond the call of duty is out of question. The consequences of breaking a commitment can be best understood from the face of the little kid, which is filled with disappointment when his/her father breaks a commitment.

As Lady Gaga put it, trust is like a mirror which, if broken can be stuck together again, but the scars will always show.

Further, I believe that demonstrating trust will lead to :

1. Loyalty among your team, family
2. Greater synergy as delays and disputes will be a lot down
3. Increase in team spirit among the members of the team.
4. Ensuring that each human is given his due no matter what his position.
5. Greater openness in discussing problems.
6. Greater demonstration of sympathy & empathy to each and every one concerned

The above reasons summarise in brief why I believe it is most important to demonstrate trust.

While it is easy to be idealistic and declare that trust is the bedrock of other values & success, life is anything but a bed of roses. There are bound to be thorns, the challenge is how to cope with them without sacrificing the character of trust.

For this I believe, it is important to first learn to say no when your conscience is against making any commitment. The moment we start making commitment and later rationalize the unfulfilment of it, the character of trust is broken.

Similarly it is also important to walk the extra mile, to stay the extra hour to ensure your commitment is done. It is said by Robert Frost, that it is always difficult to take the road not taken. Be brave, be loyal to yourself, to the trust that others place on you and remember that fair justice is also about ensuring that justice is seen to be delivered. Thus not only you should claim to be trustworthy, but demonstrate it in each and every step of life.

Doing so will I believe ensure success, just as Bharat Petroleum climbs the pinnacle of success based on its adherence to values of trust.

- K.M.K. Aswin Kumar,
Manager Finance (SS) South

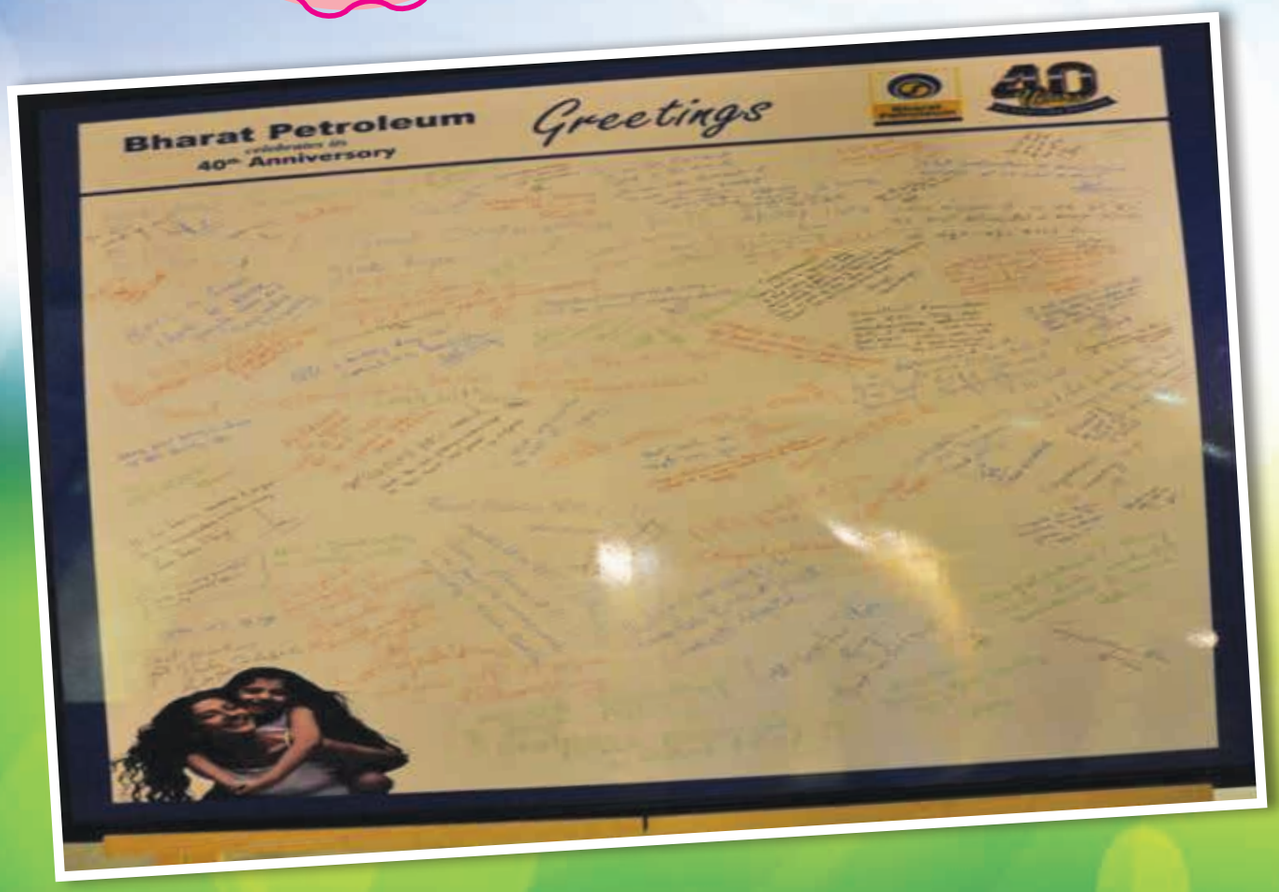
Glowing Tributes

Mr Sharma
(Prakash Industries),
"We were the largest FO consumers in area and had been associated with BPCL since inception. The service levels provided at BPCL are such that we have never thought of moving to another supplier for our FO/HSD supplies."

Mr Aggarwal
(Ashtosh & Khyati),
"We started with a single unit with BPCL and have today proliferated to 4 units with all Petro supplies – FO, Lubes, LPG from BPCL only. BPCL is like a group family to us."

Mr. Amit
Patnaik, Asst. Mgr.
(Ben Admin) South
"Today, we have come together with our loved ones, to celebrate and cherish this milestone; knowing that we are only at the cusp of a glorious future ahead!"

Mr Anil Sahay
(Jayaswal NECO),
"We are associated with BPCL since the beginning and are currently sourcing our max requirement of FO/HSD from the company with round the clock service availability from the BPCL Team"



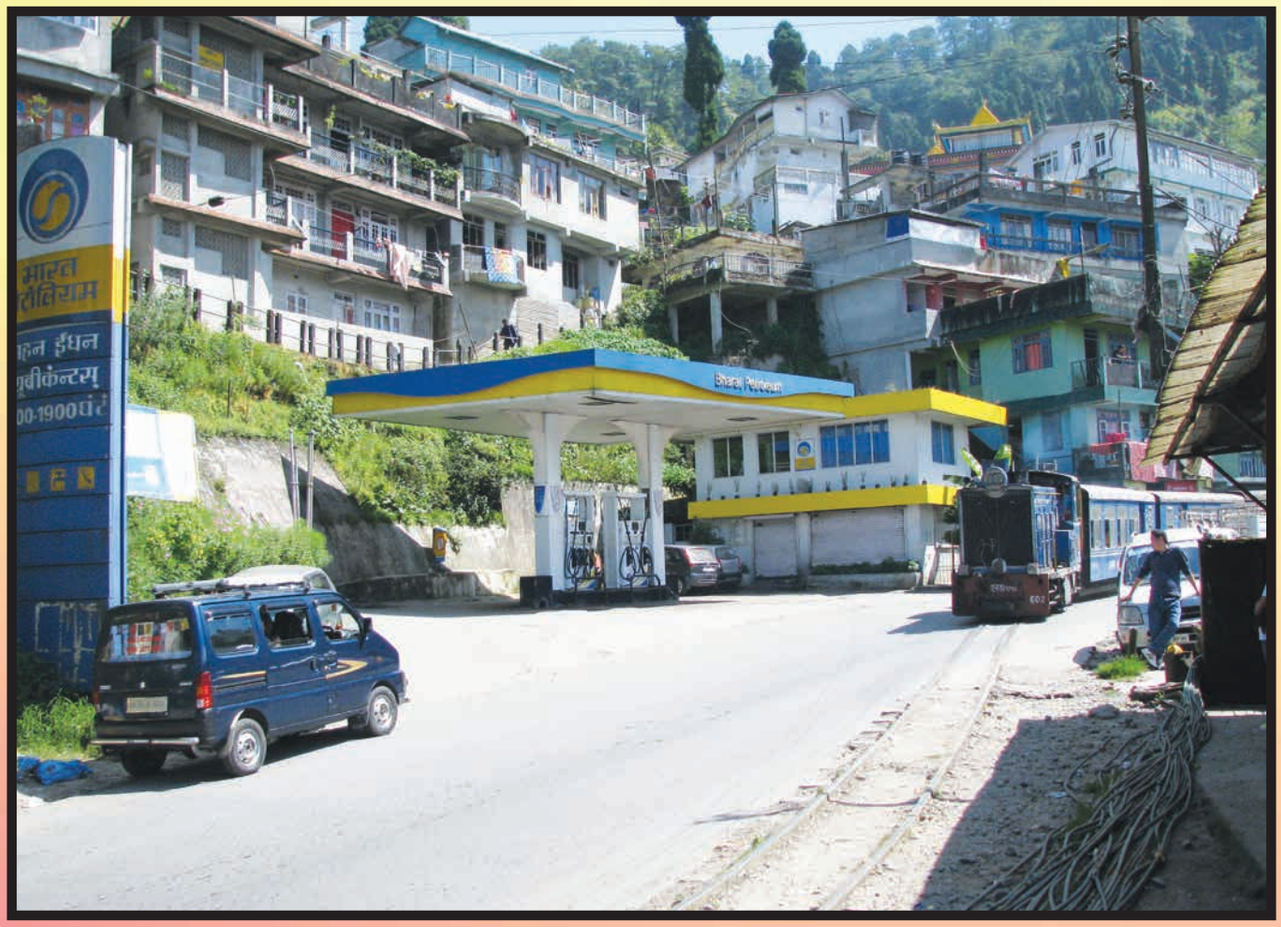
Photography Contest Winners



Dream for a better future

Pulak Das
Assistant Lubes, ERO

Ajit Mohan Singh
Senior Manager, Legal, East



Photography Contest Winner



Ms. Neeta Bhatia, Assistant 1, HRS (North)