



# JOURNEYS



## Rishta Dil Se







# Rishta Dil Se

Deep within every heart is an urge to find a purpose,  
A meaning for what it beats for.

At Bharat Petroleum we discover that each day.  
In the oath we take to deliver our promises  
In the happiness we deliver to our customers  
In the trust the customers see in our services  
In the services that mirror our commitment to quality  
In the quality that defines our values  
In the values that we are not willing to compromise  
In our passion for innovation  
In the joy we find in caring for  
our customers, our partners, our people,  
In the hope we give when we are reliable  
In the confidence that echo in our hearts  
when we are touched by gratitude  
In the strength we earn as a great team  
In the fortitude that goes into sustaining our performance year on year  
In the little acts of kindness that goes into nurturing a bond so strong.  
Each day we find our heart discovering these joys in everything we do  
and how everything fits perfectly when it's done with love.

Yes, this is a beautiful journey that has a great beginning every single day  
A journey that can never end as we pass on a little bit of us  
to each person that we connect and serve.  
Let us find that magical touch in all that we do with our heart,  
Because when that stops, everything else does too.

Let's say it with our heart to experience the difference.  
For deep inside we know that there can be no bond simpler than

**Rishta Dil Se**

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**NEXT UP ►►**  
**Special issue on**  
**PRADHAN MANTRI**  
**UJJWALA YOJANA**

thank  
You

**For taking @BPCLimited into the league of 34 K**

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## Bonding with OUR HEART

There is a flow of fresh energy each day when we nurture relationships and rekindle the power of staying connected. It's called the *Rishta Dil Se*, a bond that is discovered each day in Bharat Petroleum in the oath we take to deliver our *promises*, in the happiness we deliver to our *customers*, in the trust the customers see in our *services*, in the services that mirror our *commitment to quality* in the quality that defines our *values*, in the values that we are not willing to compromise, in our *passion for innovation* and in the joy we find in *caring* for our customers, our partners and our people.

We have been covering many of these stories extensively on BPCL Social Media on real time and it is a joy to share positive stories. BPCL truly feels elated when our business associates and customers share how BPCL has transformed their lives. We invite you to follow us on Facebook and Twitter everyday.

This issue of Journeys is dedicated to the numerous relationships we create and nurture along the business cycle. We also bring you reports of National Campaigns like Digi Dhan Mela and Swachh Bharat Abhiyan where BPCL has dedicated full support in transforming India into a strong cashless economy as well as a clean and green nation.

While we take you through these and many other initiatives, we also wish to share that our next issue is for a detailed coverage of the *Pradhan Mantri Ujjwala Yojana*, one of the biggest campaigns that is fuelling the progress of the nation by respecting the dignity of women.

Stay tuned!

Warm regards,  
TEAM Journeys



# BS-IV FUELS, the golden promise for a cleaner environment

Hon'ble MOS (I/c) MoPNG Mr. Dharmendra Pradhan launched BS-IV Petrol & Diesel, across the country from Bhubaneswar with simultaneous launches at twelve other cities, which were connected with Bhubaneswar via digital on 1 April 2017.

These twelve cities are Gorakhpur, Patna, Manipur, Meghalaya, Nagpur, Guwahati, Varanasi, Ranchi, Vijaywada, Madurai, Durgapur and Bhopal. Launch of BS-IV fuels across India paves the way for the golden promise of a cleaner environment for our Nation.



Mr. Kapil Dev Tripathi, Secretary Petroleum, MoP&NG, Mr. Sandeep Poundrik, Jt Secretary (Refinery), MoP&NG, C&MD of three Oil Marketing Companies (Indian Oil, Bharat Petroleum and Hindustan Petroleum) and Director Refineries, BPLCL were present at this iconic moment.

The Bharat Standard Emission Standards (BS) has been rolled out in phases, starting from 13 cities in FY 09-10, including 4 Metros. In the next four years (FY 2010-11 to 2013-14), BS-IV Petrol and Diesel were rolled out in 50 more cities, taking the tally of the cities covered to 63 and from 1 April, it is BS-IV Petrol and Diesel across the entire country. ■

## Pay the Easy way at PETROL PUMPS

Post demonetisation of old currency notes of Rs 500 and Rs 1,000, Bharat Petroleum Retail Outlets reached out to the society by first exchanging the withdrawn currency notes with the new notes, while at the same time equipping themselves to accept payment through cashless payment options - Debit/Credit Cards, BPCL Loyalty Cards, E-Wallet UPI, UID, etc.

Retail BU launched a mission "Pay the Easy Way" to make the impossible - possible. Equipping the ROs with such facilities were not enough. Major part of our consumers pay by cash and therefore, our officers and dealers took upon themselves the responsibility to educate and enroll cashless our consumers on cashless payment. The Customer Awareness Campaign focuses at spreading digital awareness and facilitating the common man to use Cashless payment options during day to day transactions. With the introduction of Cashless payment options like Credit & Debit Cards, POS terminals, e-Wallet options and Loyalty Cards at Retail Outlets, the campaign reinforces the fact that convenience lies in being cashless in today's time. The various digital payment solutions available to the general public, were also showcased.

Mr. Dharmendra Pradhan, Hon'ble Minister of State (I/C) for Petroleum & Natural Gas, launched the digital awareness campaign at our Company Owned & Company Operated Fuel Station BP Shantipath, which is an all women Fuel Station,



which is entirely operated by women and is a significant landmark in Delhi, on 3 December 2016.

This event was followed by a series of such campaign across the country. Including video campaigns with our sports champions.

The 2017 wall calendar was on *Energising Convenience with Cashless Transactions*. BPCL showcased "Cashless Transactions for energy needs" detailing all the modes of digital payments now in vogue. (Ref page 38, 39). ■



**LET'S JOIN HANDS TO  
MAKE INDIA A CASHLESS  
AND STRONG ECONOMY**



## When Petrol Pumps served as Mini ATMs

The announcement of the demonetization of the 500, 1000 currency as legal tenders at the close of 2016, came as a jolt to the entire Nation. Though it caused huge inconvenience to the people running to banks to exchange, deposit or withdraw notes, the Government introduced several alternatives for the citizens. Oil Companies were directed to rise to action and have Petrol Pumps to serve first as collection points of banned currency and then as Mini ATMs when the new currency came into circulation.

The government's stated objectives behind demonetization is an attempt to make India corruption free, curb black money, control escalating price rise, stop funds flow to illegal activity, and also to make people accountable for every rupee they possess and pay income tax return. This is also an attempt to make a cashless society and create a Digital India.

Few steps that were taken ahead of the announcement of demonetization on November 8, 2016 were urging people to create bank accounts under *Jan Dhan Yojana* for future transaction through banking methods only. Government also announced tax declaration of the income by October 30, 2016.

All BPCL outlets not only accepted old currency but also distributed cash at select petrol pumps, with SBI POS machines, by customers swiping their debit cards. A total of Rs. 72.96 Crore was disbursed through this route.

At the same time, BPCL Officers and Dealers engaged with customers to encourage them to use cashless payment options, by organizing camps and training kiosks at all pumps across the country. BPCL Petrol Pumps across the country rose to 24/7 action and served not only as fuelling points but also as Mini ATMs.



Akola



Assam



Bengaluru



Balaji



Belgaum



Bengaluru



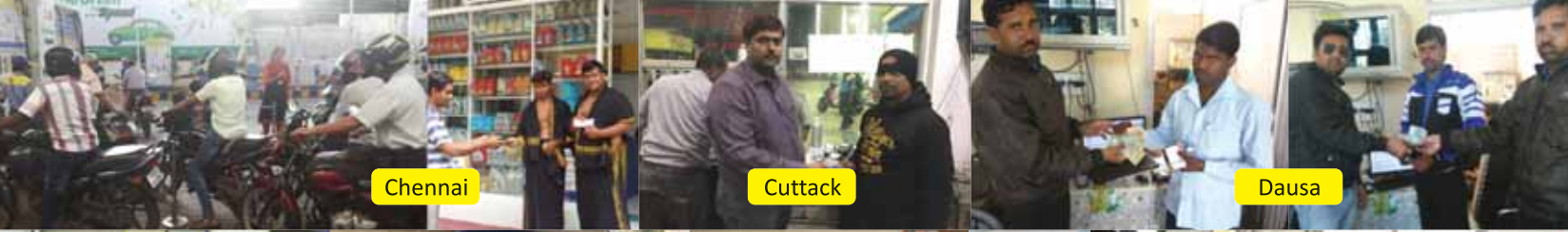
Bhatinda



Bhubaneswar







Chennai

Cuttack

Dausa



Delhi

Goa

Guwahati

Hyderabad



Jamshedpur

Jabalpur

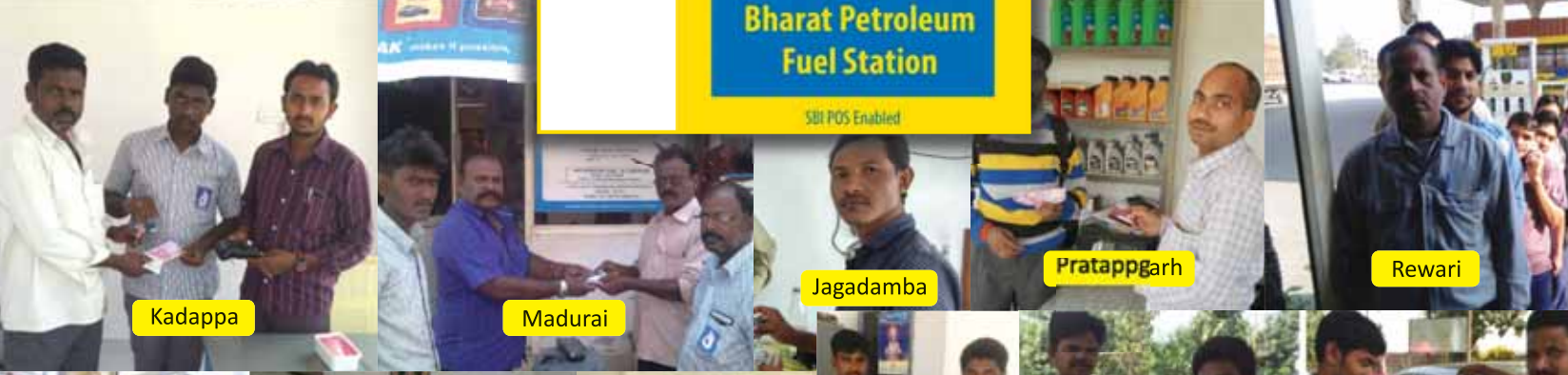
Jabalpur



# MINI ATM

Swipe any Bank's Debit Card and draw upto ₹ 2,000 per day at your Bharat Petroleum Fuel Station

SBI POS Enabled



Kadappa

Madurai

Jagadamba

Pratappgarh

Rewari



Nagpur

Nellore

Vizag



Varanasi

Tirunelveli

## Bharat Petroleum

### @ PETROTECH 2016

Mr. Dharmendra Pradhan Hon'ble MoS(I/c), MoP&NG inaugurated the BPCL Pavillion at PetroTech 2016 after launching the Petrotech Exhibition 2016 at Pragati Maidan, Delhi on 4 Dec 2016. Hon'ble Ministers, senior bureaucrats, Heads of Business from BPCL as well as sister organisations and premium guests visited the pavillion. Most of our visitors also pledged to GO-Cashless at the BPCL pavillion. The exhibition that closed on 7 Dec 2016 had a huge turnout of National and International delegates, young aspirants and students. Few have won Mini I-Pads and other prizes in the BPCL Quiz and other infotaining sessions.

## Retail Special Track

### @ PETROTECH 2016

BPCL, along with FICCI has been successfully organizing the Special Track on Fuel Retailing, since 2003, every alternate year. This event runs parallel to Petrotech and is attended by various stakeholders like dealers, franchises, channel partners and executives from oil marketing companies. The theme of Special Track was "Energizing India over the next decade: Access, Inclusiveness & Sustainability".

The two-day program brought together highly experienced individuals from the entire spectrum of fuel retailing, including policy makers, technology companies, gas distribution and allied infrastructure companies, gas automotive companies, think tanks, solar based companies, FMCG and Taxi Aggregators. It goes without saying that fuel retailing in India is beset with multiple challenges, owing to the wide variety of customers and logistical challenges involved in distribution to the remotest and rural parts of the country.

The 2-day event was inaugurated by Mr. Ashutosh Jindal, JS



Follow us on Facebook to view complete album at :  
<https://www.facebook.com/BharatPetroleumcorporation> ■

(M), MoPNG, who urged to deliberate on the capabilities we should build such that every Indian can have access to clean and green energy.

BPCL C&MD, Mr. D Rajkumar, invited participants to make most of this forum to learn from best practices around the world in the light of the emerging macro and micro-economic scenario.

Subjects deliberated over the two days, ranged from *Enhancing Affordable Access to Energy, Growing Importance of Alternative fuels and E-Mobility, Gaseous Fuels and Allied Infrastructure Development, Leveraging Technology in Fuel Retailing and Consumer of the Future.*

Hon'ble MoS (I/C), MoPNG, Mr. Dharmendra Pradhan held a special session on day 1, where he urged Oil Industry to move away from traditional framework. He lauded the petroleum sectors quick transformation towards digital payments and urged all petroleum sector players to reach out and tap their potential. He said that the petroleum industry can be the trigger to create a ripple for payment to go digital across industries. ■



## Sanrakshan Kshamta Mahotsav Campaign for Oil & Gas conservation

Hon'ble MoS(I/C), Mr. Dharmendra Pradhan launched SAKSHAM 2017 in Delhi in the presence of Industry Officials, invitees and students on 16 January 2017.

"Sanrakshan Kshamta Mahotsav" SAKSHAM 2017 organised by the Petroleum Conservation Research Association (PCRA) and Oil & Gas Public Sector Undertakings (PSUs) under the aegis of Ministry of Petroleum & Natural Gas (MoPNG) is to sensitize the masses about the conservation and efficient use of petroleum products towards achieving twin objectives of better health & environment and securing availability of Oil & Gas for future generations.

The campaign succeeded at showing the way forward for enhancing Conservation capabilities of people and help understand need, issues and solutions for conservation and effective utilization of petroleum products and also to give message that collective participation is the key to Conservation.

Bharat Petroleum pledged to do our bit for conserving precious petroleum products. Various activities across locations from 16 January 2017 to 15 February 2017 had the participation of employees, customers, associates and well-wishers who joined the movement to make our world a better place. The events were also amplified on Social Media.

Employees took the pledge and shared it on their personal Twitter handles. Employee videos of pledge taking were also



National Launch, Delhi



Cycle Rally, Delhi



Students' Walkathon

aired on Facebook. Live coverage of main events were done on Facebook. For full details please follow us on Facebook/ BharatPetroleumCorporation. ■



## Mega Drivers Training

### BPCL hosts workshop in Mumbai

Mr. Vinod Tawde, Hon'ble Minister of Higher & Tech Education inaugurated the 3-Day Mega Drivers Training Workshop coordinated by BPCL in Mumbai as part of SAKSHAM 2017. Mr. Alok Tripathi, Dir (D&MC), MoP&NG and ED (PCRA), Mr. D Rajkumar, C&MD, BPCL and Mr. S Ramesh, Director (M) also spoke on the occasion. ED (Retail), Mr. George Paul was also present. ■

## Winners of Ideas 2016





# A bond that we discover each day

Dear Partner,

The year that went by has indeed been an exciting one. BPCL completed 40 years of fuelling dreams and also registered the highest ever profits in 2016. **Team Retail** can be elated on the decisive contributions we have made in catapulting BPCL's performance from that of a Navaratana to a Maharatana, a declaration we await soon.

Numerologically 2017 is a year of beginnings and our Nation has made a totally bold one. **INDIA goes Digital** and we are all set for the huge transformation that it brings for our business, our processes and our people, particularly as the very mindsets of customers are also open to this epic transformation. Yes, the challenges are plenty, and the opportunities, countless. The last few months have been very testing for our BU with several new Government directives and critically stringent timelines for delivering them. I appreciate the all round efforts put in by each and every one of you against all odds and hours.

There is no doubt that a **passion to deliver** is ingrained in us, so deeply, and we are driven intensely by our commitment to **energizing customer experience**. So long as our business is built on the strong and meaningful bonds we have, we will continue to sail fast-forward, breaking our own records. Our focus on connecting and engaging with the **people fabric** of our SBU, Associates and Customers both on-ground and online, has in fact added a new found energy to the Business.

I appreciate the care being taken by Territories to engage meaningfully with customers and amplifying that on **Social Media** platforms on their individual Territory profiles. In the new spirit of **going digital**, let's bring our staff, dealers and their staff on to BPCL & Retail social media platforms to re-affirm our bond as a community of performers.



We owe our outstanding performance in the year that went by to some of the defining changes we adopted. **Go Green with SPEED**, the new positioning that we have taken for our premium branded fuel, echoes our commitment to environment as well as customers. The brand is back again in the hearts and minds of customers with the sound marketing strategies and seamless amplifications we adopted online and on-ground with brand ambassador Narain Karthikeyan and exciting engagements across locations.

On the **Operations and Logistics** front, we sailed very smoothly with a challenge to sell more in the year. Though we did face a stock pile-up, we handled the dilution well and surfaced unscathed. Likewise, the time and energy invested in initiatives like **Bandhan** and **Surakshavani**, have gone a long way in influencing a feeling of ownership and pride among employees of associates that has reflected in an enthusiastic responsiveness in achieving business targets. With such inclusiveness, our HSE performance has also seen a commendable improvement over last year.

The change in economy post demonetization, just when we entered into the first year of **Sankalp** - our five year plan, is in fact a pointer for us to take a long-term view and skillfully shift gears to accommodate the larger vision of digitization and other National policies. I'm sure the challenges we face will help us emerge stronger than before, more prepared and energised with sharper focus on the dynamic expectations of the Government and at the same time, never losing sight of our key business goals. I'm confident that with more concerted efforts, we will bounce back as Market Leaders, a position that has been quite elusive these past few months.

With the support and guidance of our own Management and the trust and confidence vested in us by the Ministry, we have the added responsibility to lead as the Retail Coordinator for the Oil Industry.

The tremendous opportunities for learning that we receive at Bharat Petroleum are what actually transform us and this is one treasure I would be carrying forth with me, as I move on. To stay young, fit and reliable, I take with me the knowledge I have received from the best in the Industry, the youthful minds that lead our company to a brave new future, colleagues, business associates and all my dear friends who have nourished my life and career with invaluable moments. I would like to raise a toast to the magic of the *Rishta Dil Se*, the true relationships that has helped each one of us grow, year on year.

As we have together proved that strategies and their implementation will continue to branch out from our confidence in *Rishta Dil Se*, I urge you to continue this faith in nurturing stronger and lasting relationships. Let's promise to do everything with our heart and celebrate the joy of being in it together!

Warm Regards,

**George Paul**  
*Executive Director (Retail)*

# Rishta Dil Se

Our business is built on the foundation of the strong relationships that we nurture along the way, with our people and our customers. It's because of the connect with customers, partners and staff that we remain what we are today. It is because of the unique bond, the *Rishta Dil Se*.

A simple explanation put forth by Mr. George Paul, ED(Retail) as he unveiled the theme of the Leadership in Action (LIA) Summit 2016 of the Retail SBU in Hyderabad.

He shared his thoughts on the importance of business expansion, leveraging technology in every aspect of the business to connect with our customers, value maximization for all stakeholders, energizing people through inspirational leadership and helping them internalise values while also nurturing talent. The need of the hour is to steer through the present with an eye on the future.

Mr. S Ramesh, Director Marketing, appreciated the Retail BU for the stupendous performance and stressed upon gearing up for the challenges emerging due to market dynamics. He also had a very interactive session with the participants. Earlier, Mr. Santosh Kumar, Head Retail South, welcomed the gathering.

"Pride of India & Pride of Bharat Petroleum", Ms. P V Sindhu, the first Indian woman to win an Olympic silver medal was felicitated at this function. On behalf of BPCL, the cheque of Rs. 75 lakh, a silver plaque and her promotion letter was presented by then C&MD, Mr. S Varadarajan in the presence of BPCL Board of Directors, Business Heads and her family.

Olympian PV Sindhu played a few winning strokes with the audience and shared her journey to winning the Olympic

silver medal emphasizing on the importance of following one's dreams, whatever be the circumstances.

A short video showcasing a touching act by an officer of Karur territory, who went all out to help the family of a deceased truck driver brought tears to every eye. The driver lost his life in an accident, and the family could not claim their insurance under Bharat Arogya Yojana, due to certain technicalities. With his timely persistence Mr. E Arivazhagan, Dy Manager Ops, Karur could help the family.

Mr. S Varadarajan, then C&MD, in his opening remarks of the "Leadership Talk", appreciated the efforts of the Retail BU on their landmark performance and urged them to carry it forth with clear focus on customer centricity; to provide value to the customers on a sustained basis, across the network. Director (Finance) and Director (Refineries) also addressed them. Director (HR)'s who could not make it to the meet, sent a video message for the highly inspired audience.

The Trading Area Analysis platform in "Mobi Connect Application", which helps Retail BU in reaching out and analyzing performance on the move, was launched at the LIA in Hyderabad.

A theme book showcasing "*Rishta Dil Se*" a bond that we discover each day, was also launched by Mr. S Varadarajan, along with Mr. S Ramesh, Mr. P Balasubramanian, Director Finance, Mr. R. Ramachandran, Director (Refineries) and Mr. George Paul, ED (Retail).

At the glittering LIA Awards Function, in the evening, teams received trophies for the exemplary performances in various fields during FY 2015-16. Chennai Territory was declared the *Best Territory* while, Western Region received the *Best Region* Trophy for their overall excellence.

In a special category of awards, teams were recognized for their commendable efforts beyond the call of duties.



Braving major fire at Sewree installation, reaching out to consumers during the Chennai floods are some of the efforts that received accolades.

"Son of the Everest Pioneer" and motivational speaker Mr. Jamling Norgay, enthralled the participants and signed off with "Everyone has to conquer his own Everest".

From the LIA 2015, where the concept was born, it has been accepted that every action done with love forms a pearl in the beautiful chain that is held together by the invisible thread called *Rishta Dil Se*. There are so many such pearls and we present a few of them, here.

## GO GREEN WITH SPEED:

Ever wondered why we are the first choice of our patrons?

Not only, customer services but our products are also unique in comparison to many others; Speed being one of them. Speed, the premium petrol from Bharat Petroleum, keeps the vehicle engine free of all deposits, which helps in reducing the vehicular emission. Therefore, Speed supports the environment by lowering the air pollution.

Bharat Petroleum encourages consumers to support environment by driving on Speed. Across the country, #GoGreenWithSpeed campaign has reached to consumers, schools & general public and has struck a chord in the hearts by going green with distribution of saplings, educating the benefits of protecting environment and inculcating good habits of maintaining a green earth. Our consumers are ones who feel connected to the idea of Go Green and live by it every day through our impactful brand Speed.

The *Rishta Dil Se* we have here is deeply rooted to the environment with our promise to an evergreen future. All added benefits of the fuel are attributes that pampers their cars to serve them long and easy. That answers why Speed and Bharat Petroleum rules in the hearts of India.

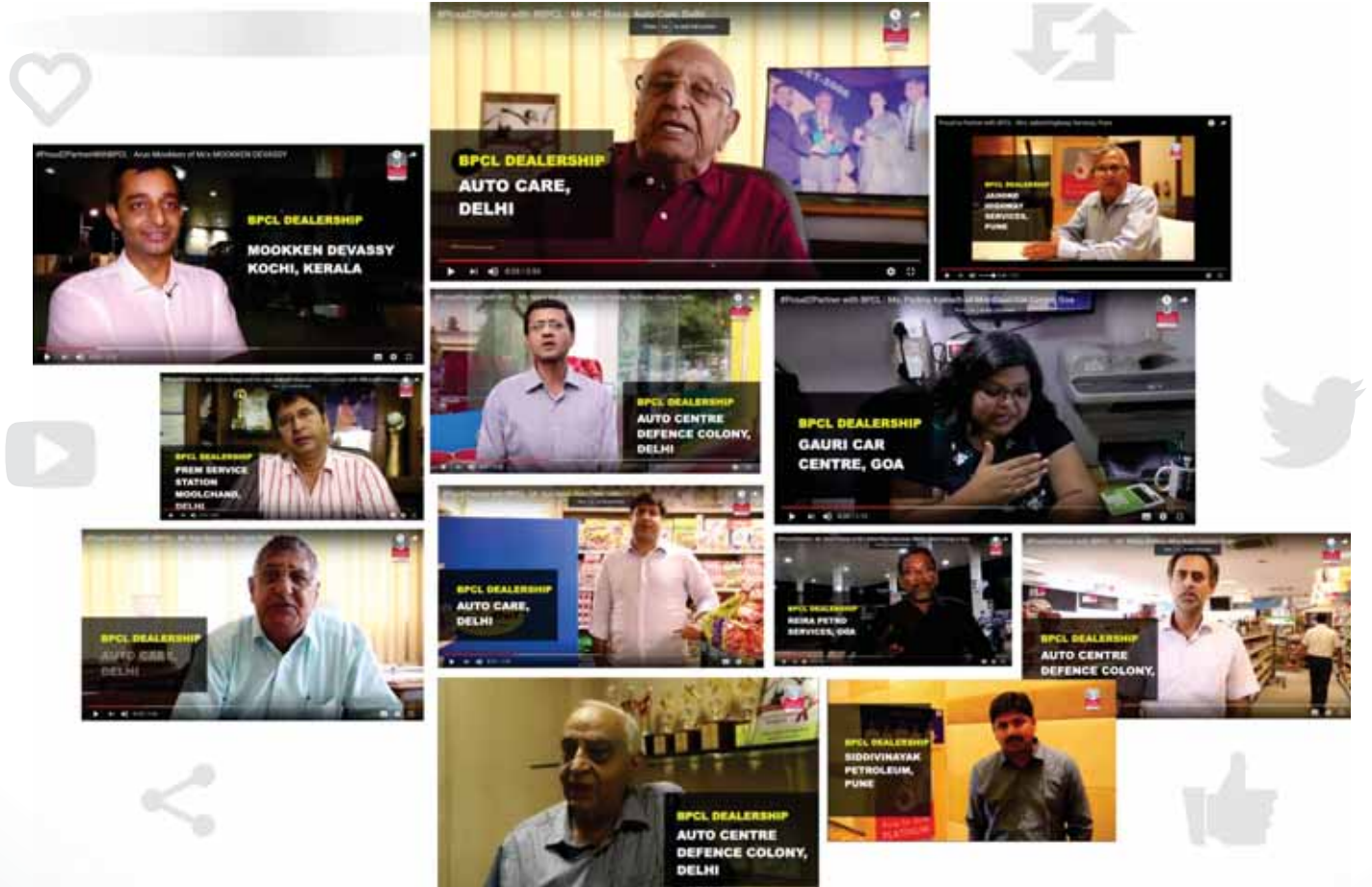
Think of Speed and a million visuals flash right across the mind. To Bharat Petroleum, it is our contribution to the nation, as the first branded premium fuel of India. There is a



Rishta  
Dil Se



# #Proud2Partner



An exclusive series on BPCL Social, where Business Associates share their joy of Partnering With BPCL.  
Only on BPCL Twitter, FB and YouTube.

Tuesday, Thursday 11:00 AM





## FEATURE

whole lot of emotion that goes with it, as it has been crafted with much love and consideration for every vehicle we energise. Winner of various awards, the finest brand Speed has been an undisputed choice of its proud patrons - owners of premium luxury vehicles and hardcore speedsters.

And, today this iconic lifestyle brand is back with a bang! Bharat Petroleum has gone all out to reviving this iconic brand. Though the spirit and the promise of the brand is still the same, it has grown in reach & relevance and we are certain that it's not just for any car that matters but for every car on the road.

A deeper understanding of SPEED, will show us how we are contributing to a greater cause with this environment friendly fuel. Ask any one committed to the environment or even a driveway sales staff at our outlets and they will tell you why it is cool to 'Go Green with Speed'. It is not just an iconic brand today, it is a style statement for the car, and for anyone who believes in responsible fuelling.

With the world's fastest Indian Formula1 racer, Narain Karthikeyan back as the Brand Ambassador of Speed, we are happy to go places. And, we are happy our customer are happy.

## Green Retail

Bharat Petroleum has always had a strong connection with the environment. We have gone out of our way often to implement energy of Go Green in little or more amounts. This time BPCL has come through with making a relative change with little steps of inculcating renewable systems at all our retail outlets. As a part of our Green Retailing concept, we derived simple ideas that could strategically make the difference of saving energy while energising lives every day.

Starting with solar energy, we started with installation of Solar Power Systems across 535 retail outlets with a power capacity of 2650 KW. Next, we lit up more than 1000 retail outlets with energy efficient lights like Induction and LED lights, which resulted in saving almost 40% energy than the past years.

Around 100 Rain Water Harvesting Systems were constructed in this year, resulting in conserving 116 Lakh Litres of water per year.



Rishta  
Dil Se

Apart from this BPCL retail network has been organizing various activities at outlets for sensitizing the dealer's network and generating awareness towards the idea of Green Retailing. In addition, we have been utilizing our retail network **In & Out store** and **Beyond LPG** channel in rural areas to sell rechargeable Solar Lanterns to help and replace the traditional kerosene lamps in rural households.

Our constant endeavours in turning our country into a Green India has led our retail network to build an endless green connection with our customers. BPCL and our customers, together will change the world with this warmth of *Rishta Dil Se!*

## One-stop Smartphone App for all fuelling and services needs

If you go back to yester years and compare it with today, all of us would realize, we've come a long way. We have taken a fast drive, a smart one. Yes, you guessed right. We are talking about **SmartDrive**.

The smart mobile app is a multi-tasker. It helps motorists and bikers to locate Bharat Petroleum fuel stations, services and much more across the country. It's an app to the rescue for people on the go.

It plans one's trip to finding the distance upto the proposed destination. Not just that, it helps you find fuel stations with food outlets, for you to rejuvenate, refresh, eat, shop, use ATMs along with the basic requirement of refilling fuel.

It also has a few additional features of saving motor vehicle documents in a digital format for retrieval whenever required, managing PetroCard, SmartFleet and much more. SmartDrive is your mate in need when you're on the road. You don't need

to think twice before making those on the spot picnics with your family or a fun trip with your friends. It's a friendship that will be with you wherever you may go. We are in fact talking again about a connection that is nothing less than a *Rishta Dil Se!*

## MobeConnect

For a long time, dealers demanded for a seamless process for PDP indent and tracking to ensure timely delivery of load. Many dealers as well as Sales Officers were facing problems in terms of dependency on Depot planning manager and desktop portals to carry out basic business activities. Thus to facilitate our Dealers with a technology that would increase their Operational efficiency, with respect to availing products from BPCL, we launched a mobile app called as '*MobeConnect*'. **MobeConnect** enables the dealer to indent the PDP one day before without relying on EFP or the Sales Officer which they traditionally do. Further the dealer can know his RTGS amount for the indent to be executed and the closing balance of SOA. Technically its another *Rishta Dil Se*, since everything goes forth smoothly.

## Video series for Social Media

Reciprocating their *Rishta Dil Se* with Bharat Petroleum, our business associates, joined the unique video series "Proud 2 Partner" that was launched by BPCL where they were invited to share about their journey and association with Bharat Petroleum. Similarly, Retail officers shared about their *Rishta Dil Se* for BPCL, their "Great Place to Work".

All these initiatives and more show that anything done with the heart stays on because everybody understands the language of *Rishta Dil Se!* ■





Goa

Bihar

Bijwasan

Mumbai

Noida



Bhubaneswar

Chennai

Delhi

Patna



Allahabad

**स्वच्छ भारत**

**SWACHH BHARAT ABHIYAAN**

EK KADAM SWACHHATA KI ORE



Pune



Bhitoni



Dharward



Kerala

**BPCL has pledged to keep all our work stations across India cleaner and safer for our customers and staff.**

**Our commitment to the Swachh Bharat Abhiyaan is 24 x 7, for we strongly believe that cleanliness is next to Godliness.**

**Together we pledge for a Swachh Bharat today and everyday!**



Salempur

Hyderabad

Surat

Uran

Vijayawada

“ अगर एक बार सवा सौ करोड़ देशवासी तय कर लें कि मैं गंदगी नहीं करूंगा तो दुनिया की कोई ताकत नहीं है जो हिंदुस्तान को गंदा कर सकती है । ”

"If once, we 125 Crore Indians decide that we will not spread filth, no power in this world can make India dirty."

गणेश नारायण



एक कदम स्वच्छता की ओर

| स्वच्छता @पेट्रोलपंप | Swachhta@PetrolPump |

हम आपके उपयोग के लिए इस शौचालय को स्वच्छ रखने हेतु प्रयत्नशील हैं।  
कृपया इसे स्वच्छ रखने में हमें सहयोग दें।

निम्नांकित विकल्पों के माध्यम द्वारा  
अपनी प्रतिक्रिया से हमें अवगत कराएँ :

We strive to keep this toilet clean for your use. Please help us maintain it.

Share your feedback through following options :

विकल्प 1 : एसएमएस



OPTION 1 : SMS

एसएमएस करें : BPC<SPACE>SBA  
<SPACE>DEALER CODE<SPACE>  
FEEDBACK CODE<SPACE> to  
9071190711

डीलर कोड : ऊपर प्रदर्शित किए अनुसार

फीडबैक कोड :

A : शौचालय स्वच्छ

B : शौचालय स्वच्छ नहीं

C : शौचालय उपलब्ध नहीं / ताला बंद

उदाहरण के लिए, अगर डीलर कोड 123456 है  
और दी जाने वाली प्रतिक्रिया A है,  
तो इस प्रकार एसएमएस करें :  
BPC SBA 123456 A to 9071190711

SMS : BPC<SPACE>SBA  
<SPACE>DEALER CODE<SPACE>  
FEEDBACK CODE<SPACE> to  
9071190711

Dealer Code : As displayed above

Feedback Code :

A : Toilet Clean

B : Toilet Not Clean

C : Toilet Not Available / Locked

For E.g. If Dealer Code is 123456  
& feedback to be provided is A,  
then SMS :  
BPC SBA 123456 A to 9071190711

विकल्प 2 : मोबाईल ऐप



OPTION 2 : MOBILE APP

अपने स्मार्टफोन पर "Swachhta@PetrolPump"  
डाउनलोड करें. एप खोलें और अपनी  
प्रतिक्रिया पंजीकृत करने के लिए  
पर क्लिक करें.



Download "Swachhta@PetrolPump" app  
on your smartphone.  
Open the app and Click on  
to register your feedback.



विकल्प 3 : बीपीसीएल वेबसाइट



OPTION 3 : BPCL WEBSITE

www.bharatpetroleum.in पर जाएँ  
अपनी प्रतिक्रिया पंजीकृत करने के लिए  
पर क्लिक करें.



Go to : www.bharatpetroleum.in  
Click on to register your  
feedback.



## Speed 97 reaches UDAIPUR, INDORE

Speed Brand Ambassador, Narain Karthikeyan, along with Maharaja Kumar Lakshyaraj Singh Mewar, flagged off the Legendary Riders Superbikes rally and launched Speed97, the Future Fuel, in city of lakes, Udaipur on 11 Dec 2016.

Speed 97, the only Premium Petrol in India, with 97 Octane, which exclusively caters to luxury and high end cars and superbikes was launched for the first time in Rajasthan at Ms. Udai Filling Station.

Narain Karthikeyan and Maharaja Kumar Lakshyaraj Singh Mewar refueled the Royal Land Rover - the first vehicle to drive on Speed 97 in Udaipur.

In a similar scintillating event, SPEED 97 was launched in Indore by Mr. George Paul, ED(Retail) on 18 Feb 2017. ■



## Speed Superbike Rally in GOA

Narain Karthikeyan, Speed Brand Ambassador, flags off Super Car and Superbike rally in Goa on 20 November 2016, where 50 cars and 120 bikes joined the SpeedRovers Rally, which started from Bharat Petroleum Fuel Station from Clarina Petrol Pump in Margao.

The 30 KM rally stopped by on way at the landmark Fuel Station E. R. N. Kurade in Margao, where Narain felicitated the highest Speed selling dealer Ms. Shubhalakshmi Kurade and her sales team. They had been consistently selling more than 100 KL Speed every month.

Later in the evening, Narain Karthikeyan interacted with students of BITS Pilani, Goa Campus. The excitement with Speed didn't end there also. While Narain was flagging off Speed rally, over 6000 Royal Enfield riders, had assembled as part of the 14th Edition of Royal Enfield Rider Mania. The three day event, was co-sponsored by Speed and had several activities, drag races, dirt race, Slow Race, Carry Your Bike as well as talks from veteran riders and motorcycle enthusiasts. Mr. P S Ravi, General Manager Retail (West) and Mr. Shubhanker Sen, State Head, Maharashtra & Goa, Retail distributed the prizes to winners. ■

## 8th McD at BPCL Fuel Station

McDonald's opens 18,000 sq ft sprawling outlet at our Fuel Station BP Maraimalai Nagar on NH 45 from Chennai towards Trichy. Mr. George Paul, ED (Retail) - in the presence of Mr. Santosh Kumar, Head (Retail) South and Mr. T. V. Pandiyan, State Head (Retail), TN & P, inaugurated the 8th McD outlet one among the star brands at BPCL ROs. ■



# Narain for



Narain Karthikeyan, Speed Ambassador and India's First Formula 1 Racer spoke with Journey's on the sideline of Speed Rally in Hyderabad. He was candid, he was proud and very upbeat of the brand and his journey with Speed. Given below are excerpts from the special interview:

**Q: How long have you been associated with Speed?**

**NK:** As the brand ambassador of Speed, the premium petrol from Bharat Petroleum, I am very proud to be part of the Speed Rally in Hyderabad. I have been associated with Speed since 2004. Ever since, the brand has been very close to my heart. Bharat Petroleum has been supporting me through my

Motorsport career until this stage, so I am very happy to be associated with them.

**Q: Why do you think Speed is an iconic brand ?**

**NK:** Speed is no doubt an iconic brand. To get the maximum performance out of modern cars built with modern technology built into their engine, you need to use the modern day high technology fuel, which is Speed. It helps your engine perform much better and more efficiently, thus assuring more mileage.

Trust me, with the presence of Multi-Functional Additives, Speed lowers emissions, in comparison to normal petrol, which means it's a much green petrol than anything out there, right now. Running on Speed all the time actually helps you to bring down emissions, so you don't have carbon deposits inside the engine component. Contrary to the belief put forward by some of the manufacturers, Speed is a much nicer, greener and efficient petrol.

**Q: How does Motorsport and Speed go together?**

**NK:** Well, Motorsport is all about performance and to complement that, we have the Speed, so they go hand in hand. A lot of technology from motor racing has been put back into this fuel, so that it protects the engine and keeps it running lightly.

Narain Karthikeyan ended his conversation with the statement - "You have to use it to believe what is in it and you will be pleasantly surprised". Before signing off he turned and said, I LOVE SPEED...! ■



## Speed partners Superbike MUSIC FESTIVAL IN PUNE

Speed partnered with Superbike Music Festival, a festival by itself, attracting a crowd of more than 63,000 enthusiasts, which was held on 10, 11 December 2016 in Pune. An absolutely fun filled event became more special as 200 superbikers drove away with complimentary Speed vouchers. ■



## MAK & SPEED at STAN-CHART MARATHON 2017





It does not matter where we live, taking care of one's body is quintessential, for ultimately the body is the only place we have to live! Thus dedicated to personal fitness and well-being was the first ever carnival of BPCL Staff Colony, Chembur which was organised on 12 March 2017 in association with BPCL Trombay Club.

The fitness options available at Chembur colony are plenty and the attempt with this carnival was to bring these and many others options for staying fit to the fore. "Go Fit, Go With Speed Trombay Carnival," the extravaganza dedicated to the wellness of the body, mind and soul, was powered by **SPEED**. The branding association is evident in that **if you love yourself you would chose to exercise, and if one loves his vehicle they would go for SPEED, the premium branded petrol from Bharat Petroleum that assures the longevity and good health of one's vehicle.** The Sunday morning wellness carnival had many soulful and colourful experiences for everyone.

Right from toddlers to senior citizens, everyone had a zone for themselves to discover new ways to fitness. The 3-hour extravaganza not only transformed the residential colony into an equal street, but also revealed many hidden talents in the young and the experienced. The Carnival Parade with all its energy and exuberance was flagged off by Mr. George Paul, ED(Retail) and, Ms. Sujata Chogle, GM(HR), MR in the presence of senior BPCL officials, club officials and residents who came in their sportswear along with

their fitness gear to participate in the events that started from 7:30 am.

The Parade was followed by the Carnival Exhibition where members showcased their talents in painting, photography, arts, handicrafts and music while various fitness routines like Yoga, Core Fitness, Zumba, Karate, Aerobics were demonstrated for a huge crowd who could join each and all demos in the sprawling lower lawns that was made exercise-ready for the event. Sporting events including shuttle badminton, basketball and tennis were demonstrated at their respective courts.

The zones were named as Go Fit Court It, Go Fit Free Style, Go Fit Mind Scapes, Go Fit Rhythms, Go Fit Precious- Joy of Giving, and Go Fit Pet-pals - the ramp-walk for pets that turned out to be a real crowd puller. At Go-Fit Funtastic, teenagers engaged senior citizens with games and laughter sessions and at the Joy of Giving counter, one could share things they had brought for the lesser privileged. Apart from the Chair Yoga, that was demonstrated with 30 chairs at the freestyle demos, no chairs were made available as the core-philosophy of the carnival was to walk, jog and move around to each zone and experience the essence of staying fit. Since it was a 360° fitness demonstration, there also was an exclusive demo of healthy salads and juices at the zone called "Go Fit Plate-it and Juices" as it is universally accepted that eating healthy is the prime requisite for staying healthy. A well laid out healthy brunch counter was also open for participants.

The star attraction at the fitting finale called the Carnival Zing, was India's first and fastest formula one racer and SPEED Brand Ambassador NARAIN KARTHIKEYAN. An epitome of fitness, Narain shared his fitness secret of 22 years, that was nothing but pure commitment to regular exercise, while he interacted extensively with







BPCL family. BPCL members were all too energised to click selfies with the Formula -1 legend of India. Finally adding the absolute zing to the carnival was the flash mob presented by dancers ranging from 6 to 60 years of age. It was no doubt the show-stopper moment before the flags were lowered after one final swirl by the chief guests and zone leaders. Mr. R Ramachandran, Director (Refineries) and Patron of Trombay Club, administered the Go Fit pledge at the closing ceremony. He appreciated the involvement and collaboration and wished that the carnival would return in the next year with much more vivacity and enthusiasm. The Trombay carnival was the first ever format that was organised entirely by the people, for the people and of the people of BPCL Staff Colony, Chembur. Over a hundred volunteers worked behind the scenes for close to a month to make it a memorable event for all. Coordinators of each zone campaigned for like-minded residents to join their group and the carnival eventually succeeded in discovering various talents

and interests groups. A well-laid out communication plan was charted for the event.

The Carnival Cubes, to incite curiosity about the carnival among residents was revealed two weeks prior to the event at the Trombay Club by Mr. George Paul and Ms. Sujata Chogle at a pre-event check-in for all volunteers. Soon, children distributed pamphlets to all houses, while volunteers of various zones invited entries for the exhibitions and demos. In addition to this, the Carnival AV and whatsapp videos, posters were spread via digital modes.

From babies in prams to seniors with walking sticks, the turnout for the parade and the entire event thereafter was beyond expectations and thus ultra energizing! Yes GO Fit is the new mantra, as we shouted in the wee hours of that Sunday morning waking everybody out of their beds and onto the streets of Chembur colony. As John Gilson @WholeLifeChallenge said, "Do yourself a favor, and realize that there's no technique in the world that will save you, there are no pills, no secrets, no passwords on the path to greatness. You've got to embrace the pain, push the threshold, and feel the suck, and then you've got to muster the courage to go back six times a week." So come on, take the GO Fit pledge today!



## KOEL Awards BPCL for "BEST OVERALL BUSINESS PERFORMANCE"

Kirloskar Oil Engines Limited (KOEL), an acknowledged leader in the manufacturing of diesel engines, agricultural pump sets and generating sets, both in domestic and global markets has recognized their association with BPCL, which is over 2 decades now, as most valuable and awarded BPCL with the "OVERALL BUSINESS PERFORMANCE", the top most award in the category. The award was presented at their Annual Supplier's Conference on 21 March 2017 in Pune.

Amongst more than 250 vendors, Bharat Petroleum was chosen for this coveted status on the basis of top quality services, cost optimization through constant innovation, marching ahead with KOEL in providing world class



equipments as well as supporting KOEL to retain market leadership.

For most companies, establishing strong, mutually beneficial long-term relationships, with strategic supplier relationship management is a critical step in improving performance across the supply chain, generating greater cost efficiency and enabling the business to grow and develop. Through incessant efforts by the Lubes team, BPCL has been able to cement this prestigious association with KOEL up to June 2022. ■

## All India Lubes Sales OFFICERS MEET

All India Lubes Sales Officers Meet 2017 was organised in Jaipur in February 2017 bringing together the young and dynamic MAK Sales force from all parts of the country. Director (Marketing) Mr. S Ramesh shared about BPCL's exploration strategy, to the plans for an integrated marketing company as well as the challenges ahead. ED (Lubes) Mr. M M Somaya spoke on how our team is geared up to give

outstanding results in all segments. The young lubes team was also privileged to interact with Mr. I S Rao, ED (Gas), Mr. R P Natekar, ED (I&C), Ms. Monica Widhani, ED (Aviation), and Mr. Arun Singh, ED (LPG). Top performers who were felicitated at the event included - Ms. Somrita Bera, Mumbai (Direct) Lubes Territory, Direct Champion Exclusive Direct Territory, Mr. B Raghunatha Rao, Secunderabad (Lubes) Territory Bazaar Champion (1000 MT category) and Mr. Mayur Mehta, Jalandhar (Lubes) Territory (Retail Champion 500 MT category). ■



## ED (LUBES) inaugurates TRANSFORMED MAK RETAILER SHOP

Key Retailer in Jaipur, M/s Khandelwal Motor's transformed shop was inaugurated on 10th February'17 at Transport Nagar in the Pink City of Jaipur by ED, Lubes, Mr. M. M. Somaya in the presence of RM, Lubes (NR), Mr. Bibhudutta Mishra and TM -Lubes (Jaipur) Mr. Kumar Nandan Singh accompanied by the concerned PLD and other key dignitaries and esteemed customers.

Under the Transformational Branding Concept in Bazaar Channel - a Retailer having Strategic Business interest and suitable location is enrolled for transformational branding to showcase MAK Lubricants and make it a talking point for all the stakeholders in the market. This transformational branding both strengthens the brand image of MAK in the



market place and develops loyalty beyond monetary benefits with the Retailers and spurs other Retailers to join the MAK Bandwagon.

The key market chosen for rolling out the Transformational Branding was the Jaipur Transport Nagar - which is a highly strategic HCV market -located adjacent to the Iconic NH8 in the Jaipur City. MAK has started making deep inroads into this high potential market for our premium products - MAK Diamond Plus and MAK Platinum Plus. ■

## Transformational Branding in HYDERABAD also

Secunderabad Lubes Territory did Transformational Branding of M/s Tamani Motors, Hyderabad, which has become a Strategic Differentiator among competitors.

Mr. Sudhakar Babu (BDM, SR Lubes) and Mr. Vinoth Kumar (TM Lubes, Secunderabad) inaugurated the MAK SERVE at TAMANI MOTORS that was witnessed by nearby mechanics and retailers in the presence of our Loyal Customers, Channel Partners & Company Officials on 8 March 2017.

M/s Tamani Motors, a Non Franchise Workshop-2W is situated at a prime location in front of FORUM Shopping Mall at Kukatpally (Hyderabad). The owner of the garage, Mr. Ashish, a well-known mechanic in the locality is popular amongst younger generation, which is evident from the bikes he services, as most of them are 150CC and above.

The Garage has very promising prospects with a current average of 20-25 vehicles per day with 4 Ramps and 5 mechanics. The Garage has expanded from initial upliftment of MAK 4T Stallion barrels to now taking MAK 4T NXT cases. On account of the loyalty and efforts made by the customer in promoting MAK's product range, up gradation of the garage was planned to the next Level - MAK SERVE. ■

## Demos at the door step for FLEET CUSTOMERS IN PUNE

The Western Region Lube team, QA Team and Fleet Sales Team took the PFS Mobile Lab to parking lots of Fleet Customers at Wagholi, Bhosari and Nigadi area, in Pune. This exercise last October 2016, was to explain the significance of lubricant oil and how it protects the parts of their machine with direct demos.

The Quality of BPCL MAK grades vis-a-vis the competitors grade was tested in front of the fleet Customers and what differentiates MAK from others was also explained to them.

MAK team was represented by Mr. Lokesh Kaulaskar, Manager Technical Services (Lubes), Mr. Sahil Mehta, Marketing

Executive (Lube), Mr. Ashok Gathibandhe, Asst Manager (PFS Mobile Lab), Mumbai and Ms. Snehal Varude, Asst Manager (Fleet sales). ■



## BPCL bags OISD Safety Award 7th TIME IN A ROW

BPCL has bagged the OISD Safety award under 'LPG Marketing Organisation' category for the 7th consecutive year in a row.

Hon'ble Minister of State (I/C), Ministry of Petroleum & Natural Gas, Mr. Dharmendra Pradhan presented the award in the august presence of Mr. Kapil Dev Tripathi, Secretary MoP&NG, Mr. A. P. Sawhney, Addl Secretary MoP&NG, Mr. Sandeep Poundrik, Jt. Secretary (Ref) - MoP&NG and Mr. V. J. Rao, ED OISD at Scope Complex, New Delhi on 29th November 2016.

Mr. S. Ramesh, Director (Mktg) and Mr. Arun Singh, ED LPG along with DGM LPG OPS/HSSE LPG HQ, CH. MGR OPS/HSSE, LPG, NR received the award for BPCL that was bagged for the performance by LPG Northern Region. In the Category for



Individual contributions, Mr. Tirthankar Maiti, Dy Manager HSSE from BPCL Salempur LPG Plant received the award for his contribution to Safety.

The continuous recognition from OISD speaks volumes on the sustainability of high safety standards maintained by BPCL LPG SBU. ■

## BPCL signs MoU for PACKED COMMERCIAL LPG

Bharat Petroleum has signed the memorandum of understanding with M/s Devyani International for All India Tie-Up for supply of Commercial LPG. Regional LPG Manager (North) Mr. Inderjit Singh, signed the MoU, with Executive VO of M/s Devyani International Ltd, Mr. Sarbjeet Singh for the supply of Packed Commercial LPG to their various outlets spread across India.

Devyani International Limited is an associate company of RJ Corp which is one of the fastest growing players in the Indian retail F&B sector. Devyani International Limited currently has a visibility of 500+ outlets of Pizza Hut, KFC, Costa Coffee, Vaango and many other brands all over India. ■



## MoU extended for LPG Ex-RELIANCE REFINERY

Bharat Petroleum Corporation Limited and Reliance Industries Limited signed a fresh Agreement for purchase and sale of LPG Ex- Reliance Refinery Jamnagar for another period of 2 years in November 2016. ED(LPG) Mr. Arun Kumar Singh along with GM(Logistic), LPG-HQ, Mr. Sudip Mallick were at Reliance Industries - Jamnagar for the auspicious event. ■



## Mock Drill at AHMEDABAD LPG PLANT

Level 3 - ERDMP Mock drill at Hariyala LPG Plant. Members of Mutual Aid, Police, Special Operation Group, Civil Surgeon, Fire Brigade, 108 Ambulance, Project Officer, District Disaster Management Cell, Factory Inspector Dept were present. ■



## Bharatgas Mini now in BANGALORE, DEHRADUN

Mr. Suresh Nair, GM (LPG Sales-HQ) launched the 5KG FTL at M/s Adhunik Gas Service & M/s Arvind Gas Service in Roorkee Territory. Select early bird customers were presented with 5 Kg connections at the hands of GM Sales on this occasion. Moments later 5 kg FTL cylinders were made available in grocery shops & departmental stores in Dehradun.

In Bangalore LPG Territory it was launched at M/s Prateek Enterprises, Bangalore. Bharatgas Express Vehicle of M/s Prateek Enterprises with 100 nos. 5kg FTL cylinders was

flagged off by Mr. Ajay Phirke, TM (LPG) Bangalore, signaling the start of the renewed effort in the marketing of 5kg FTL cylinders in Bangalore city. Ms. Mugdha Tandon, TC Sales and Mr. Aaftaab Vakil, Manager - LPG Sales spoke on the occasion.

The continuous recognition from OISD speaks volumes on the sustainability of high safety standards maintained by BPCL LPG SBU. ■



## NEWS BYTES

### Coimbatore :

**LPG TLD AUGMENTATION WORKS** on fast track AT COIMBATORE LPG PLANT. The Project scope covers extension of existing 4 bay TLD gantry to 8 bay gantry, re-routing of existing LPG liquid, vapor lines, cables, development of drive ways and modification of fire-fighting and electrical facilities.

### Nasik :

**BHARATGAS NASIK TEAM ORGANIZED CRICKET MATCH** for Strengthening Bond with Society. Leprosy affected people are in pain not only due to the disease but also due to the feeling of being unwanted. The team took a step towards these people with this match in December 2016 to foster the feeling of We Care.

### Solapur :

**BLOOD DONATION CAMP AT LPG PLANT** Helping hands are better than praying lips. By donating blood, we do not loose any thing more over we get tremendous satisfaction of saving 1 life. At the Blood donation camp organised in December 2016, 42 members of Solapur LPG plant donated blood.

### Chennai :

**LPG PLANT BAGS APPRECIATION AWARD** FROM NATIONAL SAFETY COUNCIL, TAMIL NADU CHAPTER for its commitment and efforts in promoting Safety, Health & Environment. Mr. P. Bose, Chairman, National Safety Council, Tamil Nadu Chapter and Director of Industrial Safety and Health, Government of Tamil Nadu presented the award to Mr. R. Sivasankaran, Territory Manager - LPG & Mr. S. Subbiah, Dy Manager (HSSE).

### Roorkee :

#### MECHANIC & DELIVERYMEN TRAINING PROGRAM

Roorkee LPG Territory is aggressively releasing new LPG connections under PMUY scheme while caring safety of the rural customers. As a part of this initiative, team Roorkee organised one day workshop for Deliverymen, mechanic and select distributors at the Indian Institute of Petroleum Dehradun. GM Sales, Mr. Suresh Nair inaugurated the program.

## BPCL and CIAL inks MoU for RO

Bharat Petroleum Corporation Ltd. (BPCL) and Cochin International Airport Ltd. (CIAL) signed the Memorandum of Understanding, for allotment of the land by CIAL to set-up a BPCL retail petroleum outlet on the airport approach road towards CIAL for next 30 years. The MoU was inked in Cochin on 27 September 2016. The MoU was signed by Mr. George Paul, ED (Retail) on behalf of BPCL and Mr. V. J. Kurian IAS, Managing Director, on behalf of CIAL in the presence of Mr. Prasad K. Panicker, ED(KR), Mr. Santosh Kumar, Head (Retail South), Mr. Rahul Tandon - State Head (Kerala & Karnataka) and senior officials of CIAL.



BPCL had been involved in the construction of the Aviation Fuel Farm and hydrant facility at first Greenfield airport, developed under the Public Private Partnership (PPP), at Cochin during the inception of the airport and had entered into an MoU with CIAL in 1997 with an exclusive rights to operate these facility. With further extension of this relationship, BPCL will be setting up the state of the art retail petroleum outlet catering to the growing vehicular demand of the airport, in synch with the airport expansion plans. ED Retail while addressing the gathering became nostalgic and taken all of us 20 years back when the whole idea of Cochin Intl. Airport Ltd was conceptualized and how BPCL came forward to partner with them which became a huge success. ■



## SHIKHAR Retail Territory Coordinators Meet

The first 'All India Retail Territory Coordinators Meet' was held in Mumbai in August 2016. The maiden TC Meet was christened "SHIKHAR - Building on the Best" as Territory Coordinators, the backbone of our territories have the potential to be the future leaders and lead the territory team to newer heights. Mr. George Paul, ED (Retail) launched the meet in the presence of RGMs. Mr. P. S. Ravi, Head (Retail West) also spoke. ■

## SMART Fill launched at MANTHAN All India Retail Engineering Summit

The All India Retail Engineering Summit 2016, was hosted in Hyderabad during 26 - 28 November 2016. The meet was conceptualized to foster mutual learning for critical actions.

CGEs, SOs & AEs from across the BU, CMREs and members of Retail Core Group, deliberated on various subjects, ranging from Effective Facility Management, Efficient Project Execution, Enhancing Brand through Good Governance and HSSE, Leveraging BROMA Analytics, Retail Automation, Embracing Future in Fuel Retailing.

Mr. George Paul, Executive Director (Retail), launched the

Vehicle Identification System, "SmartFill - Fuel up the smart way". This initiative would be the game changer in Fuel Retailing experience, especially at a time, when India is migrating to a cashless payment society and government is encouraging everyone to go digital.

Mr. Porus Munshi was invited to help the participants reflect upon their approach to work and life and explore new ways to excel in what they are doing. ■





प्रिय साथियो,

गुज़रा साल वाकई काफी रोमांचक रहा। बीपीसीएल ने सपनों को साकार करने के 40 वर्ष पूरे किए और अब तक का सर्वोच्च लाभ 2016 में दर्ज किया। नवरत्न से महारत्न का दर्जा पाने की दिशा में बीपीसीएल ने जो प्रदर्शन किया है और जिसे पाने की आकांक्षा हम नए साल में रखते हैं, उसमें निर्णायक योगदान देने के लिए टीम रिटेल गौरवान्वित महसूस कर सकती है।

अंकशास्त्र की दृष्टि से 2017 शुरूआत करने का वर्ष है और हमारे राष्ट्र ने पूरी तरह से निर्भीक शुरूआत कर दी है। **इंडिया डिजिटल** हो गया और हम सब उस विशाल रूपांतरण के लिए तैयार हैं जो हमारे कारोबार, हमारी प्रक्रियाओं और हमारे लोगों में आने वाला है, खासकर हमारे ग्राहकों की मानसिकता में भी जो इस महती रूपांतरण के प्रति सकारात्मक दृष्टि अपना रही है। यह सच है कि चुनौतियाँ भी बहुत ज्यादा हैं और अवसर भी असीमित हैं। पिछले कुछ महीने हमारे बीयू के लिए परीक्षा भरे रहे जब अनेक नए सरकारी निर्देश और उन्हें पूरा करने के लिए गंभीर रूप से कड़ी समय-सीमाओं से गुजरना पड़ा। ऐसे कठिन समय में आप सभी के सर्वांगीण प्रयत्नों की मैं तहे दिल से प्रशंसा करता हूँ।

इसमें कोई संदेह नहीं है कि **काम पूरा करने की उत्कंठा** हममें गहरे उकेरी हुई है और हम अपने ग्राहक के अनुभव को **ऊर्जावान** करने की प्रतिबद्धता से गहन रूप से जुड़े हुए हैं। जब तक हमारा कारोबार हमारे मजबूत और अर्थपूर्ण संबंधों की बुनियाद पर निर्मित है तब तक हम आगे ही आगे बढ़ते हुए अपने खुद के रेकार्ड तोड़ते चले जाएंगे। हमारे एसबीयू का **पीपल फैब्रिक** के साथ जुड़ना और लगे रहने पर, प्रत्यक्ष और ऑन लाइन दोनों जगह सहयोगियों और ग्राहकों पर ध्यान केंद्रित करने से वास्तव में कारोबार को एक नई ऊर्जा से भर दिया है।

मैं टेरिस्ट्री द्वारा ग्राहकों के साथ अर्थपूर्ण जुड़ाव और उनके व्यक्तिगत टेरिस्ट्री प्रोफाइल पर **सोशल मीडिया** में इसे द्विगुणित करने का ध्यान रखने की सराहना करता हूँ। **डिजिटल होने** की नई चेतना में आईए अपने स्टाफ, डीलर और उनके स्टाफ को बीपीसीएल तथा रिटेल सोशल मीडिया प्लैटफॉर्म पर लाएं ताकि हम निर्वाहकों के समुदाय के रूप में अपने बंधन को और मजबूत बना सकें।

पिछले वर्ष में हम अपने अभूतपूर्व प्रदर्शन का श्रेय हमारे द्वारा अपनाए गए कुछ परिभाषित परिवर्तनों को देना चाहते हैं। **गो ग्रीन विथ स्पीड** नामक जो नई स्थिति हमने अपने प्रीमियम ब्रांडेड ईंधन के लिए बनाई है वह पर्यावरण और ग्राहकों के प्रति हमारी वचनबद्धता ही दर्शाती है। यह ब्राण्ड एक बार फिर ग्राहकों के दिलो-दिमाग में बस चुका है जिसके लिए ऑन लाइन और प्रत्यक्ष दोनों जगह सुदृढ़ विपणन कार्यनीतियाँ और अनंत विस्तारण गतिविधियाँ अपनाई गईं और नारायण कार्तिकेयन को ब्राण्ड एम्बेसेडर बनाकर सभी लोकेशनों में रोमांचक कार्य किए गए।

परिचालन एवं संभार-तंत्र के मोर्चे पर हम आसानी से काम करते रहे और आने वाले साल में और अधिक करने की चुनौती के साथ आगे बढ़े। हालांकि हमें स्टॉक पाइल-अप का सामना करना पड़ा तथापि हमने डाइल्यूशन को अच्छी तरह संभाला और

इससे भली-भांति उबर गए। इसी तरह **बंधन और सुरक्षावाणी** में किए गए समय और ऊर्जा के निवेश का भी अच्छा प्रभाव देखा गया जिसने सहयोगियों के कर्मचारियों में स्वामित्व और गर्व की भावना भर दी और जो व्यापारिक लक्ष्यों को हासिल करने में एक उत्साहपूर्ण प्रतिक्रिया में दिखाई दी। ऐसी समाविष्ट प्रवृत्ति से हमारे एचएसएसई प्रदर्शन में भी पिछले वर्ष से सराहनीय प्रगति दिखाई दी।

विमुद्रीकरण के बाद अर्थव्यवस्था में बदलाव, ठीक तभी जब हमने **संकल्प-हमारी पंचवर्षीय योजना** के पहले वर्ष में पदार्पण किया, यह वस्तुतः हमारे लिए सूचक है कि हमें दीर्घ अवधि संकल्पना करनी है और कुशलतापूर्वक गियर बदलने है ताकि डिजिटलीकरण तथा अन्य राष्ट्रीय नीतियों की बृहद संकल्पना को स्थान दिया जा सके। मुझे विश्वास है कि चुनौतियों का सामना करते हुए हम पहले से ज्यादा मज़बूत बन कर उभरेंगे और साथ ही साथ सरकार की गतिशील अपेक्षाओं पर धारदार फोकस के लिए अधिक तैयारी और ऊर्जावान होकर निखरेंगे तथा अपने मुख्य कारोबारी लक्ष्यों से नज़र हटने नहीं देंगे। मुझे विश्वास है कि ठोस प्रमाणों के जरिए हम वापस मार्केट लीडर के रूप में उभरेंगे, एक ऐसा पद जो पिछले कुछ महीने से हमारे हाथ से फिसल गया है।

हमारे अपने मैनेजमेंट के समर्थन और मार्गदर्शन से और मंत्रालय द्वारा हममें जताए गए भरोसे और विश्वास के बल पर हमें तेल उद्योग के लिए रिटेल समन्वयक के रूप में नेतृत्व की अतिरिक्त जिम्मेदारी सौंपी गई है।

सीखने के अदभुत अवसर जो हमें भारत पेट्रोलियम से मिलते रहते हैं, वे सचमुच हमें पूरी तरह से बदल देते हैं। यह एक ऐसी सम्पत्ति है जिसे मैं यहाँ से आगे जाते हुए भी हमेशा अपने साथ ले जाऊँगा। युवा, स्वस्थ और विश्वसनीय बने रहने के लिए, मैं वह ज्ञान जिसे मैंने उद्योग में सर्वोत्तम के रूप में प्राप्त किया है, यहाँ का युवा मस्तफ़्फ़ जो हमारी कंपनी के नये भविष्य का बहादुरी से अगुवाई करता है, मेरे साथी, व्यापार सहयोगी और मेरे प्यारे दोस्त, जिन्होंने अपने महत्वपूर्ण पलों से मेरे जीवन और कैरियर को बढ़ावा दिया, उन सभी को मैं अपने साथ ले जाऊँगा। मैं रिश्ता दिल से की सलामती की शुभकामना करूँगा जो, यह एक सच्चा संबंध है, जिसने हमें साल दर साल विकास की ओर बढ़ने में मदद की है।

हम सबने मिलकर यह साबित कर दिखाया है कि कार्यनीतियाँ और उनका कार्यान्वयन दिल का रिश्ता में हमारे विश्वास को लगातार बढ़ाएगा। मैं आपसे आग्रह करता हूँ कि मज़बूत और टिकाऊ संबंध बनाए रखने के लिए अपना यह विश्वास कायम रखें। आइए हम अपने दिल से हर कार्य करने तथा खुशी का उत्सव एकसाथ मिलकर मनाने का वादा करते हैं।

सस्नेह,

*जॉर्ज पॉल*

**जॉर्ज पॉल**

कार्यपालक निदेशक (रिटेल)



## रिटेल आउटलेटों में त्योहारों का जश्न

हमारे देश की संस्कृति में, संबंधों का मूल्य सर्वोपरि है और भारत पेट्रोलियम की संस्कृति इससे भिन्न नहीं है। रिश्ता दिल से के मंच से, हम ज्यादा से ज्यादा परिवारों - हमारे ग्राहकों - तक पहुँचने तथा अपनी सद्भाव की संस्कृति को साझा करने और प्रत्येक को उसमें शामिल करने का प्रयास करते हैं।



दीवाली क्षण -  
फेसबुक प्रतियोगिता



ग्राहकों के साथ खुशियाँ मनाना एक ऐसी पहल है जो ग्राहकों के साथ भावनात्मक संबंध बनाने पर हमारे विचारों से ही विकसित हुई है। हम पूरे नेटवर्क से आपके लिए ऐसी ही खुशियों के कुछ क्षण लाए हैं। दीवाली, जो देश का सबसे बड़ा और प्रकाशमय उत्सव है, वह हमारे चारों ओर आनंद और खुशियाँ भर देता है। इसके बाद क्रिसमस और नये वर्ष में हमारी विक्रय टीम, डीलर और हमारे अपने अधिकारी ग्राहकों का अभिवादन करने के लिए अपने कार्यस्थल से बाहर निकलकर हमारे ग्राहकों से साथ जुड़ गये थे।

सजे हुए रिटेल आउटलेट डीलरों और ग्राहकों को समान रूप से उत्साहित कर रहे थे। सजे हुए स्थानों ने वहाँ उपस्थित अतिथियों और साथ-ही-साथ सोशल मीडिया में ऊर्जा और उत्साह भर दिया था। फेसबुक पर सबसे ज्यादा लाइक्स और शेयर के आधार पर आरओ को पुरस्कृत किया गया। प्राप्त की गई 250 प्रविष्टियों में से, आरओ के चित्र जो सबसे ज्यादा लाइक्स और शेयर किए गए, वे हैं -

- ★ मेसर्स बेदी ब्रदर्स, कोटा, राजस्थान
- ★ मेसर्स यशवंत प्लेस, दिल्ली
- ★ मेसर्स सक्षम मोटर्स, दिल्ली
- ★ मेसर्स डी. एन. पाटील पेट्रोलियम, नाशिक
- ★ मेसर्स शौर्य भूषण फिलिंग स्टेशन, दिल्ली

इन विजेताओं को हार्दिक बधाई।

सोशल मीडिया पर ग्राहकों द्वारा लिए गए दीवाली के सबसे अच्छे पलों को शेयर करने का आमंत्रण देते हुए एक प्रतियोगिता आयोजित की गई थी। सबसे ज्यादा लाइक्स और शेयर की गई प्रविष्टियों ने ₹.2000/- का स्पीड प्यूल वाउचर जीता। इस प्रतियोगिता में 1100 से अधिक लोगों ने भाग लिया, जिसने विशेष रूप से फेसबुक पर स्पीड फॉलो करने वाले फैंनों की संख्या में इज़ाफा किया।

हम आपके लिए सभी लोकेशनों से क्रिसमस के वह पल भी लाए हैं जिसे ग्राहकों के साथ मनाया गया।







आरओ सजावट  
प्रतियोगिता



Rishta  
Dil Se



क्रिसमस



## तेल पीएसयू कंपनियों से रियो ओलिंपिक्स के प्रतिभागियों को सम्मान

रियो ओलिंपिक्स में भाग लेनेवाले खिलाड़ी और कोच, जो सार्वजनिक उपक्रम तेल एवं गैस कंपनियों के कर्मचारी हैं, उन्हें माननीय श्री धर्मेन्द्र प्रधान, राज्य मंत्री (स्वतंत्र प्रभार), पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय द्वारा सम्मानित किया गया। उत्कृष्ट खिलाड़ियों और उभरते सितारों को भी सम्मानित किया गया।

सम्मानित किए गए रियो प्रतिभागी थे - अतनु दास, जे. मैथ्यूज, एम. आर. पूवम्मा, आर. मोहन कुमार, शिव थापा, विशाल खांडेकर, एस. वी. सुनील,

मनप्रीत सिंह, देविन्दर वाल्मीकि, वी. आर. रघुनाथ, एस. के. उथप्पा, हरमनप्रीत सिंह, कोठजीत सिंह, कविता राउत, रोहन बोपन्ना, पी. थोम्ब्रे, मनिका बत्रा, मॉउमा दास, शरद कमल, सौम्यजीत घोष, हीना सिद्धू, पी. गोपीचंद, के. श्रीकांत, मनु अत्री, अश्विनी पोनप्पा, ज्वाला गुट्टा, साइना नेहवाल एवं पी. वी. सिंधु।



## केरल सरकार को लाभांश चेक

भारत पेट्रोलियम कॉर्पोरेशन लिमिटेड ने 31 मार्च, 2016 को समाप्त वर्ष के लिए के सरकार को ₹.933 लाख का लाभांश चेक प्रस्तुत किया। वित्तीय वर्ष 2015-16 के लिए पूर्व दो अंतरिम लाभांशों के साथ केरल सरकार को दी गई कुल लाभांश राशि ₹.996 लाख है। श्री प्रसाद के. पनिकर, कार्यपालक निदेशक प्रभारी (कोच्चि रिफाइनरी) ने 1 अक्टूबर, 2016 को तिरुवनंतपुरम में केरल के माननीय मुख्यमंत्री श्री पिनराइ विजयन को चेक सौंपा।



## प्रथम अर्बन लार्ज फॉर्मेट रिटेल आउटलेट

श्री जॉर्ज पॉल (ईडी रिटेल) ने श्री संतोष कुमार, हेड (रिटेल दक्षिण), श्री ए. ए. प्रभु राय, स्टेट हेड (रिटेल), अरूणाचल प्रदेश एवं तेलंगाना और श्री टी. वी. पांडियन, स्टेट हेड (रिटेल), तमिलनाडु एवं पाँडिचेरी की उपस्थिति में हैदराबाद स्थित आर ओ मेसर्स, वाम्सी फ्यूएल पॉइंट में हैदराबाद की जनता को समर्पित प्रथम अर्बन लार्ज फॉर्मेट रिटेल आउटलेट का उद्घाटन किया।

## दक्षिण क्षेत्र के प्रथम सीएनजी रिटेल आउटलेट

हैदराबाद में बीपीसीएल के सीएनजी सेगमेंट में प्रवेश करने के हेतु दक्षिण क्षेत्र के लिए प्रथम सीएनजी आउटलेट एक नए युग का प्रतीक है। सीएनजी सुविधा हेतु कार्य की शुरुआत करने हेतु इस इवेंट को चिह्नित करने के उद्देश्य से, श्री जॉर्ज पॉल, ईडी (रिटेल) कार्यपालक निदेशक द्वारा 15 अक्टूबर, 2016 को हेड (रिटेल) दक्षिण श्री संतोष कुमार और भाग्यनगर गैस लिमिटेड के प्रबंध निदेशक श्री ए. के. दास की उपस्थिति में हैदराबाद की हाई-टेक सिटी में स्थित हमारे रिटेल आउटलेट मेसर्स हाइटेक भराई संयंत्र में इसकी नींव रखी गई।

## डीएसएम / डीएसडब्ल्यू कार्यशाला वर्कशॉप

डीएसएम/डीएसडब्ल्यू ग्राहकों के लिए बीपीसीएल का चेहरा है और वे सबसे बड़े ब्रांड एम्बेस्सेडर हैं। यह अत्यंत आवश्यक है कि फील्ड फोर्स के रूप में सज्ज अधिकारियों को अपेक्षित ज्ञान, कौशल और प्रशिक्षण प्रदान किया जाए ताकि वे बेहतर तरीके से एवं विश्वास के साथ ग्राहक को सेवा प्रदान करने में सक्षम हो। डीएसएम/डीएसडब्ल्यू प्रशिक्षण एक अवसर भी है जिससे उन्हें प्रेरित एवं निगमित उद्देश्य एवं ध्येय से अवगत कराया जा सके। विशाखापट्टनम रिटेल टेरिटर्री ने 17-19 नवंबर, 2016 के दौरान 6 जिलों में फैले आरओ के लिए मेगा डीएसएम/डीएसडब्ल्यू कार्यशाला का आयोजन किया।

## ब्रिक्स फोरम में बीपीआरएल

रशिया एवं ब्राज़ील नेशनल ऑइल कंपनीज़ सहित बीपीआरएल की संयुक्त उद्यम कंपनियाँ श्री मिलिंद पतके, अध्यक्ष (परिसंपत्ति एवं सेवाएँ), बीपीआरएल द्वारा राज्य के स्वामित्ववाले उद्यम (एसओआई) सुधार एवं अभिशासन विषय पर ब्रिक्स फोरम में प्रस्तुत की गई थी।





## मंत्रिमंडल सचिवालय लोक शिकायत निदेशालय

### क्या आप अनसुलझी शिकायतों से परेशान हैं?

आप लोक शिकायत निदेशालय के कार्य क्षेत्र के अंतर्गत मंत्रालयों /विभागों और संगठनों से संबन्धित शिकायतों के समाधान के लिए लोक शिकायत निदेशालय की सहायता ले सकते हैं। पिछले कुछ सालों में इस निदेशालय द्वारा उठाई गई लगभग नब्बे प्रतिशत शिकायतों का संतोषजनक समाधान किया गया है।

#### अपनी शिकायत दर्ज कराने से पहले कृपया नीचे दी गई शर्तों को ध्यानपूर्वक पढ़ें:

- आपने अपनी शिकायतों को संबन्धित विभाग के समक्ष समाधान हेतु प्रस्तुत कर लिया हो।
- आपकी शिकायत सेवा मामले (ग्रेच्युटी, जीपीएफ़ इत्यादि जैसे सेवान्त हितलामों के भुगतान के अलावा), संबन्धित विभाग के मंत्री के स्तर पर निपटाए गए मामले, वाणिज्यिक अनुबंध, न्यायाधीन मामले, ऐसे मामले जहां निर्णय लेने के लिए अर्ध-न्यायिक पद्धति और अपीलीय प्रक्रियाएँ निर्धारित की गई हैं, आरटीआई मामले, धार्मिक मामले से संबन्धित न हों।
- किसी भी प्रकार के सुझाव को शिकायत के रूप में नहीं माना जाएगा।

#### लोक शिकायत निदेशालय के कार्यक्षेत्र के अंतर्गत आनेवाले मंत्रालयों/विभागों/संगठनों की सूची

(क) रेल मंत्रालय	(ज) सार्वजनिक क्षेत्र के बैंक
(ख) डाक विभाग	(झ) सार्वजनिक क्षेत्र की बीमा कंपनियाँ
(ग) बीएसएनएल और एमटीएनएल सहित दूरसंचार विभाग	(ञ) वित्त मंत्रालय की राष्ट्रीय बचत स्कीम
(घ) दिल्ली विकास प्राधिकरण, भूमि और विकास कार्यालय, सीपीडबल्यूडी और सम्पदा निदेशालय सहित शहरी विकास मंत्रालय।	(ट) श्रम और रोजगार मंत्रालय के अंतर्गत कर्मचारी राज्य बीमा निगम नियंत्रित ईएसआई अस्पताल और औषधालय।
(ङ) पेट्रोलियम और प्राकृतिक गैस मंत्रालय, इसके सार्वजनिक क्षेत्र के उपक्रम सहित	(ठ) कर्मचारी भविष्य निधि संगठन
(च) भारतीय विमानपत्तन प्राधिकरण और एयर इंडिया सहित नागर विमानन मंत्रालय।	(ड) विदेश मंत्रालय के अंतर्गत क्षेत्रीय पासपोर्ट प्राधिकरण स्वास्थ्य और परिवार कल्याण मंत्रालय के अंतर्गत
(छ) केन्द्रीय माध्यमिक शिक्षा बोर्ड, केन्द्रीय विद्यालय संगठन, राष्ट्रीय मुक्त विद्यालयीय संस्थान, नवोदय विद्यालय समिति, केन्द्रीय विश्वविद्यालय समविश्वविद्यालय (केन्द्रीय) और मानव संसाधन विकास मंत्रालय की छात्रवृत्ति स्कीमे।	(ढ) केन्द्रीय सरकार स्वास्थ्य योजना
	(ण) पर्यटन मंत्रालय
	(त) युवक कार्यक्रम मंत्रालय
	(थ) पोत परिवहन, सड़क परिवहन और राजमार्ग मंत्रालय

नोट : आप हमारी वेबसाइट

<http://dpg.gov.in> पर अपनी शिकायत ऑनलाइन दर्ज कर सकते हैं। आप अपनी शिकायत सम्पूर्ण सूचना और संगत दस्तवेजों के साथ हमें डाक/फ़ैक्स या ईमेल द्वारा भेज सकते हैं।

हमसे यहाँ संपर्क करें:

**सचिव,**

लोक शिकायत निदेशालय,  
दूसरा तल, सरदार पटेल भवन, संसद मार्ग,  
नई दिल्ली – 110001

दूरभाष -011-23743139; 011-23741228; 011-23363733

फ़ैक्स: 011-23345673



सत्यमेव जयते

Government of India

## CABINET SECRETARIAT DIRECTORATE OF PUBLIC GRIEVANCES

### Unresolved Grievances Bothering you?

You may seek help of Directorate of Public Grievances (DPG) in resolution of grievances relating to Ministries/Departments and Organizations under its purview. In last few years, nearly ninety percent of the grievances taken up by the Directorate have been resolved favourably.

**Please read carefully the conditions listed below before lodging your grievance:**

- You should have exhausted the Departmental remedies for individual grievances.
- Your grievance should not relate to service matter (other than payment of terminal benefits like gratuity, GPF etc.), a case disposed of at the level of Minister of the concerned Department, commercial contract, a sub-judice case, a case where quasi-judicial procedures and appellate mechanisms are prescribed for decision making, RTI matter, religious matters.
- Suggestion of any sort will not be treated as grievance.

#### List of Ministries/Departments/Organizations under DPG's purview

(a) Ministry of Railways	(i) Public Sector Banks
(b) Department of Posts	(j) Public Sector Insurance Companies
(c) Department of Telecommunications including BSNL and MTNL	(k) National Saving Scheme of Ministry of Finance
(d) Ministry of Urban Development including Delhi Development Authority, Land and Development Office, CPWD and Directorate of Estates	(l) ESI hospitals and dispensaries directly controlled by Employees State Insurance Corporation under Ministry of Labour and Employment
(e) Ministry of Petroleum and Natural Gas including its Public Sector Undertakings	(m) Employees Provident Fund Organisation
(f) Ministry of Civil Aviation including Airports Authority of India and Air India	(n) Regional Passport Authorities under Ministry of External Affairs
(g) Ministry of Shipping, Road Transport and Highways	(o) Central Government Health Scheme under Ministry of Health and Family Welfare
(h) Ministry of Tourism	(p) Central Board of Secondary Education, Kendriya Vidyalaya Sangathan, National Institute of Open Schooling, Novodaya Vidyalaya Samiti, Central Universities, Deemed Universities (Central) and Scholarship Schemes of Ministry of Human Resource Development
	(q) Ministry of Youth Affairs

Note: You can lodge your grievances online on our website

<http://dpg.gov.in>. You may also send your grievance to us by post or fax with complete information and relevant documents.

Contact us at :

**The Secretary,**  
Directorate of Public Grievances,  
2<sup>nd</sup> Floor, Sardar Patel Bhavan, Sansad Marg,  
New Delhi - 110001  
Tel: 011-23743139; 011-23741228; 011-23363733  
Fax: 011-23345673



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Ministry of Petroleum & Natural Gas  
Government of India

# PAY THE EASY WAY



## BHIM - For Payments using Aadhar number, Bank Name, or Fingerprint.

Merchants have to install BHIM App on Smartphone and connect to biometric reader

Customers have to link their Bank Accounts to Aadhar card

Users can also send money to non-UPI supported banks

- Convenient
- Safe
- Easy

# Go Digital



## By Debit or Credit Card

Step-1  Swipe your card	Step-2  Put in your pin	Step-3  Get a receipt	 It's done!
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- Convenient
- Safe
- Easy



## By Prepaid Wallet

Step-1  Download e-Wallet	Step-2  Register Your Mobile	Step-3  Link Debit/Credit Card	 It's done!
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- Convenient
- Safe
- Easy

My mobile...  
my bank...  
my wallet...



## USSD - For transaction on Normal Phones

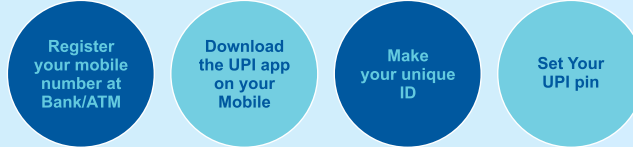
1 Link your mobile number to your bank account	4 Choose 'Fund Transfer- MMID' option
2 Dial *99# from your phone	5 Enter the payees mobile number and MMID
3 Fill in the first 3 letters of your bank against Short Name OR first 4 letters of IFSC	6 Enter the amount and your MPIN, leave a space and enter the last 4 digits of your account number

- Convenient
- Safe
- Easy

# CASHLESS TRANSACTIONS FOR YOUR ENERGY NEEDS



## UPI - Unified Payments Interface



- Convenient
- Safe
- Easy

Go  
Cashless



## Quick Pay - Online Payment for LPG



- Convenient
- Safe
- Easy



## BPCL Loyalty Cards - It's Rewarding



- Convenient
- Safe
- Easy

PAY THE  
EASY WAY

Go Digital

Go Cashless



## SAHAJ - For new LPG connection

- 1 Log on to [www.ebharatgas.com](http://www.ebharatgas.com) and select "Get a new connection" Select your State and Distributorship nearest to you
- 2 Complete all forms online and submit scanned copies Photograph, Proof of Identity (POI) and Proof of Address (POA).
- 3 Once your registration is cleared for release of LPG connection, you can choose to pay online and complete the process.

- Convenient
- Safe
- Easy



Ministry of Petroleum & Natural Gas  
Government of India

# MoPNG e SEVA

**Dedicated social media based grievance redressal platform  
for Oil & Gas Sector**

**MoPNG e-Seva strives to help you resolve your queries Immediately.  
Please share below details with us for an immediate response  
towards resolving your query.**



Consumer Number & Name



Name of the  
Service Provider & Agency



City with District and State



Contact number



MoPNGeSeva



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