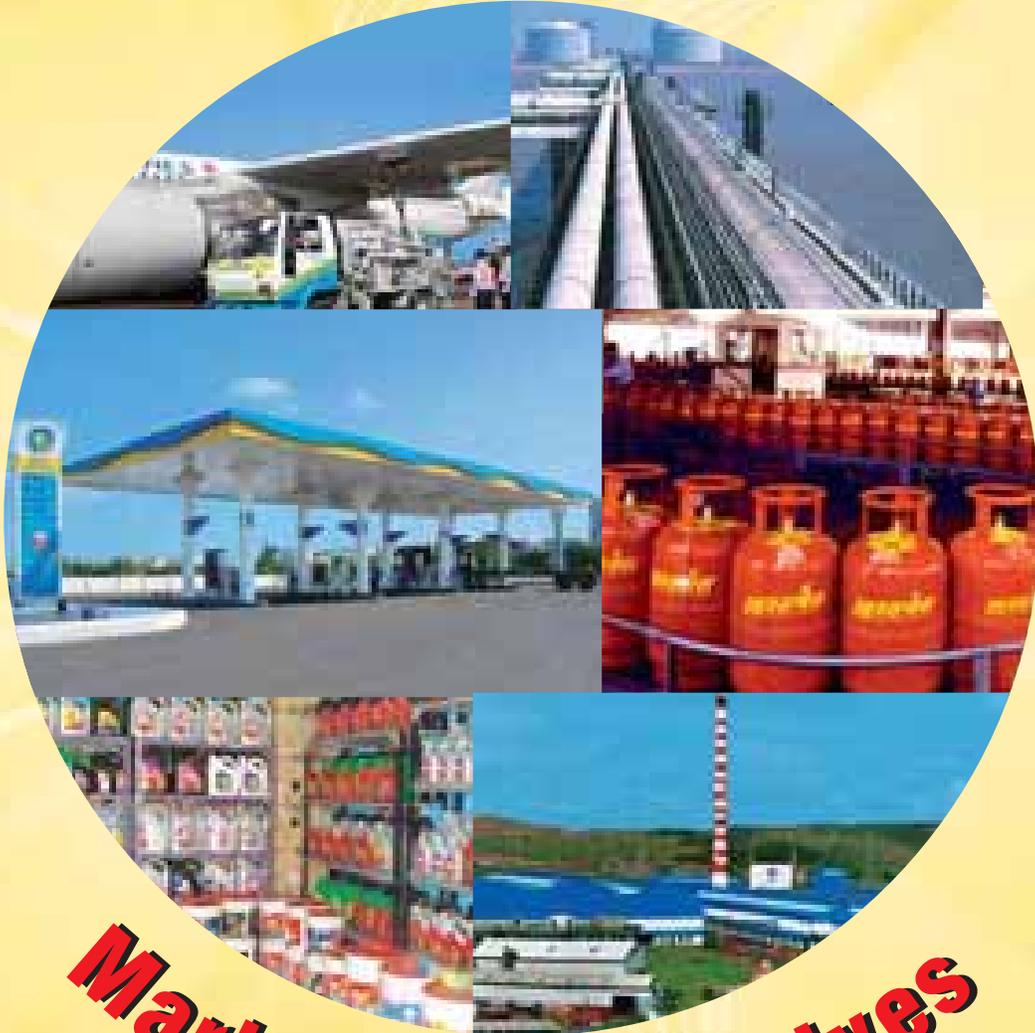


# पेट्रो प्लस PETRO PLUS



VOL. - II

ISSUE - VI



## Marketing Initiatives



*The world of marketing is amorphous – an art and a science, beyond definition ! Marketing gurus have been coining slogans and theories to shepherd us through the dynamic marketplace, which has long lost its physical avatar. This whirlpool of change presents tremendous opportunities to experiment with new ideas, pioneer initiatives and reap the first mover advantage. Sage advice has been provided by Seth Godin, “Connect, create meaning, make a difference, matter, be missed.” This is a far cry from the traditional 'Four P's of Marketing – Product, Place, Price and Promotion.' Of course, in service marketing, the four Ps have been expanded to the Seven Ps - adding Physical evidence, People, and Process - to address the different nature of services. Read about the marketing initiatives in Bharat Petroleum and how our businesses not only survive, but thrive successfully in this dynamic scenario.*

*The monsoons have come early for BPCL, as we have been showered with awards in diverse spheres, ranging from finance transactions to safety and floral beauty. Individuals have also excelled, bringing glory to the company.*

*The results of the 'What's App' Quiz have been featured on the Back Cover. Hearty congratulations to our winners ! Thanks are also due to all those who participated with such infectious enthusiasm.*

**Rush in your entries for the Candid Click Contest !**

**The last date is 31st May, 2013 !**

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**Message from  
Director (Marketing),  
Mr. K.K. Gupta**



Dear Colleagues,

I am delighted to inform you that Bharat Petroleum has recorded another year of outstanding performance by all the businesses for the year 2012-13. We have also successfully achieved all our Marketing Business Plan targets. Our elevated standing bears testimony to the enthusiasm and diligent efforts of our field staff, our Region and HQ personnel and our network of Dealers & Distributors, who have sought to continuously excel in all their endeavours. It is only due to the contribution of each and every one of you that we could synergistically improve our performance year after year. I would like to thank each one of you for your dedication and drive and we look forward to your continued support through the coming years.

With the gradual phasing out of subsidies, private players are poised to enhance their presence. The road ahead promises to be challenging and we will have to redouble our efforts to occupy premium position. In addition to consolidating our presence through network expansion and upgrading our facilities we need to provide customer service of international standards. This will ensure that growth is of a high quality and is sustainable too.

The Project CUBE has highlighted the benefits of collaborated efforts at the operating level and projecting a single face of BPCL to the external world will reap rich dividends for the company in the days to come.

BPCL First, an offshoot of Project CUBE, will be our focused endeavor to assume leadership position in high potential markets. I urge the concerned teams to work diligently towards achieving the high standards set for ourselves in the areas of Visibility, Service and Complaint Redressal. The rigor of implementation in these areas will have to be of a high order to create a differentiation for the BPCL brand in the minds of the customers.

As we stand on the threshold of a new financial year, let us all join hands and contribute towards building a vibrant Bharat Petroleum brand that truly embodies the values of Innovation, Care and Reliability!

Regards,

K. K. Gupta

# MARKETING INITIATIVES

*“Good companies will meet needs; great companies will create markets,” aptly quoted by Philip Kotler, the marketing guru, whose name and fame is legendary in corporate circles. In the turbulent world of today, you have to run faster to stay in the same place; if you want to succeed or enjoy a competitive edge, the stakes and the efforts are much higher. Bharat Petroleum has endeavoured to constantly improve its share of the customer’s mind and heart, delivering experience and creating genuine customer value. We’re providing you with a glimpse of all the initiatives our businesses have taken, aiming to set our sights for a glorious future.*

## RETAIL BUSINESS INITIATIVES

*In a world of time poverty and clutter, if we could send a positive signal of invitation to customers to enter our Retail Outlets (ROs), it would be one of the most welcoming and refreshing worlds we can offer. Retail SBU is consciously working towards attracting customers to our ROs by providing added value to them, both in fuel and non-fuel areas. Various initiatives, some of them pioneering efforts, have been introduced based on need gaps articulated by customers.*

### Automation for Sure – Responsibility towards Stakeholders

Frayed tempers and altercations over short measurement at petrol pumps have become a thing of the past, with Retail SBU taking up a highly sophisticated network automation protocol

‘Automation for Sure’. The move is aimed at bringing transparency in the fuel distribution network and providing better service to the customers, who can verify whether they have got the right measure of fuel in return for their money. This retail automation comprises amalgamation of hardware and software, which captures, records and preserves each fuel transaction and fuel handling activity at the retail outlet online. This new facility includes auto tank gauging (ATG) which

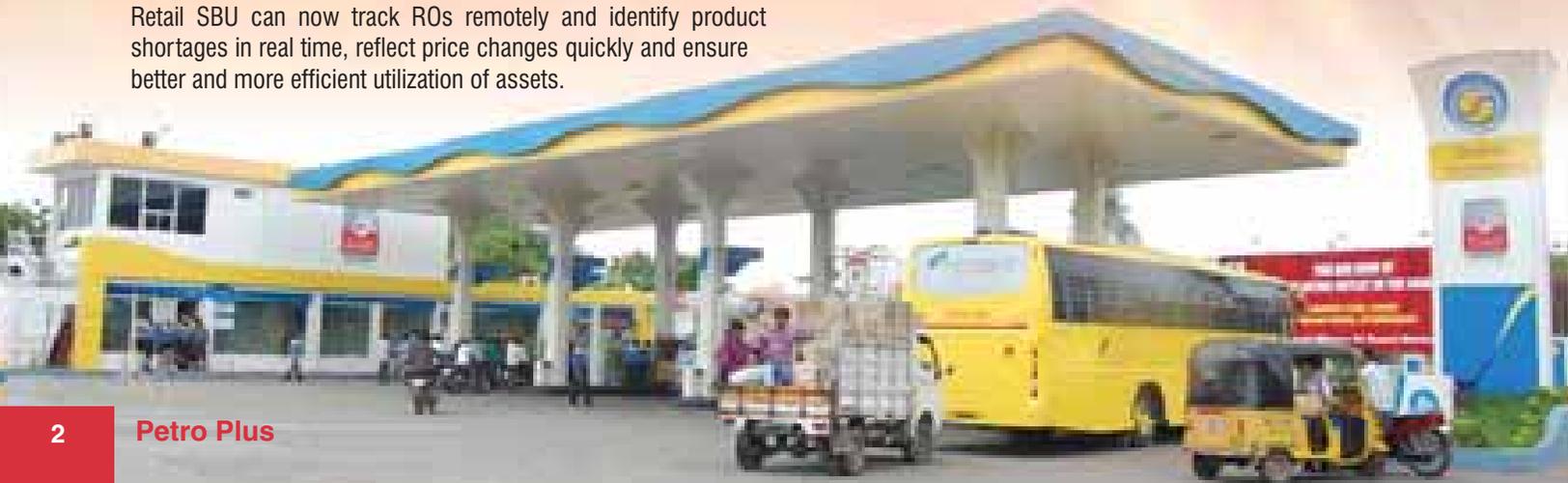
enables product receipt and stock management with no manual intervention, multi-product dispensers, seamless integration of fuelling with billing, cash memo that carries vehicle number and attendant’s name, card details, rate and volume, amount, authorization and time of fuelling. Post installation of the system, Retail SBU can now track ROs remotely and identify product shortages in real time, reflect price changes quickly and ensure better and more efficient utilization of assets.

### PFS Platinum – Driving Differentiation

The ‘Pure for Sure (PFS)’ programme was launched in 2001, at a time when the customer was most worried about the quality and quantity issues. Though PFS still has a very high brand recall, the Retail team felt it is time to take the customer experience to another level. Through Customer and Dealer interactions, an effort was made by the Retail team to identify what else can be offered to the customer to enhance his overall fuelling experience. The new offering, viz. ‘PFS Platinum’, which demonstrates our status as a hi-tech company, intends to fully leverage our technology capabilities while continuously innovating to meet the evolving needs of our customers. The PFS Platinum platform will be offered at very select premium outlets.

Key features of the PFS Platinum offering are full quality and quantity assurance through 100% automated fuelling and bills generated from data from the fuel tank, so that the customer is sure that he is billed only for what goes into his tank; Round the clock operations (fuel as well as air); CCTV capture which can be viewed by BPC officials as well as by the concerned Dealer via the internet; clean toilets; trained & certified manpower; emergency assistance like Breakdown assistance / Accident assistance / Roadside repair (on chargeable basis); all Credit Card & Debit Card transactions at the forecourt, and driving the green initiative. Offerings at these ROs will constantly evolve to match the expectations of the customer, e.g. recently SMS alert facility for fuel transaction was made available to all registered customers.

PFS Platinum is also intended to create differentiation amongst Dealers and reward the best Dealers by branding them differently. Dealer selection for this programme, certification and performance management will be rigorous to ensure they deliver consistently superior customer experience. The ROs will be certified through



an audit by an independent agency viz. TUV. These Dealers will be treated differently and will form a “BPC Elite Dealers Club”.

### Rural Retailing– Become the growth leader in rural markets

Retail SBU have designed a distinctive new rural model, which is an innovative low cost design RO format, which will provide consistent rural service standards in line with customer expectations. Non-fuel business opportunities are being prioritised and tailored towards the rural segment. Existing alliances (DSCL, ITC) are being enhanced, and new ones are being forged (with players such as Tata, Aadhar, Mitra) to expand the current footprint. In a phased manner, all existing rural ROs will be upgraded to the new format.

### SmartFleet Program – Fostering Loyalty

While the PetroCard offering is meant for individual customers, the SmartFleet program is meant to make life more convenient and rewarding for fleet owners. The uphill climb has been made worth the while thanks to the untiring efforts of the hearts and hands that carry the SmartFleet program forward. OSTs Managers and Fleet Sales Officers have transformed this customer service management tool into something that forms the bedrock of assurance and relationships.

The SmartFleet offering is a cashless transaction wherein the customers can manage the funds that they require for fuelling centrally. The fleet driver has the freedom of paying for fuel, lubricants and non-fuel offerings with the SmartFleet Card instead of cash. This mode of payment does away with the risk of highway thefts and also facilitates collecting, maintaining and reconciliation of bills. It is also an effective way for the fleet owner to keep in check the amount spent on the organization’s fleet expenses and helps them have better control over their fleet by tracking their vehicles and viewing the last transactions done online.

*The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself. - Peter F. Drucker*

### Non-Fuel Offerings – Delivering Convenience

With a view to capture site value as also to provide greater convenience to customers, Retail SBU have successfully introduced a wide range of non-fuel offerings at select ROs. These activities include the ‘In & Out’ convenience store, ATMs, fast food, insurance, money transfer, Vehicle Care (V Care), etc. This business is managed through tie-ups with leading FMCG companies, OEMs, Banks, Financial Institutions and Food Chains. Some of the leading brands that we have partnered with are SBI, ICICI Bank, HDFC Bank, Western Union Money Transfer, McDonalds, Cafe Coffee Day, Subway, Pizza Hut, etc.

### Dealer Panel Meetings – Partnering in Business

Across India, in all regions, senior Officers of Retail SBU meet the Dealer Panel at regular intervals. The Panel comprises a mix of Dealers from all models, i.e. Rural, Urban and Highway. At the Dealer Panel Meetings (DPM), open & deep rooted discussions



are encouraged to decide the road map to success. DPMs have seen discussions around various relevant issues like Customer Acquisition and Customer Retention: Tools and Benefits; Declining MS Market Share: Possible reasons and Revival Strategy;

*Marketing is all the exhilarating big things you do and all the troublesome little things that must be done in every nook and cranny of the organization to achieve the corporate purpose of attracting and holding customers.*

*- Theodore Levitt*

Grooming & Motivation of frontline staff: DSM; Leveraging automation for better RO management and customer satisfaction facing the deregulated environment. The experience is that when issues are jointly discussed with Dealers, it helps bring about a whole lot of different perspectives to deliverables, and brings in a sense of ownership to the team along with Dealers.

### Future Outlook – Maintaining Leadership

**Retaining Leadership in the Urban Markets** through various interventions is going to be a focus area in Retail SBU.

**The Highway Marketing Strategy** is to assume Leadership on important National Highways like Golden Quadrilateral, North-South & East-West Corridor. The strategy is primarily aimed at garnering HSD sales from the long distance travelling truckers controlled by large & medium sized transporters, as well as MS/HSD sales from Motorists at Branded Retail Outlets through various need based offerings.

**A revamped Urban Loyalty Programme** is expected to be rolled out in the next few months. Retail SBU remains committed to leveraging technology for ensuring better service and offerings to the customer.

**Training of people** at all levels remains a major thrust area in Retail SBU. Focus will be placed increasingly on developing a fully trained pool of human resources capable of handling new and emerging technologies at our Retail Outlets.

**Market Based Fuel Pricing** seems to be a highly likely event of the near future for which competencies need to be enhanced. The likely impact of dynamic pricing will be:

- Increased competition, which will mean that we will have to deploy a differentiation strategy to retain and attract new customers;
- Improved customer service, which will translate into better value & service to customers. This will result in many initiatives becoming ‘must-haves’ rather than just desirable;
- Outlet modernisation, which will necessitate introduction of newer technologies, new formats such as self-serve, hypermarkets, etc.

# LPG BUSINESS INITIATIVES

Personalized service and delivery in the kitchen are the two hallmarks of Bharatgas. To that end, there is a continuous effort to improve service standards, matching the changing expectations of diverse profiles of customers. The marketing activities of Bharatgas are primarily targeted towards enhancing safety awareness, customer engagement of various types and scales, health promotion, training and skill development of staff, imparting technical knowledge and promoting LPG in rural areas.

The recent initiatives undertaken by the *Bharatgas parivar* in different parts of the country are presented below:



♦ **Beyond LPG** : Under the wing of relationship marketing, Bharatgas Distributors also sell branded non-fuel products to our Bharatgas customers at their doorstep and convenience, at a price lower than market price. During the year, the 'Beyond LPG' initiative crossed the threshold of Rs 900 Crores in turnover.

♦ **Bharatgas Customer Community** : Almost all Bharatgas distributors in the country have a Customer Community, which is a semi-permanent forum with representation from all their stakeholders, namely, the customer, distributor's staff of all categories and company officials. Customer representatives of this forum represent the whole socio-economic-professional and geographic profile of the distributor. The forum meets once a quarter and discusses the distributor's initiatives and services.

♦ **Social Service** : The LPG SBU has close interface with every household in society. Every LPG distributor is looked upon as a resource person in the locality and this culture of Bharatgas is kept alive by all our staff and distributors in each Territory.

♦ **Skill Augmentation Program of LPG Distributors' staff** : Bharatgas distributors' staff come face to face with customers. They carry the cylinders and drive the last mile in the supply chain link of LPG. With increase in the technology quotient in the LPG business, the distributors' staff are also imparted training in both, technical and behavioral aspects of the business.



Besides improving the business delivery system, training provides opportunities for the staff for self-development.

♦ **BMCG: An Innovative Solution to Metal Cutting** : Bharat Metal Cutting Gas (BMCG) has brought out a techno-commercial revolution in the business of metal cutting, with the slogan, 'Cut Cost while Cutting Metal.' This gas is a proprietary product of BPCL and is doing well in terms of bringing cost leadership to the metal cutting business.

♦ **Bharatgas keeps the countryside green** : LPG is proactively promoted in rural areas, improving the health of rural women, making kitchens smoke free, arresting rapid deforestation and meeting the aspirations of rural people to improve their lifestyle. Towards this end, an exclusive rural Distributorship model has been in place for the last 3 years as the Rajiv Gandhi Gramin LPG

Vitarak (RGGLV). There are 428 RGGLVs currently dotting the rural landscape of our country with new additions every month.

## Future Outlook

LPG will continue to remain the preferred cooking fuel in years to come. LPG is one of those fuels, which are called 'addictive' fuels. Its property of cleanliness, portability and environment friendliness makes LPG stand out amongst all alternate cooking fuels. The trend is worldwide and our country is no exception. Therefore, demand for a LPG connection is going to remain high in the foreseeable future. The demand will emanate largely from the country's hinterland, keeping pace with higher literacy, better health consciousness, rising lifestyle aspirations and higher disposable income of the rural population.

The LPG business in BPCL is quite geared up to meet the challenges in terms of increasing network, logistics support, product sourcing and heightened service standards. Each of these areas presents a huge challenge for all of us, including Company staff, the network and the transport operators. Building new infrastructure, by way of import facility, cross country pipelines and bottling plants are tremendous challenges, involving large investment expenditure.

The day-to-day customer interface in the LPG business is becoming more and more technology intensive. It is in sync with the increasing computer literacy and use of digital mobile technology across the societal groups in the country. The direct transfer of subsidy to the beneficiary's bank account, an initiative currently on pilot, is going to be one more major stride towards transparency and social accountability. We therefore see the LPG business as a major instrumentality in translating the country's resolve to provide universal access to clean fuel, a green environment and inclusive growth.

*Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.*

— Peter Drucker

The scenario ahead is definitely going to be more dynamic than ever. Changes are going to be fast paced, which would call for a quicker response. Our adaptability to the changing market situation has to be at lightning speed. Amidst all the changes, our focus on the customer and our offerings have to be such that we provide more value at less cost.

The last point pertains to keeping all stakeholders engaged; be it customers, distributors, transporters and company's staff. Brand *Bharatgas*, therefore, has to be so vibrant and well placed in people's mind that it becomes the point of convergence for everybody's fulfillment. We look forward to that process, as it unfolds. We are well poised, in the bonding of my colleagues and network partners, to stroll on that path. The path ahead is challenging and yet exciting.



# AVIATION BUSINESS INITIATIVES

Though Jet Fuel has not changed for many decades, the Aviation sector in India is going through massive upheavals like new airports, modern facilities, private airlines, private airports, new international airlines, more passengers, permission for fuel import etc., impacting our business and posing huge challenges. Today, BPCL's presence is at 36 airports and it enjoys a market share of 23%, the majority of business coming from international airlines. BPCL have been the preferred suppliers of some of these airlines for more than 80 years, due to brand positioning and continuously upgraded services on a sustained basis. Aviation realizes that the promising path to long term prosperity in a commodity market is to make a differentiation in customers' experience.

*Marketing takes a day to learn. Unfortunately, it takes a lifetime to master. - Philip Kotler*

Some of the initiatives taken in this direction are:

- **Paperless Invoicing:** Airlines have been struggling to manage multiple varieties of billing at various countries and have been looking for uniformity in billing to reduce their costs and time. BPCL is the only supplier in India who has offered international airlines paperless billing by adapting XML invoice introduced by IATA, where invoices travel directly from SAP (in electronic form) to the airline's server, without human intervention at either end, thereby eliminating invoicing errors and timely processing.
- **Apron Fuel Management System:** BPCL has developed an in-house Apron Fuelling Management System by which refueling data from the dispensing unit gets captured automatically and is relayed to the SAP data-server without human intervention. This ensures accurate refueling data capture and accurate invoicing to the customer. Even today, BPCL is the only Oil Company in India to use such facilities.
- **Technical Tie-up:** To enhance and continuously update the knowledge of Aviation staff, BPCL has entered into a commercial & technical tie-up with Air Total, a major global player in the Jet fuel industry. Air Total specialists have been invited to evaluate our operational process and Quality systems to benchmark with the global best.
- **Investment in Greenfield Airports for Exclusive Fuelling Rights:** BPCL realized quite early that new greenfield airports offer new opportunities to bag exclusive fuelling rights for a fairly long period. After successful investment in equity in the Cochin International Airport (CIAL), where BPCL bagged exclusive fuelling rights for 20 years and has put up modern Fuel Hydrant, BPCL has now obtained similar rights of exclusive fuelling at the proposed Kannur International Airport in Kerala (KIAL). Fighting against stiff competition, recently BPCL has been shortlisted as exclusive fuel supplier at Durgapur Airport in West Bengal.
- **Network Expansion:** Airlines look for the wider network from Jet Fuel suppliers, so that they could receive bundled commercial offers across the network. Over the last two years, BPCL has focused on expansion of its Aviation Fuel Supply network, focusing on needs of both, domestic and international airlines. Today, BPCL is present in 36 airports spread across the country. Aviation plans to expand its network further to many airports, particularly in the north-east, which are closer to our Refinery and other supply sources where it has competitive advantage.

- **Joint Venture to Undertake Into-plane Refueling (ITP):** Unlike many Indian airports in advanced countries, aircraft fuel operations is done by specialist companies who are not necessarily the fuel supplier. With the advent of private airports in Delhi, Bangalore and Hyderabad, the fuel facilities (Storage and Hydrant) are now owned by the airport owner- sometimes in a JVC. Fuel suppliers like BPCL bag the fuel supply contract from the airlines and arrange to hand over the fuel to the common facility operator at the airport and eventually, dispensing is done by specialist ITP agents appointed by the airport owner. Sensing opportunity in providing ITP services at Indian airports, BPCL formed a JVC with ST-Airports of Singapore, called Bharat Star Services Private Limited. Currently this JV is engaged to do ITP services at Bengaluru and Delhi airports.

## Future Outlook

Major changes are sweeping the sector and we have new challenges at every step. The Aviation sector has high growth potential in India, as the Govt. of India is planning to open 500 airports to connect all Districts in the country, from 120 airports at present. However, addition of new generation aircrafts by airlines like Bombardier and Dreamliner will substantially reduce the fuel consumption per aircraft, but overall fuel sale is going to increase due to more flights, new airlines coming to India and increasing passengers.

Despite having surplus production of ATF in India, recently Govt. has allowed airlines to import ATF, which will be free from high rate of Sales tax charged by States. Many airlines have taken permission of DGFT for import and are waiting for a suitable opportunity to use the existing PSU facilities to store and bring the same at airports. This will take the competition to the next level where BPCL has to compete, not only with private fuel suppliers, but also with airlines who may import and use their own fuel.

*"If I was down to the last dollar of my marketing budget I'd spend it on PR!" - Bill Gates*

The Govt. of India is seriously considering to "notify ATF" under the Petroleum & Natural Gas Regulatory Board Act (PNGRB) to curb restrictive trade practices. Such action may result in oil companies to allow open access to offsite infrastructure like pipelines to all suppliers, including private fuel suppliers and airlines. ATF pricing shall also come under the scanner of the Regulator. Serious discussion is on to bring ATF in the category of "declared goods" under the CST Act, which will substantially reduce the Sales tax on ATF from an average 25% to just 4% on an all India basis.

The value chain in fuelling has undergone major change, particularly in four privatized airports like Delhi, Bangalore, Hyderabad and Mumbai, which consume 60% of the ATF volume. A large portion of income from fuel infrastructure is pocketed by the airport owner, which hitherto was with the oil companies. "Open access" has made competition easy for private players, who no longer face entry barriers.

While the above changes shall pose challenges to our traditional way of doing business, we believe that this will also open many new opportunities, both in supplies and in services. One example is likely proliferation of private jets by HNI/Corporates giving a boost to the general aviation market. We have to be alert to spot and act fast to capture the new opportunities and make Aviation fuelling world class and remain competitive, despite the presence of many players.

# LUBES BUSINESS INITIATIVES

Major initiatives undertaken by the Lubes BU are as under:

- \* **Rural awareness programs** – To create an impactful presence in the fast growing rural market, MAK has initiated rural awareness programs in different villages thru' participation in rural melas, rural sports and other events.
- \* **MAK thru' Service initiatives** - MAK has realized proliferation of the MAK Brand through different service initiatives, both at the retail forecourt as well as in the high street market.
  - Adoption of Automobile service garages as 'MAK Garages' is one of the most important initiatives.
  - MAK QUIK OIL CORNERS at the retail outlet, another initiative of MAK, is helping in providing quick oil change to the time stressed vehicle owners at our retail outlets. This initiative will also bring oil change back to retail outlets.
- \* **Foray into semi-synthetic/ new generation oils** – With the introduction of MAK 4T NXT – 4 Stroke engine oil with advanced synthetic technology, MAK has entered the elite list of Lubricant manufacturing companies having Synthetic oil in its portfolio. MAK also added new generation DOT 4 Brake fluid, which has tremendous potential in years to come. MAK has thus, strengthened its presence in the premium segment.
- \* **Branding initiatives** – With branding in Bus shelters, the MAK Brand was visible in major bus shelters in 23 cities across India. MAK was also seen in a few business magazines in the last few years.

- \* **Expanding horizons** - In its continuous efforts to expand its marketing horizons, MAK has tied up with Honda Motors & Scooters India Ltd. for manufacturing and marketing Honda Genuine oils thru' our distribution network.
- \* **Technical Updates** - The monthly Technical bulletin by P&AD is circulated to all Lubes staff to keep them updated on recent developments in the Lubes market.
- \* **Building a robust network** - MAK has taken its network expansion programme very seriously and with a robust selection procedure, is ensuring the existence of channel partners, not only in cities and towns, but in rural India as well. MAK plans to induct 120 new channel partners during their journey to meet the DreamPlan targets.
- \* **International presence** - Participated with a MAK stall in the India Show, Colombo, Sri Lanka from 3rd to 5th August 2012, which was an initiative of the Ministry of Commerce & Industry, GOI and CII to promote 'Brand India' and the Indian industry, especially in developed markets with demand for Indian products and technologies.

## Future Outlook

Realizing that the Bazaar market is the future of this business, MAK has chalked out a rapid network expansion programme and retailer enrollment programme to grow higher than the Industry. Special emphasis is being assigned to rural penetration through appointment of rural distributors, thereby ensuring a pan India presence in the true sense. There are numerous new products being planned for introduction, targeting the premium segment diesel and petrol vehicles.

Strengthening OE tie-ups is one of the major thrust areas and discussions are in final stages with two new OEMs in India. MAK is working closely with major Gas engine manufacturer, Wartsila for their approval which will open new vistas in MAK Lubes marketing. To improve visibility, MAK proposes to adopt more than 2000 garages all over India in the next few months for MAK garages. In addition, hoardings/ retailer boards are being proliferated on a large scale pan India to improve visibility.



# GAS BUSINESS INITIATIVES

*Natural Gas contributes around 10% of Indian primary energy consumption in India. It is expected to increase its share in the energy basket in future, owing to its lower carbon content and concerted policy attention towards climate change mitigation. BPCL has been an early entrant into the Gas business and would like to fuel its growth by providing another alternative energy option to its vast customer base.*

The latest discovery made at Mozambique helps BPCL in fulfilling its growth plans in the long term. BPCL aims to grow in the Gas business from over 1 MMTPA currently to 6.5 MMTPA within the next 5-6 years. The driver of growth would be availability of LNG, re-gasification capacity and transportation infrastructure to reach the gas to customers. As domestic supplies are limited, LNG needs to be imported into the country to bridge the gap.

In the short term, BPCL plans to tie up the spot/short term contracts for LNG by utilising PLL and private sector facilities. In

the long term, BPCL plans to participate in developing infrastructure in terms of liquefaction facilities, re-gasification facilities, pipelines etc. to ensure that there is participation across the value chain of the gas business. Apart from these infrastructure projects, BPCL shall be also undertaking setting up of City Gas Distribution networks in select cities/areas with potential and reasonable returns.

## ■ BPCL's entry into Gas Pipelines

In the long run, it becomes necessary to secure gas transmission capacity by investment in the new pipelines to be set up, in addition to pursuing with GAIL for movement of gas. BPCL has joined the GSPL consortium and has won the bid for laying three new pipelines - Mehsana to Bhatinda (1,670 Kms); Bhatinda to Kathua (740 Kms) and Mallavaram to Bhilwara (1,585 Kms).



# I&C BUSINESS INITIATIVES

*I&C's marketing initiatives have exclusivity, primarily due to the uniqueness of the business and the diverse range of products.*

- BPCL has always been a pioneer, in the forefront of adopting state-of-the-art technologies and conforming to the latest specifications of products, ahead of the industry. This is predominantly evident in the I&C SBU, where a wide range of products is aggressively sold in the dynamic marketplace.
  - For FO 380cSt, I&C has already migrated to ISO:8217-2010 specifications, including H<sub>2</sub>S, which was mandated only in 2012.
  - For Hexane, the latest 2002 specifications are being introduced in the next season.
  - For SBP, the Benzene content has been reduced to <500 ppm, leading to a toxicologically superior quality product.
- I&C conducts regular customer awareness seminars on varied topics like energy, as part of its customer service strategy.
  - Technical experts conduct specialized programmes for bitumen and hexane customers, demonstrating the latest applications. For instance, coloured bitumen can be manufactured for separate road lanes. If customers evince interest in this product, BPCL will develop the technology to produce it commercially. It can be used for separate bus lanes or pool car lanes or parking zones and for a variety of other uses.
  - As bitumen drum handling is often an issue, BPCL devised a 10 kg polybag for bitumen, which dissolves along with the bitumen when in use.
  - A fuel resistant bitumen product has also been developed, which is useful for resisting fuel spillage/damage and has an ideal application in airport runways and bus depots.
- Another major initiative to augment value to customers is energy audits. These encompass energy needs and are a key solution for high volume customers. A pilot study is being conducted in

Mumbai for five select customers, in collaboration with P&AD and PCRA. Initially, there will be a walk through survey; once a need is justified, a detailed energy audit will be conducted with specialized instruments. Covering all forms of energy, like fuel and electricity, the audit will benefit customers immensely by reducing the energy bills by about 10-15%.

- Hedging services are being offered for important/large customers, allowing them to keep the prices of our products constant. A few pilots have been carried out with our Naphtha customers and similar benefits can be extended to other major customers.

*"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful."*

*– Jeff Bezos*

## Future Outlook

- Change is the only constant. Product specifications are getting more stringent, with added conditions being imposed on Sulphur and other products. We endeavour to keep abreast of the latest developments and ensure the right specifications constantly.
- There are many new products in our portfolio like Petcoke and substantially increased quantities of Propylene and Sulphur. We've been talking to customers about the best product mix for a Propylene based plant for a petrochemical, giving them tremendous value addition in the process.
- We're exploring new frontiers like Bangla Desh and recently completed a pilot order for Hexane supplies to a Bangla Desh customer.
- To set the pace in line with the Dream Plan, the focus areas of the I&C SBU would be volume maximization along with value creation for the company. Supplies of bulk products like Bitumen, Naphtha, LSHS and Bunkering would continue to be the mainstay of the I&C business in the days to come.

## ■ BPCL's participation in CGD Networks

PNGRB has plans to roll out bidding rounds for setting up CGD networks in Cities and Districts in various parts of the country to cover areas which can be supplied by the pipeline network which is also developing. BPCL has been pursuing CGD networks on partnership with other entities in order to share the investments and the risks. With more clarity in policy and availability of indigenous gas for Domestic PNG and CNG segments, it is also planned that few of the city gas networks would be developed by BPCL on its own, subject to attractiveness and robustness of returns. BPCL, along with GAIL and GSPC, had already promoted 4 CGD Networks viz. IGL in Delhi, MNGL in Pune, CUGL in Kanpur and SGL in Gandhinagar.

## ■ LNG By Trucks

Natural gas is a preferred fuel in industrial and domestic sectors for multiple applications, as it is an efficient and environment friendly energy form. BPCL started the LNG by truck initiative with commissioning of the pilot project at General Motors Halol. LNG

by road will enable customers to obtain natural gas even if they do not have access to natural gas pipelines.

BPCL partnered with INOX and carmaker General Motors India Ltd (GMI) to develop LNG facility at the Halol car manufacturing plant using cryogenic storage and distribution solutions. A robust LNG distribution, storage and re-gasification system was developed and Tools such as Hazop, QRA were employed to formulate the Emergency Management Plan and Standard Operating Procedures. After GMI many more customers have been contracted. This initiative will enable customers to reduce their carbon footprint and reinforce the commitment of BPCL towards a cleaner tomorrow.

## Other Initiatives

BPCL is in the process of securing Re-gasification capacity at various terminals in India. Studies are being undertaken for examining the feasibility of setting up an LNG Terminal at Mangalore by BPCL, ONGC and Mitsui.

# MOU Moments...

## MOU with MOP&NG



*Mr. R.K. Singh, our C&MD, and Mr. Vivek Rae, Secretary, MOP&NG exchange MOU documents.*

BPCL entered into a Memorandum of Understanding (MOU) with Ministry of Petroleum & Natural Gas for the year 2013-2014. The MOU was signed on 25th March, 2013 by Mr. Vivek Rae, Secretary, MOP&NG and Mr. R.K. Singh, our C&MD, in the presence of Dr. S.C. Khuntia, AS & FA, MOP&NG, Mr. S. Varadarajan, Director (F), Mr. K.K. Gupta, Director (M), Mr. B.K. Datta, Director (R) and other BPCL officials. BPCL has been consistently awarded an 'Excellent' rating for their annual MOU performance, right since the inception of the MOU system.

## MOU with KPCL



*Mr. B.P. Singh, our GM I/C (Planning and Infrastructure) and Mr. L. Vijayanand Reddy, Director KPCL exchange MOU documents.*

Krishnapatnam Port is evolving as a hub for import – export cargo and is well connected to the hinterland through national highways and railways. Under Phase I, the port is handling dry bulk cargo like coal, fertilizers, granite, rice, maize and sugar. Under Phase II, 7 additional jetties will be constructed including two liquid jetties (one for POL/chemicals and the other for LPG/ LNG) which are expected to be commissioned by 2015. A coastal installation at Krishnapatnam will not only serve as a very ideal strategic location for meeting BPCL's long term requirements, but also save a huge transportation cost. As a first major step towards progressing the proposal, BPCL signed a non-binding MOU with Krishnapatnam Port Company Ltd. (KPCL) on 28th February 2013 in Mumbai, to carry out a techno-commercial feasibility study.

## MoU with BPRL

BPRL entered into a MoU with BPCL for the financial year 2013-14. The MoU was signed by Mr. R.K. Singh, C&MD, BPCL and Mr. D. Rajkumar, MD, BPRL in Delhi on 25th March 2013 in the presence of Mr. S. Varadarajan, Director (F), BPCL, Mr. Arun Singh, President, BPRL, Mr. B.P. Singh, GM (Planning I/C) BPCL and Mr. M.A. Khan, Chief Manager (Coordination), Delhi. This is the sixth MoU that BPRL has signed with BPCL. BPRL has achieved an 'Excellent' rating in the MoUs signed during the last five years.



*Mr. D. Rajkumar and Mr. R.K. Singh exchange MOU documents.*

## Agreement with Adani Gas

To secure bulk supplies for CNG retailing, Rewari Retail Territory entered into an agreement with Adani Gas Ltd. (AGL) for providing CNG to BPCL Retail Outlets in Faridabad. As AGL has got exclusive rights of CGD for Faridabad, it is a win-win agreement for both BPCL and Adani, wherein BPCL ROs will get assured CNG supplies and Adani will expand their market. Also, with CNG getting preference over traditional fuels and MS sales going down, availability of CNG will ensure increased customer footfall and revenues to both, the dealer as well as the Company.

On 5th March, 2013, the agreement was signed by Mr. Vijay Sehgal, TM Retail, Rewari & Mr. Peeyush Tripathi, Vice President-AGL in the presence of Mr. S. Banerjee, GM Retail-North and Mr. Bashit Dholakia, Vice President-Commercial, AGL.



## MOU for Feasibility Study of Mangalore LNG Import Terminal



BPCL, ONGC and Mitsui of Japan have signed an agreement to conduct feasibility studies for setting up a USD 500-750 million LNG Import Terminal at Mangalore. The MoU was signed with New Mangalore Port Trust in the presence of Karnataka Chief Minister, Mr. Jagadish Shettar and Hon'ble Union Petroleum Minister, Dr. M. Veerappa Moily. The terminal will have an initial capacity of 2-3 MMT, which can be expanded to 5 MMT later.

Hon'ble Petroleum Minister Dr. Veerappa Moily said that the terminal is likely to be ready by 2018. The feasibility studies will throw up concrete action plans and an investment decision is expected by early 2014 for the Mangalore LNG terminal in New Mangalore Port. Mr. R.K. Singh, our C&MD shared that Mangalore is a strategic location to set up an LNG terminal and BPCL's association with Mitsui in Mozambique's LNG assets will help them bring LNG to Mangalore. Mr. Suzuki San, who represented Mitsui, said his company has been in the LNG business for the last 40 years. Mr. P. Tamilvanan, Chairman, NMPT and Mr. Sudhir Vasudeva, Chairman, ONGC, also spoke on the occasion.

The MoU was inked by our Director (Marketing), Mr. K.K. Gupta, NMPT Chief Engineer, Mr. M.R. Hedao, ONGC Director-HR & BD, Mr. K.S. Jamestin and Mitsui GM, Mr. H Kumo on 18th March, 2013. The MoU documents the Port's No-Objection to carry out the feasibility studies and intention to extend all cooperation to the consortium in this regard. Post this MoU, feasibility studies on the project will be carried out, including technical, marine and environment dimensions.

## BPCL in Top 10 Valuable Brands List

An exclusive Brand Valuation was done by M/s. Brand Finance, a London based valuation firm of the top 500 Indian companies (by market cap). The valuation to arrive at the top 50 companies was done using the 'Royalty Relief' methodology. The brand value of a company represents its long term wealth creation potential. With a customer centric approach, BPCL has over the years, passionately nurtured Brands and this has contributed to retaining its position as a leading Corporate brand in the country.

This year, the Bharat Petroleum Brand has been valued at 2.46 billion USD, which is marginally down from its 2010 evaluation at 2.92 billion USD. A difficult combination of circumstances including economic slowdown, volatility of crude prices and regulatory issues may have hurt brand equity. However, since 2006, Bharat Petroleum has figured in the top 10 list, being ranked ninth overall this year. Kudos to every employee who has contributed to making a strong and vibrant BPCL Brand! It is important that we continue to invest in our brand to retain our top ranking and also to enhance brand value.

THE ECONOMIC TIMES			
Brand Value			
	2011	2010	%CHG/2010
Tata Motors	7,379	8,454	-12.8
REL	6,141	7,043	-12.7
SBI	5,995	6,301	-4.9
TCS	5,347	4,367	20.2
Indian Oil	3,753	4,304	-12.8
Airtel	3,746	3,159	18.6
Tata Steel	3,131	2,943	6.4
ITC	2,817	2,137	31.8
BPCL	2,462	2,945	-16.4
WIPAC	2,304	1,395	65.2

# AWARDS

## Thomson Reuters PFI Award



From left are Mr. Rod Morrison, Editor, PFI, Mr. P Balasubramanian, ED (Corp.Finance) BPCL, Mr. Rajesh Agrawal, Senior VP, SBI Caps, Ms. Arundhati Bhattacharya, MD, SBI Caps and Mr. Marcus Brigstocke.

BPCL has been awarded the prestigious African Oil & Gas Deal of the Year Award for the year 2012 by Thomson Reuters Project Finance International (PFI) for the financing of overseas E&P assets of BPCL. A multinational media and financial-data firm based in New York, Thomson Reuters is a world leader in identifying outstanding performance in the investment community and providing market intelligence services and awards to landmark project finance transactions across the world. The award was accorded for the uniqueness of the deal amounting to US\$ 1.5 billion and the innovativeness of the financing structure. The awards ceremony was held at The Hilton, London on 30th January 2013 and attended by leading global bankers, financial advisors and large corporates.

## KMA Excellence Award



Mr. Prasad K. Panicker, GM I/C receiving the KMA Award from Mr. Sachin Pilot, Hon'ble Minister of Corporate Affairs. Mr. P Kumaraswamy, GM (Projects), Mr. S. Vijayakumar, GM (HR) and Mr. George Thomas, Chief Mgr.(Estates & Admin.) look on.

Kochi Refinery bagged the Kerala Management Association (KMA) Excellence Award for CSR activities at the 32nd KMA Annual Convention Meeting held at Kochi on 8th February, 2013. KMA has been conferring the KMA Excellence Awards to corporates to recognize excellence in various spheres.

## Floral Awards



Show, HCL Running Trophy for Queen of the Show, Kheeno Devi Running Trophy for Best Cactus Dahlia, Vaman Das Kapoor Memorial Challenge Trophy for Petunia potted flowering plant, Aruna Bhargav Basnat Running Trophy for Vermicomposting and Manohar Shyam Joshi Memorial Trophy for highest scorer amongst Corporates and Institutions.

Kudos to our horticulture services team of four, efficiently managed by our Mr. Vinod Kumar Mishra under the able guidance of Mr. Ajoy Singh, Manager Admin. After the plethora of trophies, the entire Noida Office took the pledge to 'Go Green,' spearheaded by Mr. U.C. Upadhyay, now DGM (HRS) North.

Once again, our Northern Regional Office was in full bloom at the Flower Show organized by The Floriculture Society of Noida, winning 58 prizes in various categories ! This one of a kind Flower Show in the region was held in Noida Stadium from 22nd to 24th February 2013. With the beautiful theme of 'Flowers: Go Green,' it had numerous corporate, institutions, societies and individuals participating from Noida, Greater Noida, Delhi, Gurgaon and Faridabad.

We have been bagging the Best Institutional Garden Award for the last 8 consecutive years and won it this year too. We also won the NTPC National Capital Region Challenge Trophy, Best Garden Award, Sri BP Saklani Memorial Challenge Trophy for King of the

## Safety Awards

Kochi Refinery has been adjudged as Runner-Up for the Outstanding Safety Performance Award in the category of Very Large Chemical Industries constituted by National Safety Council (Kerala Chapter). The award is presented for achieving the lowest frequency rate of accidents.



Mr. Prasad K. Panicker, GM I/C and Mr. Damien Gracious KD, DGM (Fire & Safety) received the award from Mr. K. Babu, Hon'ble Minister for Fisheries, Port and Excise, GoK at a function held at Kochi on 4.3.2013.



Mr. M.K. Sreekumar and Mr. M.A. Rajeev Kumar of Power & Utility Dept. received the second prize for the State level Safety Quiz Competition from Mr. K. Sasi, Director, Factories & Boilers Dept., Govt. of Kerala.

## Site Management Award



Mr. Puneet Gupta, Sr. Estates Manager, MR receives the award from Dr. R.K. Pachauri.

Mumbai Refinery received the Site Management Award from Dr. R.K. Pachauri, Director General, The Energy and Resources Institute (TERI) and chairperson of the Intergovernmental Panel on Climate Change (IPCC), which was awarded the Nobel Peace Prize in 2007. It was presented at the National Conference on Green Design, which was inaugurated by Hon'ble President of India, Mr. Pranab Mukherjee and held on 13th & 14th February 2013 in New Delhi. Recognized for its exemplary performance for its project of Construction of Multi-storey Residential Building at BPCL Staff Colony, Chembur, Mumbai, BPCL was selected out of 290 green building sites all over India.

This Project is registered for Green Rating for Integrated Habitat Assessment with Ministry of New and Renewable Energy [MNRE]. It also reaffirms BPCL's commitment for reducing demand on non-renewable resources and maximizing reuse and recycling of available resources.

## INSSAN Award



Our Mumbai Refinery team won the First Runner-up Award under the Best Suggestor category for the suggestion, 'Hydrogen Unit debottlenecking - an innovative approach' at the National Convention of Indian National Suggestion Scheme Association (INSSAN) held at Jamshedpur on 9th & 10th February, 2013. This is the 6th consecutive win for Mumbai Refinery in the INSSAN forum. There were 76 entries from various companies.

Mr. S.V. Gangurde, Manager (Tech.) made the presentation in the forum on behalf of the team members – M/s. S.K. Goel, GM (Ops), S. Khanna, Ch.Mgr. (Tech.), V.K. Gulati, Mgr.(Ops), R.K. Kubade, Dy.Mgr. (Ops) in the august presence of about 250 delegates from more than 35 industries like Tata Steel, Tata Motors, Tata Power, Hero Honda, BHEL, RCF, SAIL. The convention concluded with a scintillating award ceremony chaired by Mr. J.J. Irani, Ex-MD, Tata Steel. This award winning suggestion was implemented in 2011, which has given substantial cost savings to the tune of approx. ₹ 82 crores per annum BPCL Team with INSSAN Office bearers

## CSR Excellence Award



Mr. Prasad K Panicker, GM I/C and Mr. George Thomas, Chief Mgr. (Estates & Admin.) receiving the award from Mr. Shyam Srinivasan, MD & CEO, Federal Bank.

Making winning a habit, once again, Kochi Refinery won the Rotary Binani Zinc CSR Excellence Award under the category 'Public Sector Unit' for the year 2012-13. KR has been the winner of this prestigious award for its CSR initiatives for the past two consecutive years. The award function was organized by Rotary Club of Cochin Metropolis to evaluate the CSR programs followed by organizations through value creation by innovative sustainable business models, risk management compliance and corporate philanthropy.

## RBNQA Examiner Award



Mr. K.A. Kunjumon, Chief Manager Quality Management, MR receiving the Certificate of Excellence for Team Leaders Award for RBNQA Examiners from Ms. Meera Sanyal, Chairperson and Country Executive, Royal Bank of Scotland at the 'Making Quality Happen' Conference at IMC on 12.3.2013. Also seen is Mr. Suresh Lulla, Chairman IMC RBNQA Award Committee.

## Legal Awards



Our Legal Team won the Best In-House Legal Team of the Year Award in the Corporate Counsel Leadership Summit & Awards organized by All India Bar Association with Yoogma Business Services. This award was based on the evidence in the form of testimonials and surveys of external counsels as well as internal clients which clearly demonstrated delivery of cost and time effective legal service and application of innovative approach in delivery of such service by the team.

The Legal team also bagged the Best Employer for In-house Counsels Award in the Legal Counsel Congress & Awards organized by Ideas Exchange, which is a platform for eminent Legal Firms and In-house Counsels across India. Mr. S.K. Agrawal, our GM (Legal), was one of the jury members for selecting the Best Young Lawyer of the year (male and female) and Best Law Firm.

This award was based on assessment that the legal department of BPCL is well integrated into the Company and fits within the organizational structure, contributing to its sustainable growth, and in turn being provided with opportunities for its own growth and learning. The team could establish that legal officers are recruited through a rigorous process, they continuously face new challenges and are provided learning opportunities that help them evolve from a protégé into an accomplished General Counsel.

The events drew legal luminaries and General Counsels from reputed law firms viz. AMSS, AZB, Kochhar, Crawford Bayley, Mayer Brown, Ashurst and companies such as IBM, Reliance Capital, IDFC, ICICI Lombard, Essar, Hinduja, Siemens, Wockhardt, Cipla, Bangalore International Airport etc. apart from Singapore, Hong Kong and LCIA (India Chapter) Arbitration Centres.

## Global HR Excellence Award

Mumbai Refinery bagged the Global HR Excellence Award in the category, Promoting Health in the Workplace, at the 21st edition of the World HRD Congress in Mumbai during 15th-17th February 2013. About 350 delegates from more than 35 different countries were present. On behalf of the Refinery Medical Centre team comprising M/s. R.S. Krishnasankar, Samuel Sukhdhan and Ms. Pushpalata Ravi, Dr. Vandana Shinde, Dy.Mgr. Medical Services shared the initiatives taken in MR :

- Health Awareness talks by specialists on various health issues.
- Health Camps for employees, colony residents, contract workmen
- Employee Health Management System (EHMS) - Management of employee health through an On-line System, developed in-house.
- Wellness Index – A tool available in EHMS, that would enable monitoring of vital health parameters of employees (viz. blood pressure, blood sugar, cholesterol, obesity etc.) to take timely action for preventing major diseases.



## BPRL's Revenue Stream Gushes Forth



*BPRL's first Revenue cheque being handed over by Mr. D. Rajkumar, MD(BPRL) to Mr. R.K. Singh, our C&MD. Also seen are Mr. S.Varadarajan, Director (F), Mr. B.K. Datta, Director (Refineries), Mr. Arun Singh, President (BPRL), Mr. P.C. Siva, VP (Assets & Ops), BPRL and Mr. N.K. Jothieswaran, Sr. Mgr. (Procurement & Contracts), BPRL.*

Having ticked off the boxes of Portfolio expansion, Discoveries and Operatorship, BPRL had only the last box left to tick – that of monetization. And the pen moved to this box in no uncertain terms, when the first revenue from sale of oil from a discovery in the Cauvery basin was received by BPRL. The exploratory well Madanam-3 in the block CY-ONN-2002/2 yielded oil during Production testing of the well, leading to realization of revenue to the extent of around ₹ 1.24 crores for BPRL. 28th February 2013 will be a red letter day in BPRL's history as a cheque of around ₹ 1.24 crores was handed over to BPCL. This block was awarded under the NELP IV bidding round of the GOI. BPRL has a 40% participating interest in the block and the balance 60% is with ONGC, who is the Operator in the block.

## Customers First

The BPCL vision “to remain the first choice of customers always” fuels our efforts towards a better customer experience. With the dynamism in today's market, deliverables to customers keep changing rapidly. Hence, we need to understand and anticipate customers' needs proactively. With this objective, I&C Mumbai Territory organized a Customers' Meet on 11th March, to provide a forum for discussions with customers under one roof. Mr. K.K. Gupta, Director (M), Mr. B.K. Datta, Director (R) and Mr. R.P. Natekar ED (I&C) graced the occasion. Customers from diverse segments of markets viz. petrochemicals, power, steel, paints, bunkering, bitumen etc. attended the event. The new initiatives taken in C3 loading capacity enhancement, pan India presence as a bunker supplier, availability of value added bitumen and launch of BPCL branded colored bitumen in bags were dwelt on.

## Emirates Honour BPCL

BPCL is the exclusive supplier of Emirates, who uplift 171 TMT annually from us and in volumetric terms, is our largest customer. Emirates presented a Certificate of Appreciation in recognition of the strong partnership and outstanding service provided by Bharat Petroleum at Indian Airports, since Emirates launched their operations to India in 1985. The Certificate was signed by His Highness, Sheikh Ahmed bin Al-Maktoum, Chairman & Chief Executive, Emirates Airline & Group and uncle of the current Ruler of Dubai, Sheikh Mohammed bin Rashid Al Maktoum and is a member of the royal family. The ceremony was attended by Mr. K.K. Gupta, Director (M), Mr. S. Varadarajan, Director (F), Mr. S.P. Gathoo, Director (HR), Mr. B.K. Datta, Director (R) and Mr. Pramod Sharma, GM (Aviation).



*Mr. Saeed Mohammed, Divisional Senior Vice President, Emirates presents a Certificate of Appreciation to Mr. R.K. Singh, our C&MD on 1st March 2013.*

*Kochi Refinery has achieved 30 million accident free man-hours on 25th February 2013, a milestone which every BPCL employee can feel proud of.*



## MAK Trac Magic+ Launched

MAK Lubricants has a wide range of premium lubricants suitable for the entire automotive, industrial and major OEM market segments. In today's marketing scenario, MAK continues to create value for stakeholders by continuously introducing innovative products and services with an ultimate aim of customer satisfaction.

On 11th March 2013, MAK Lubricants launched a specially formulated premium lubricant – MAK Trac Magic +, which is a 3-in-1 Universal Tractor Transmission Oil. Its innovative formula is based on well balanced additive technology and superior Group II quality base oils which ensures peak performance of transmission, differential and final drive gears, wet brake and hydraulic systems in tractors. The product was launched at Patiala by Mr. P.C. Srivastava, (ED Lubes), at Hansi (Haryana) by Mr. S. Rath, MM (Lubes) and Batala (Punjab) by Mr. M. Bidani, Head SCM (Lubes).

Positioned aptly in the agricultural segment, it will be promoted aggressively targeting mechanics, retailers, tractor owners and farmers, and is extensively supported by both BTL as well as ATL activities. The product comes in pack sizes of 5 litre, 20 litre, 50 litre and 210 litre barrels, based on market requirements. 'Har Pal Ka Saathi' – the tag line chosen for MAK Trac Magic + is truly appropriate for this outstanding lubricant.



## Kochi Refinery Crosses Record 10 MMT Throughput

Crossing a significant milestone in its pursuit towards continuous excellence, Kochi Refinery has recorded an annual crude oil throughput of 10 MMT for the first time in its history at 9 a.m. on 28th March 2013. KR has certainly come a long way from the initial capacity of 2.5 MMTTPA in 1966.

## Photo Finish

The adage, 'A picture is worth a thousand words' was explored to the hilt, with Mr. Pradip Bagdekar, Manager (LPG), Product Despatches, Mumbai Refinery exposing the audience to the basics of photography. ESE Cell had organized this workshop at CO on 22nd March 2013 to the delight of enthusiastic shutterbugs and limelight wannabes. Delving into the technicalities of the camera, lenses etc., he expounded on the do's and don'ts of photography and provided useful tips to the amateur audience with a humorous touch. GM (ESE), Ms. Madhu Sagar urged the participants to develop photography as a hobby, adding that it's a good stress-buster.

## Online Fire Extinguisher System Launched



On 4th March 2013, on the occasion of 42nd National Safety Day, the Online Fire Extinguisher System was rolled out at Mumbai Refinery, at the hands of Mr. R.L. Chaudhary, Jt. Director (DISH). Mr. M.S. Prabhavale, Dy. Director (DISH), Mr. S.S. Sunderajan, GM I/C, Mr. S.K. Goel, GM (Ops.), Mr. Thomas Zachariah, GM (Engg. & Adv. Services), Mr. M.D. Agrawal, GM (IS) and Mr. S.R. Krishnan, DGM (Fire & Safety) graced the occasion. A few key benefits from this online system are:

- Reliability and maintenance KPI of Fire Extinguishers monitored through Business Performance Management & Intelligence (BPMAI) for prompt action, thus ensuring optimum working of fire extinguishers at all times of emergency.
- Process streamlining through timely system checks, for carrying out periodical inspection, servicing and Hydro-Testing of Fire Extinguishers.
- Online availability of Asset History of Fire Extinguishers to all.
- Facilitates early planning for efficient procurement of Fire Extinguishers.
- Enhancing the operational efficacy of Fire Extinguishers in their critical role towards environment protection by controlling fires early.
- Compliance to OISD & IMS Standards.



## Celebrating Womanhood

### International Women's Day

'A promise is a promise: Time for action to end violence against women' – the theme for this year's International Women's Day was reflected upon during a program held for the women employees of **Kochi Refinery** on 8th March. In the keynote address, Mr. Somasekhar S, DGM (HR) spoke on the multiple roles played by women and applauded their strengths. At a yoga class held, a renowned yoga practitioner spoke about the empowerment and creativity derived by practicing yoga. He stressed on constructive thinking, creativity and the role of women in developing the future generation. A health talk by Dr. Tom Babu enlightened them on the health problems faced by women in different stages of life.



Celebrating 8th March, International Women's Day, HRS (W) organized a workshop on 'Let's Beat it- Unsafe Attitudes' for the ladies of **CO, MT & Sewree**. With the alarming rise in incidents against women, this was a welcome move to increase awareness on general safety guidelines and use of mental and physical agility in an emergency. The trainers shared the importance of presence of mind and organizing one's handbag. A skilled martial arts trainer demonstrated a few basic steps to defend oneself and escape.



**Southern Regional Office** celebrated IWD appreciating women's achievements in various fields across the globe. A Health Screening Camp was organized wherein tests like the Pap Smear, Sono Mammogram, CBC and CA 125 were conducted, specifically for detection of cancer. This will go a long way in building the mental and physical strength of women.

### Women's Drive

'One can either be a woman or a driver' is the myth which was shattered when 250 women participated in the first All Women's Car Rally from Mumbai to Lavasa along a 220 km long 'Tulip' route on 29.3.2009. Since then, the Lavasa Women's Drive, the biggest 'all women's car rally' in the country, as certified by the Limca Book of Records, is an annual event that celebrates the spirit of womanhood and supports the social cause of detection, prevention and cure of cancer in women.



A rally, unlike a race, works on time, distance and speed format and tests controlled driving and navigational skills. Qualification is by the referral system of voting. Teams are given a royal welcome on reaching Lavasa with a rich spread of food and entertainment and pampered with foot massages and make-overs ! In a star-studded function on Women's Day, apart from the rally winners, women achievers who have contributed to society and cars with social messages, creative decoration and maximum referral votes also shared the limelight.

Women from BPCL have been participating in this event since its inception, with more and more getting enthused every year ! This year, the spunky BPCL gals - Rekha Mahale, Reyna Bangera, June Fernandes, Venu Barve, Priya Bhagwat, Anuradha Shenoy, Dr Vandana Shinde, Radhika Raut, Shital Jiwane, Amarpreet Sahi, Usha Popat, Jyoti Kundar and Marianne Karmarkar - successfully completed the rally. The icing on the cake was the team from Mumbai Refinery - Anita Agarwal, Supriya Sapre, Pushpalata Ravi and Anita Akut - bagging the third prize out of 350 entries from Mumbai!

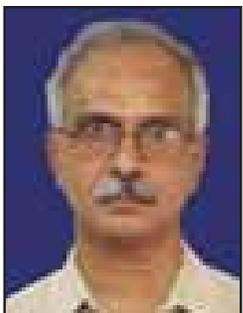
Three cheers for today's Indian woman - vivacious, energetic, confident, independent and responsible ! Three cheers for women with drive !





## Mr. Naresh Kumar

Having served the Indian Navy for 10 years, he joined BPCL in the clerical cadre on 29.12.1980. Promoted to management in 1986, he worked in AS&F, Delhi for 18 years and 15 years in Retail at Ambala D.U., Kota Depot, Manager DSB, Bhopal, Bakania Depot and MMS, Bhopal. He says, "During my entire period of service, I have discharged my duties with dedication, devotion and integrity and I got love and affection from all the seniors and staff reporting during all my postings. This journey would never have been this wonderful without the support of my family, my lovely wife Mohini, who has stood by me at every stage and my two sons Arunesh & Varunesh. I value BPCL's contribution in making sure that I was able to give them a good life and am proud of where they have reached in their lives today. I am proud and honored to have spent 33 years of my life with a company that taught me to accept change and challenges in life." He eventually superannuated as Manager Marketing Services (Retail) Bhopal on 31.1.2013.



**Mr. K. Narayanan** He started his career in BPCL as a Sales Officer in 1982 and his first assignment was looking after Bitumen sales in Bombay Division. He then had stints as Sales Officer Retail, Dy.Manager, Mumbai Direct and Nagpur Divisions handling the same portfolio. In 1996, he was posted to LPG Mumbai Division and in 1998, he continued in the newly formed LPG SBU HQ looking after LPG operations for the first time. In 1999, he coordinated LPG Bulk tenders and Bulk LPG transportation. In 2004, he was shifted to LPG Logistics to coordinate LPG imports. He was able to get many favourable orders pertaining to Customs cases, saving more than ₹2 crores for the Corporation. On the family front, he has two daughters - one is an MBBS and the other is doing her Masters in Biotechnology. His wife died of cancer in September 2011. He retired on 31st January 2013 as Sr. Mgr.Ind. Coordn. (LPG Ops).



## Mr. U.Manirajan

He joined BPCL on 15.9.1982 as a clerk typist 'B' at Erode, which was a one man depot. His job entailed handling invoices of MS/HSD/SKO/LUB/CSCA/Stock Strip for six months, during which period, there was Nil stock suspense. He continued the same job at Tiruchirappalli, Tirunelveli Depot and Ernakulam Installation till 1996. He was promoted to the management cadre in May 1996 and posted at Hariyala LPG

Plant; then he was transferred to Madurai looking after LPG Sales in 9 districts in south Tamil Nadu. During his tenure, 7 LPG distributorships were commissioned, there were nil open items and it was the No.1 Territory for BMCG supply. His wife is a home maker and their two daughters are ME graduates. He finally retired as Dy.Mgr.LPG Ops. Coimbatore LPG Plant on 31.1.2013.

## Mr.D.N.Raju



Mr. Raju's journey in BPCL commenced on 28.5.1980 as an Officer Trainee in Eastern Region. Prior to this he worked in private organizations for 4 years after his B.E.(Mech.) in 1975. He started off with Operations with postings at Barauni DU, Cuttack Depot, Budge Budge Installation and thereafter, as Location In-charge of Berhampur and Dhanbad Depots. In 1987, he was posted as Dy.Mgr.Engg. (Tankage & Pipelines), Mumbai followed by Site In-charge for Bakania Depot. From 1996, he worked as Project Leader E&P, West and constructed various critical tankage and pipeline projects at Kandla and Sewree. From 1998 to 2007, his stint in Materials, including as In-charge for Western Region was most satisfying, as he was the first initiator for e-auction and various cost saving procurement strategies adopted. After a very brief stint at Chennai Retail, he finally superannuated on 31.1.2013 as Sr. Installation Manager, Vizag. His family fondly remembers the warmth of the BPCL family, particularly in the Gokuldham staff quarters, Mumbai. His wife, Usha is a housewife and they have a son, Kalyan, who is married and works in BPCL, while their daughter, Rupa is working in Infosys at Chennai.

## Mr. A. N. Subramanian



Having joined BPCL on 14<sup>th</sup> May 1979 as a General Workman, he worked as a casual employee in the erstwhile Burmah Shell Oil Storage Depot, for nearly seven years till his permanent posting in BPCL. He got his promotion as a tank lorry driver in 1984 and after putting in 34 years of long innings, he superannuated from the service on 30<sup>th</sup> November 2012. He was IRT trained driver and had an accident free tenure throughout. An eloquent orator, he loved to take classes for PCVO drivers/cleaners and had time and again shared his treasure of experience on defensive driving to other vehicle crews. A natural leader, he found time and passion to get involved in the activities of Govt. Vocational Higher Secondary School, Kannur and Govt.U.P.School, Thavakkara after his working hours. His family comprises his wife and two children; their elder daughter is married and son is studying for his MBA, after a brief stint abroad. His family is settled at Thana, in Kannur town.



### Mr. Anil Kulkarni

His journey started on 18.8.1980 in EDP, from where he moved on to the management cadre in 1988. He states, "Throughout my career I came across many challenges and learning experiences which kept me motivated. I was lucky to gain exposure to both business and the back-office and enjoyed working in both these career streams." He finally retired as Dy. Manager (TDU) on 31.1.2013. He and his wife, Anushree plan to enjoy the golden days of their life by travelling to various places and pursuing their hobbies. Their elder son, Bhushan (Shrineel) finished his BE(IT), MBA in HR and is working with ITC groups as Asst. Regional Manager (NR). He plans to get married in the coming summer and his fiancée, Pradnya is a lecturer at a college in Sangli. Their younger son, Niranjan (Pratik) completed his BE (Computer Science) and just wrapped up his Masters in Computer Science and is working as a software professional with Deutsche Bank, USA.

## Young Scientist Awards



**Dr. T. Chiranjeevi**, Dy. Mgr. (R&D) CRDC was conferred with the Sistla Kameswari Young Scientist Award for the year 2012 by Catalysis Society of India (CSI). CSI is an internationally known scientific body, with members spread across IITs, CSIR & National Universities. This award is given once in two years for

scientists less than 40 years of age who have made significant contributions in the field of catalysis. Dr. Chiranjeevi delivered the award lecture and was felicitated with the award, citation, memento/medal and national and international delegates.



**Abhishek**, student of Std IX, Delhi Public School, Navi Mumbai and son of Kalyan Mukherjee, Sr. Manager (Business Development), BPRL was presented with a Gold Medal in the Homi Bhabha Bal Vaidnyanik Competition on 3rd March, 2013. Conducted by the Mumbai Science Teachers' Association, this is a unique

science competition, wherein the students' understanding of scientific concepts and principles is tested. 30,000 students from all over Maharashtra appeared for Stage 1. For Stage 3 i.e. the Action Research Project, the theme this year was Integrated Pest Management and Abhishek chose the topic, 'Pest Mitigation in Domestically Stored Rice.' He systematically analyzed the effect of substances like castor oil, neem leaves, parad tablets and boric powder and concluded that neem leaves served as the most effective pest inhibitor for domestically stored rice.

## Research Paper Lauded



**Dr. D.C. Patra**, our DGM Strategy (LPG) HQ, presented a research paper on 'The Role of the Oil Industry in India's Current Account Deficit,' at a guest lecture session organized by PetroFed on 20th March 2013 at Delhi. Attended by about 40 senior members of oil companies, the presentation was appreciated by, among others, Dr. C. Rangarajan, Chairman of the Economic

Advisory Council to the Prime Minister.

## Talent to the Fore



Hon'ble Justice Mr. V. Ramasubramaniam, Judge, Madras High Court, honours Mr. S. Krishnamurthy with a shawl, while Sri. L. Sabaratnam, Chairman, Karthik Fine Arts is waiting to present him with the Best Organiser Award.

**Mr. S. Krishnamurthy**, (Retd.) Southern Regional Office, Madras (1952-1988), active table tennis player, organiser and referee for the Nationals, has been connected with the Mylapore Academy Chennai, for the past 35 years. He was a Member of the Film Fans Association, Chennai, organizing Film Awards selection and the Awards function till 1999. He was also a Member of the Film Censor Board, Ministry of I&B, GOI from 1999-2002. He was the Hon. General Secretary - Lok Nayak Jaya Prakash Narayan Forum, which organises meetings of national leaders; Hon. Treasurer, Sardar Vallabhai Patel Memorial Trust and Hon. Treasurer - St. John Ambulance First Aid Training Centre (South - Chennai) for over 3 decades. He was also a Member E.C. of the Chennai Vigilance Association/Abayanilayam and a Recipient of the Black Wels Cup for meritorious service to the Burmah-Shell Club.

## Cricket and Camaraderie

BPCL and the IAS Officers' Association tested their sporting skills in a Friendly Cricket Match on 3rd February 2013 at the lush green Refinery Sports Club ground at Mumbai. This annual event has been integral to strengthening business relations and building bonhomie. Present from the IAS side were M/s. Jayant Kumar Banthia, Chief Secy. Govt. of Maharashtra, Swadheen Kshatriya, Addl. Chief Secy. Revenue Govt. of Maharashtra, J.S. Sahani, Chairman, MPCB, Rajiv Jalota, Addl. Municipal Commissioner (Projects), OP Gupta, GM, BEST, Dr. S. Shrikar Pardeshi, Municipal Commissioner Pimpri-Chinchwad and other officials whilst



BPCL had M/s. R.K. Singh, C&MD, B.K. Datta, Director (R), P. Padmanabhan, ED (Refineries Coordn.), Anurag Deepak, ED (Pipelines), S.S. Sunderajan, GM I/C (MR), R.R. Nair, DGM In-Charge (HR), MR, K.H. Subramaniam, GM (Retail) West and others.

BPCL scored 108 runs in 20 overs with a loss of 3 wickets whilst IAS emerged winners by scoring 109 runs with a loss of 4 wickets. The trophy was presented by the Captain of the BPCL team, Mr. P. Padmanabhan to the Captain of the IAS Team, Mr. Premkumar and their team. "The relationship with IAS surpasses three decades and we hope the young incumbents in the IAS Association will continue to maintain the same," commented Mr. Jayant Kumar Banthia.

*The victorious IAS cricket team with the trophy.*



*Mr. R.K. Singh addresses the gathering.*

## Cricket League - South

Overcast skies and cool breeze wafting from Marina Beach provided the perfect setting for a wonderful day of cricket. The second edition of BP Cricket League -South got off to a great start with the match between the Defending Champion – Speed Kings (Retail) and MAK Warriors (Lubes). In the other match, Energizing Entities tamed the MAK Warriors and emerged to fight with Speed Kings for the Championship. However, Speed Kings showed who the real Champion was, with their star performers, Jeelani and Vishwanath. Mr. M.V. Prabhakaran, DGM (HRS) South gave away the prizes to the winners. All the matches were closely fought on the field and beyond, healthy bonding occurred. The clear winner was BPCL!

## Topping at Table Tennis

19 year old Soumyajit Ghosh became the youngest Senior National Table Tennis Champion at the 74th Senior National Table Tennis Championships at Raipur in January 2013. He achieved this feat by defeating the more experienced Achanta Sharath Kamal in an exciting match. Soumyajit showed great determination and class as he came back from 1-2 down and beat Sharath in 6 games. Soumyajit won the match 3-11, 11-5, 5-11, 11-8, 11-6, 11-7.



Soumyajit had a wonderful 2012-13 year as he was also the youngest and lone Indian male paddler to represent India at the 2012 London Olympic Games.

## Marvellous Milind

Badminton champ of yore, Milind Ghate, Manager Admin(W), Sewree, has proved that he's still got what it takes ! Partnering Dr.Amod Tilak, he won the National Doubles title in the 50+ category on 24.2.2013 at Bombay Gymkhana, beating top seeded and defending National Champions, Vasant Kumar & Jayram Pai of Karnataka 21-8, 21-11 in the finals. Hearty congratulations on their victory.



## Snooker Success

Manan Chandra won his second Snooker National Championship title after a gap of 7 years at the National Billiards & Snooker Championships held at Gwalior in February 2013. He had a comfortable victory over Brijesh Damani as he won 6-2 in the finals. Manan, who has had a very good season this year, had also won the individual title at the PSPB Inter-Petroleum Snooker Championship held at Aizwal, Mizoram which was hosted by BPCL.



## Golf Crown

A jubilant Mr. Suresh Chandra Singh, Retd. Senior Manager Dealer Training – Retail ER triumphantly holds the Ruban Memorial Health Golf Cup, which was presented to him at Patna Golf Club on 27th January 2013.



## Meet the Achievers

*Here is an inspiring tale of a visually challenged couple whose lives stand as a shining example for all those who believe in perseverance, hard work and positive thinking.*

**Nagraj Rao S. More**, currently working as a full time coach, was born with visual impairment. The experience of boarding school contributed to building his self- confidence, which was essential to face the vicissitudes of life. Brushing aside doubts, Nagraj came to Mumbai and graduated from St. Xavier's College, Mumbai in 1990. He was one of the 31 successful candidates out of 4000 who gained admission for the Personnel Management and Industrial Relations (PM&IR) course at the Tata Institute of Social Sciences (TISS), Mumbai. The management curriculum required a comprehensive understanding of computing, MIS etc., which continued to remain a challenge for Nagraj, as there were no Braille books and speech synthesizing systems for independent study.

Armed with a postgraduate degree, Nagraj joined BPCL as a management trainee through campus recruitment in June 1992 and was exposed to the entire gamut of Operations which included a three week highway survey. He says, "My experiences have reinforced the belief that overcoming the initial apprehensions and skepticism that peers and employers have of differently-abled persons, provides invaluable opportunities for developing into a well rounded individual with an independent identity."

### Awards/Recognition

- In 1985, he was presented with the Best Student Award by the Divine Light Trust for the Blind, by the then Minister for Education, Govt. of Karnataka, Shri Raghupati.
- On 3.12.1998, the then Hon'ble Prime Minister, Shri Atal Bihari Vajpayee presented him with the National Award by Govt. of India for being an Outstanding Disabled Employee
- In 2001, he was felicitated by the Lions Club International of New Mumbai with the Drishti Gaurav Puraskar Award for achieving excellence in the field of HR.
- In January 1997, Nagraj represented the entire corporate sector at the Disabled Peoples' International 5th Asia Pacific Regional Assembly and Leadership Training Seminar in New Delhi. He presented many papers on Career Opportunities for the Blind and managerial qualities necessary for a successful NGO.
- In 2003, got the Mrs. P.D Khanbatta Memorial Award for an Outstanding Blind Employee, in appreciation of his success in carving out a career for himself and enhancing the image of the blind in society.

An equally distinguished personality, **Ms. Vishakha More**, his wife, though totally blind since the age of six, achieved excellent academic and professional qualifications solely through total dedication and zeal. She enjoyed full support from her parents and family, which empowered her to work against all odds and never lose hope. A postgraduate diploma holder in Securities Laws Course with distinction and a Gold Medalist in Post Graduate Diploma in Business Management (PGDBM) from FORE School of Management, Visakha is presently working at SEBI as AGM.

She has contributed immensely in the activities of the Family of Disabled (FOD) during 1997-1999 and served on the women's committee of the National Association for the Blind (NAB) New Delhi, during 1997-98. She has also scaled 13,220 ft. to La Dzongri in West Sikkim in May 1998. Her life story has been included in the book, 'Darkness to Light,' which features stories of about 55 successful blind women, published by NAB India in 2004. Active in extracurricular activities, she was awarded numerous prizes and certificates of participation in debates, speech and essay competitions, car rallies for the blind,



radio programs, instrumental music and trekking and mountaineering courses.

### Awards/Recognition

- National Award in the category of Employed/Self Employed by the Ministry of Social Justice and Empowerment, Govt. of India, presented by the Hon'ble President of India, Shri Pranab Mukherjee on 6th February, 2013, at Vigyan Bhavan, New Delhi.

Nagraj and Vishakha love good food and like to spend their free time on vacation. The Government of India awardees lead a life full of colour and contentment and continue to be a source of inspiration to others

## Happiness Secrets

- **Resolve to make happiness your priority.** Don't let the little things, like rude service or a sinkful of dirty dishes, get your goat.
- **Act like the real you.** You can't be both phony and happy. Joy comes from a sincere place.
- **Stop assessing things negatively.** Try to see problems as opportunities, not as tragedies.
- **Focus on the present.** Unhappiness comes from regretting the past or dreading the future. Even in the treatment of depression today, the new school of thinking holds that reviewing the past is not only unnecessary to healing, but can be counterproductive.
- **When upset, think of something you're grateful for.** This is the quickest route to happiness. It's impossible to feel bad about a situation when you're feeling grateful.
- **Promise yourself to be happy right now, no matter what.** Then deal with the details later.
- **Reach out.** Increasing your connectedness is a sure fire way to combat loneliness, a prime cause of depression. Plus, socialising with people you like makes you feel great - and keeps you happier over time.
- **Look forward, not back.** New research shows that your background, including what your parents are like or whether you were a moody child, doesn't necessarily predict your adult happiness. So let go of those grudges, whether from a decade ago or yesterday.
- **Laugh it off.** Next time you get bad news, retell the story to a trusted friend, but lighten up.
- **Think actively.** Try mulling over a problem while doing something you love, whether knitting or lobbing a tennis ball. People who cope by engaging in productive activities are better able to resolve conflicts and, as a result, are happier.
- **Break a sweat.** Regular exercise — even a jog around the block a few times a week — is a major happiness helper.

# CRIME, MINORS AND JUSTICE

The Nirbhaya's Gang Rape Case of Delhi, in which one of the accused is a minor, drew attention to India's Juvenile Justice System. There is public outrage in light of the fact that, in spite of committing such a gruesome act, the minor offender will not suffer any severe punishment. There is a debate going on, whether punishment for juvenile offenders should be stiffer, at least for serious offences like rape, murder etc.

The law differentiates between offences committed by adult and children. The rationale behind this is that a child is born innocent, and responsibility should be attributed to such environmental factors that have stirred his criminal tendencies, whose removal might mould him into a responsible member of society. Let us examine the system of dealing with child offenders in India.

## I. WHO IS A JUVENILE ?

A boy or girl under 18 years of age is a "juvenile" according to the Juvenile Justice (Care and Protection of Children) Act (JJA), 2000. For determining whether a person is juvenile or not, the age of the person on the date of commission of offence is relevant.

## II. AGE OF CRIMINAL RESPONSIBILITY AND DETERMINATION OF JUVENILITY

The law in India has laid down a minimum age below which a person is exempted from prosecution and punishment. The reason behind giving such exemption is the absence of '*mens rea*' i.e. guilty mind or criminal intent, not to criminalize the acts of those who, at the time of commission of the crime, did not know right from wrong.

The age of criminal responsibility is fixed at 7 years by the Indian Penal Code (IPC). "Nothing is an offence which is done by a child under 7 years of age." For the age group of 8 to 12 years, Section 83 of IPC lays down, "Nothing is an offence which is done by a child above 7 years of age and under 12, who has not attained sufficient maturity of understanding to judge the nature and consequences of his conduct on that occasion." Therefore, the prosecution will have to prove that he has attained the maturity to judge what he was doing was wrong; in

such a case, he would be treated as a juvenile of 12-18 years. For children between 12 to 18 years, there is no such immunity available. However, if they are found to be responsible for criminal acts, they cannot be treated or sentenced in the same manner as adults; instead, they have to be produced before the Juvenile Justice Board constituted under Section 4 of the JJA.

## III. AUTHORITIES AND LEGISLATIONS IN THE INDIAN LEGAL SYSTEM TO DEAL WITH "CHILDREN IN CONFLICT WITH LAW"

To provide for the care, protection, treatment, development and rehabilitation of delinquent juveniles and for the adjudication of certain matters relating to, and disposition of, "children in conflict with law"; the JJA (2000) was enacted. Under this Act, a Juvenile Justice Board is required to be set up in every state, which is a special court to deal with delinquent juveniles, consisting of a Judicial Magistrate of the first class / Metropolitan Magistrate and two social workers, of whom one should be a woman. For 'children in need of care and protection', a Child Welfare Committee is to be set up in every state.

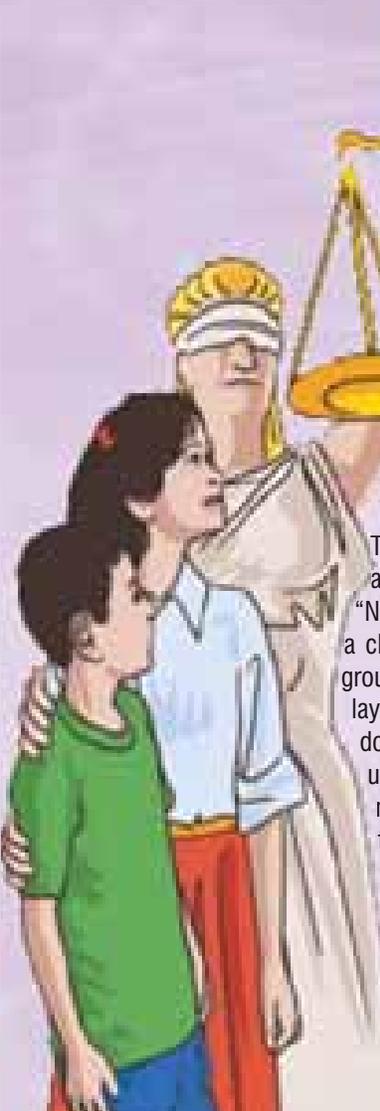
Wherever a juvenile is arrested, the officer in-charge of the police station or the special juvenile police unit to which the juvenile is brought will, as soon as possible after arrest, inform the parent or guardian of the juvenile of the arrest and direct them to be present at the Board before which the juvenile will appear. The probation officer will obtain information regarding the antecedents and family background of the juvenile offender to assist the Juvenile Justice Board in enquiry. No juvenile can be charged with or tried for any offence together with a person who is not a juvenile. The JJ Board taking cognizance of the offence shall conduct a separate trial of the juvenile.

Further, no report published in any newspaper, magazine or TV of any inquiry regarding a juvenile should disclose the name, address or school or pictures or any other particulars, which can lead to the identification of the juvenile.

## IV. PUNISHMENT UNDER JJA

Where a JJ Board is satisfied on inquiry that a juvenile has committed an offence, the Board may-

- allow the juvenile to go home after advice or admonition, following appropriate inquiry against and counseling to the parent/ guardian and the juvenile;
- direct the juvenile to participate in group counseling and similar activities;
- order the juvenile to perform community service;
- order the parent of the juvenile or the juvenile himself to pay a fine, if he is over 14 years of age and earns money;
- direct the juvenile to be released on probation of good



conduct and placed under the care of any parent, guardian or other fit person, after executing a bond, with or without surety, as the Board may require, of the good behavior and well-being of the juvenile for any period not exceeding three years;

- (f) direct the juvenile to be released on probation of good conduct and placed under the care of any fit institution for the good behavior and well-being of the juvenile for any period not exceeding three years;
- (g) make an order directing the juvenile to be sent to a special home for a period of three years.

As such, juveniles are not to be kept in any detention for over a three year period. Further, a juvenile who has been punished under the provisions of JJA will not suffer any disqualification on account of such conviction under law.

#### **V. CHILDREN IN NEED OF CARE AND PROTECTION**

There are certain children who are in need of care and protection. These are children who do not have a home or shelter and no means to obtain such an abode; or reside with a person who has threatened to harm them or have a parent/ guardian deemed unfit or unable to take care of the child etc. For care and protection of such children, under the Act, Child Welfare Committees (CWC) are set up in every district by the State Government. Children in Need of Care and Protection cases are heard by the CWC. The committee comprises a chairperson and four other members, of whom at least one should be a woman and at least one should be an expert on children's issues. The purpose of the CWC is to provide for the care, treatment, protection, rehabilitation and development of the child and in doing so, uphold the rights of the child. The child may be brought in front of the CWC by a police officer, public servant, social worker, NGO, the child himself or any public spirited citizen. The committee may commit a child to the Children's home or a Shelter home if the child has no immediately available family or support system.

#### **VI. ROLE OF SOCIETY IN JUVENILE LEGISLATION**

When the main idea behind the enactment of juvenile legislation was "welfare", then society also has an important role to play in matters regarding juveniles. The important sections of society to provide help can be lawyers, policemen, media and other social workers including NGOs.

Admittedly, in view of their vulnerable status, children require a protective and caring approach while assigning criminal responsibility, but this needs to be balanced against the legitimate concerns of safety of the law-abiding citizen.

- Vivek Ranjan,  
Legal Officer, CO.

## **SPOTLIGHT**

**Have you ever felt like you don't wanna  
be in the light?**

**Beneath the shadows you're shining so  
bright**

**Yet stepping out doesn't feel right.....**

**When your dream shapes into reality in  
front of your eyes,**

**There comes pouring the fountain of lies!**

**You realize better was the older picture  
that now dies.....**

**That hollow feeling and that regret**

**Finding a way through the thoughts  
because all you can do is fret**

**Suddenly, like a fallen angel you see a  
friend as after ages you've met**

**A gesture that simple gets a smile to our  
face**

**And the good and bad fits into a shiny li'l  
case**

**The weather clears itself and now there's  
no haze**

**With each passing second a new  
beginning makes way**

**After all we're artists and life's  
like clay**

**Because dawn and dusk happen  
every day.**

- Varsha Bhat,  
Daughter of J.K. Bhat,  
Chief Manager (IT)



**What should a woman do if she finds herself alone in the company of a strange male as she prepares to enter a lift in a high-rise apartment late at night?**

**Experts Say:** Enter the lift. If you need to reach the 13th floor, press all the buttons up to your destination. No one will dare attack you in a lift that stops on every floor.

**What to do if a stranger tries to attack you when you are alone in your house ?**

**Experts Say:** Run into the kitchen. You alone know where the chilli powder and turmeric are kept. And where the knives and plates are. All these can be turned into deadly weapons. If nothing else, start throwing plates and utensils all over. Let them break. Scream. Remember that noise is the greatest enemy of a molester. He does not want to be caught.

**Taking an Auto or Taxi at Night.**

**Experts Say:** Before getting into an auto at night, note down its registration number. Then use the mobile to call your family or friends and pass on the details to them in the language the driver understands. Even if no one answers your call, pretend you are in a conversation. The driver now knows someone has his details and he will be in serious trouble if anything goes wrong. He is now bound to take you home safe and sound. A potential attacker is now your de facto protector!

**What if the driver turns into a street he is not supposed to - and you feel you are entering a danger zone?**

**Experts Say:** Use the handle of your purse or your stole (dupatta) to wrap around his neck and pull him back. Within

seconds, he will feel choked and helpless. In case you don't have a purse or stole just pull him back by his collar. The top button of his shirt would then do the same trick.

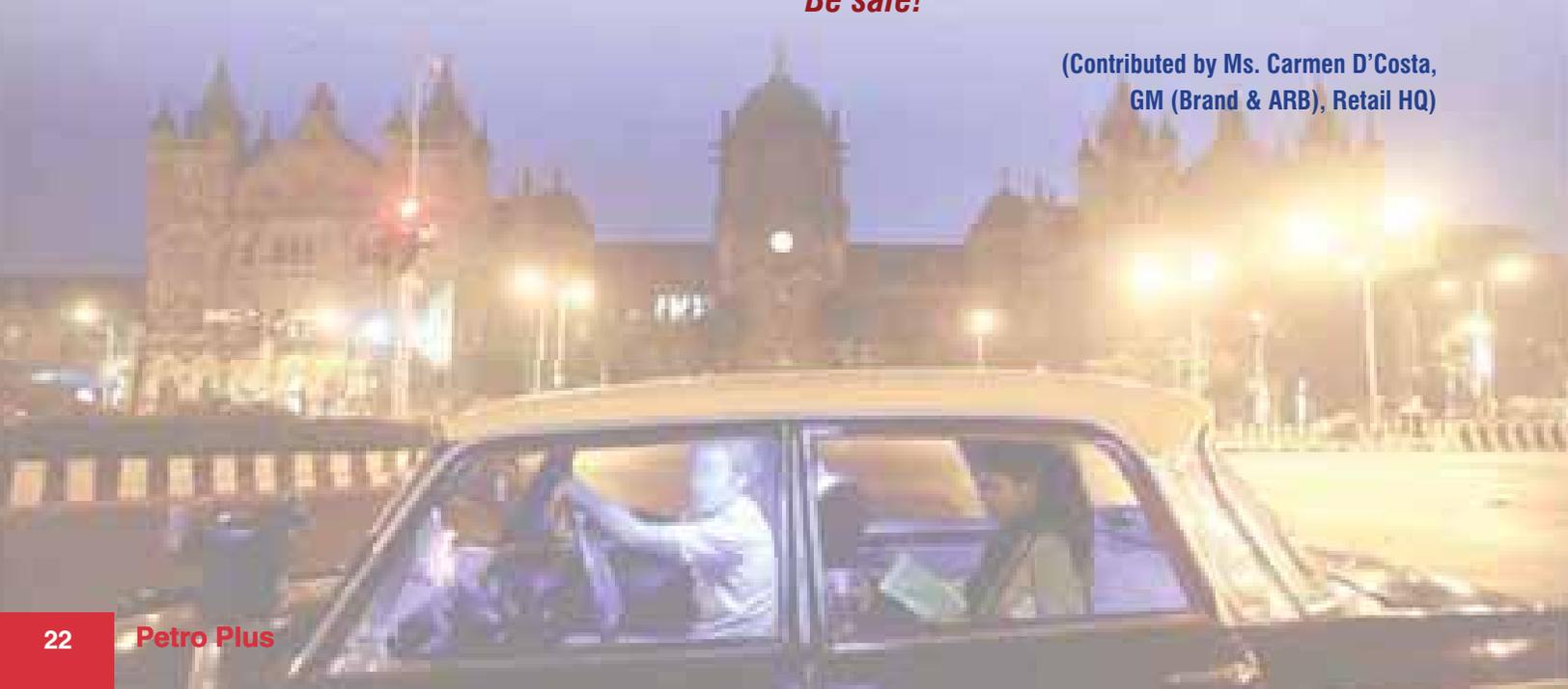
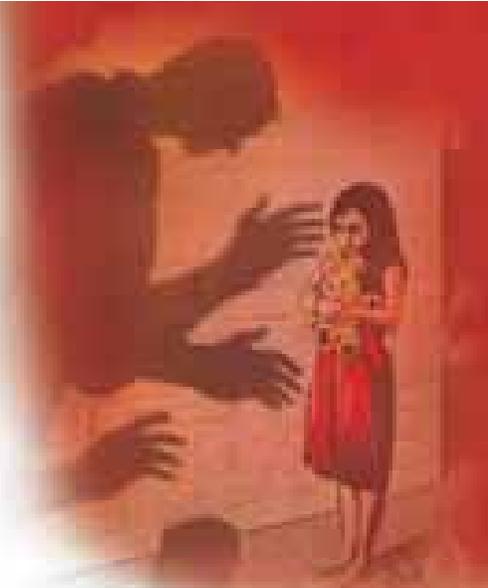
**If you are stalked at night.**

**Experts Say:** Enter a shop or a house and explain your predicament. If it is night and shops are not open, go inside an ATM centre. ATM centres always have security guards. They are also monitored by close circuit television. Fearing identification, no one will dare attack you.

**What is important is to stay cool at all times. When you have spare time, think of everyday situations where you can be in trouble. And how you can save yourself. After all, being mentally alert is the greatest weapon you can ever have.**

**Be safe!**

**(Contributed by Ms. Carmen D'Costa, GM (Brand & ARB), Retail HQ)**



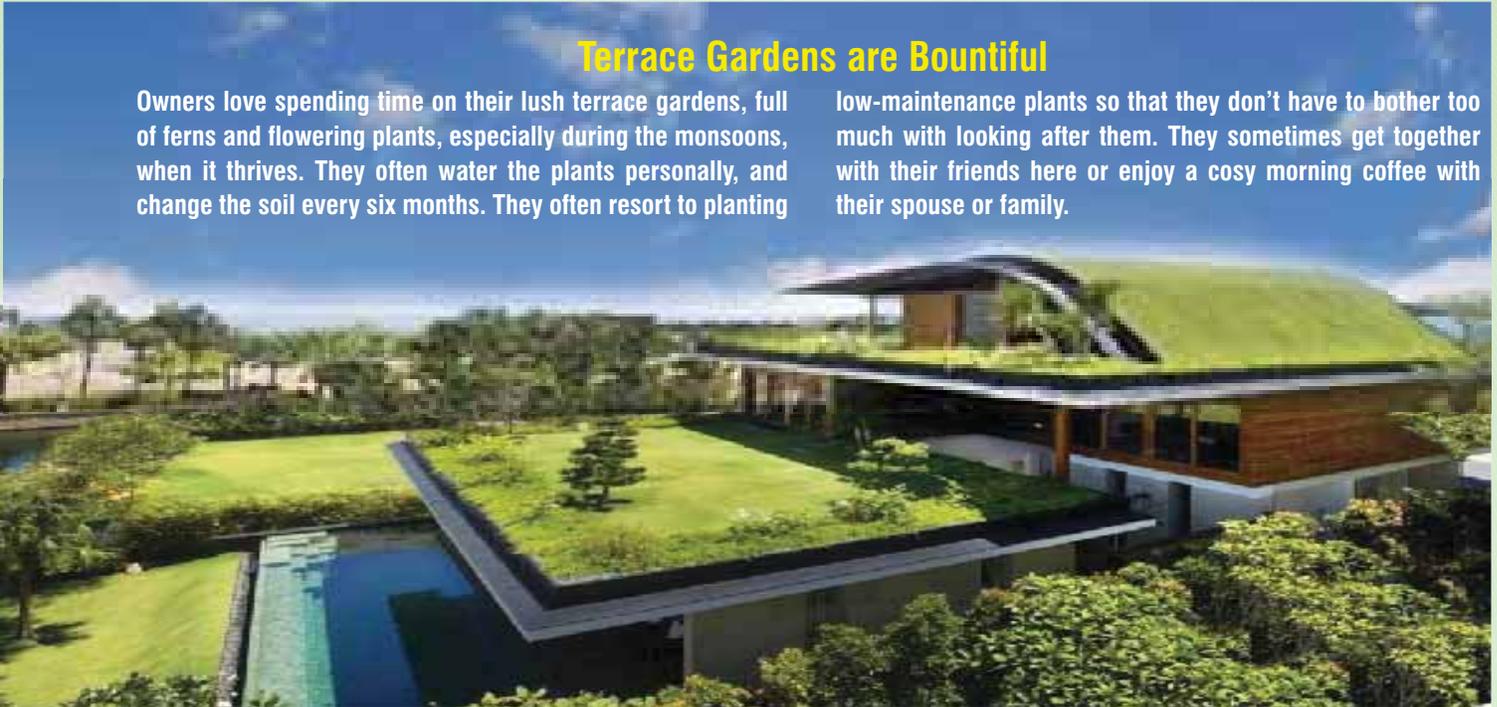
# GREENERY AT HOME

Set up a luxuriant green patch in your home – neighbour's envy, owner's pride ?

## Terrace Gardens are Bountiful

Owners love spending time on their lush terrace gardens, full of ferns and flowering plants, especially during the monsoons, when it thrives. They often water the plants personally, and change the soil every six months. They often resort to planting

low-maintenance plants so that they don't have to bother too much with looking after them. They sometimes get together with their friends here or enjoy a cosy morning coffee with their spouse or family.



## 9 POINT GUIDE TO GOING GREEN AT HOME

### What plant is good for my house?

Determine how much natural light the plant is likely to receive. Consider how much room you have. Though Ferns, Palms, Ficus and Arelia can be kept indoors for the most part, it is still advisable to keep them out in the sun on occasions.

### How do I tell if a plant is healthy?

Look at the overall appearance of the plant. Avoid one that's wilted or shows any sign of disease (holes in leaves).

### Is there a substitute for sunlight?

You can grow almost anything if there is enough artificial light available. Incandescent lights (regular bulbs) give off a lot of heat, and are expensive to use, while fluorescent lights are cooler and cheaper. If you are growing blooming plants, use the special plant light bulb. Foliage plants will do good with regular fluorescent bulbs.

### What fertiliser should I choose?

Liquids are easiest to use, but you can buy dry, water-soluble fertilisers that dissolve easily, or liquid concentrates too. Follow directions on the reverse of the packing. Plants kept in dim light or those that grow slowly, require less fertilising. Fertilising once every seventh watering, is sufficient.

### How often do I need to water?

It depends on the type of plant, the time of the year, the soil, temperature and the rate of the plant's growth. Majority of indoor plants are best dried out between watering. You can tell by pressing hard on the soil surface, or digging down a little. If you feel the moisture, don't water your plant.

### Is air-conditioning bad?

Most plants have the ability to adapt, but some need specific temperatures to trigger blooming.

### When do I repot my plant?

If a plant looks too big for its container, take a look at the root system. If you see a solid mass of roots with very little soil, or if the roots are circling around the outside of the root ball, it needs to be repotted. A container that is one pot size larger, is usually adequate.

### When should I worry?

Yellowing leaves, leaves with browning edges or brown spots, or leaves that appear to be wilting suggest a problem.

### How do I keep my plant moist ?

Plants prefer moisture in the air. The higher the temperature, the higher the humidity that plants require. Increase humidity by placing the plant in a moist peat. This keeps air moist between the leaves.

# HIDDEN FAT

**Trans fats are considered one of the triggers that helped the junk-food market explode.**

Don't we all love sinking our teeth into a chocolate and cream cupcake or lip-lickin' french fries? We know that many of these sinful delights aren't good for our waistlines or our health. A whole lot of manufactured goodies on store shelves contain a kind of fat that's truly evil - even worse than the saturated kind. It's called trans fat.

Trans fat is simply vegetable oil infused with hydrogen. It's used in thousands of common prepared foods, from biscuits to french fries to mithai. Vegetable oil seems innocent enough, until you learn that the hydrogenation process turns it into one bad fat. It's a fat that's difficult to digest, so it increases the amount of bad cholesterol in your blood and can dramatically boost your risk of heart disease. If saturated animal fats are unhealthy, trans fats are far worse. They can weaken your immune system and can even cause diabetes. You're almost better eating butter and bacon.

## TRANS FAT BASICS

The trans fat story begins in the 1950s, when scientists first made the link between saturated fat, cholesterol, and heart disease. After the discovery, manufacturers scrambled to find a way to cut saturated fats. Their immediate solution: a decades-old process called partial hydrogenation. Vegetable oils are combined with hydrogen and heated to extreme temperatures. As the molecules in the oil warm up, they bond with the hydrogen, creating a new, manmade structure called a trans fatty acid. The result is the transformation of liquid to solid - vegetable oil into dalda, margarine.

Suddenly, hydrogenated oil was an out-of-the-box hit. Restaurants liked it because they could fill their fry vats with the stuff and keep it hot all day without smoking up their kitchens. Hydrogenated fats were also cheaper than butter and had a longer shelf life - so cooks could not only use the same oil over and over in their fryers, but also buy the stuff in bulk, leaving it on a shelf in the back without worrying about spoilage.

Trans fats made potato chips and biscuits crispier than ever and gave manufacturers a way to add the great taste of fat to places it had never been before - like cookie filling. While normal vegetable oils would have slowly leaked out of mass-produced cookies and chips, leaving a greasy mess behind, trans fats were different. Since trans fat molecules turn solid at room temperature, manufacturers were now able to lock fat into their food, giving it an injection of fat - and flavour - that couldn't be dabbed away. Combine this with the longer shelf life of foods made with hydrogenated oil rather than butter.

**A poisonous fat is lurking in thousands of processed foods, and you probably don't even know it's there.**

## ANATOMY OF A KILLER

Since trans fats don't occur widely in nature, your body has a much harder time processing them than it does other types of fat. Besides increasing the number of LDL (bad) cholesterol and triglyceride particles in the bloodstream, trans fats also lower your HDL (good) cholesterol. Trans fats also increase blood levels of a compound called lipoprotein-a. The more of this lipoprotein you have in your system, the greater your risk of developing heart disease. Getting just 3 percent of your daily calories from trans fats increases your risk of heart disease by up to 50 percent. i.e. about 7 gms of trans fats (in a single order of fries) puts you at risk. Trans fats are hidden in literally thousands of ready packed foods. A diet high in trans fatty acids is also a major risk factor for diabetes. Trans fats may actually promote muscle loss and could even increase your risk of cancer.

## THE TRANS FAT YOU NEED

However, at least one distant member of the trans fat family may actually be good for you. The compound in question - conjugated linoleic acid (CLA) - is a naturally occurring fat found primarily in beef and dairy products like milk, yoghurt, and cheese. Studies suggest that CLA may help people lose weight, as well as help fight off cancer, diabetes, and heart disease.

## WHAT YOU CAN DO...

Until companies start listing trans fats on their labels, here are some things you can do on your own to keep these fats out of the foods you eat.

- ◆ Check the ingredient list for the words "hydrogenated" or "partially hydrogenated."
- ◆ Watch out for misleading labels. Products that are cholesterol-free, low-cholesterol, free of saturated fat, or vegetarian can still contain trans fats. But if a label says a food is fat-free, it's also trans fat-free.
- ◆ Spread jam instead of margarine on toast.
- ◆ Cook with mustard, peanut or sesame oil, instead of margarine.
- ◆ Snack on baked chips or chips fried in oil instead of dalda.
- ◆ Order foods that are baked, broiled, or grilled - not fried.
- ◆ Skip the mayo when ordering a sandwich or burger. Pick mustard or ketchup instead.
- ◆ Blot oil from fried stuff as quickly as possible. Either spread the fries over a napkin or dump them into the bag your order came in and shake it around to absorb the excess grease.
- ◆ For dessert, choose ice cream, yoghurt, or sorbet over cakes, cookies, or mithai.

**Trans fats are so unhealthy that there is no safe upper limit of consumption.**

## *A Letter From a Father to his Little Son*

*Dear son,*

*It's been 20 months since you set foot into this world. When I held you for the first time in my arms at the hospital, your tiny hands were twitching and your eyes were shut tight. Your clenched fist reminded me of a science lesson that said to get an idea about the size of your heart, you should clench your fist. I could imagine the little heart throbbing inside you. The eternal miracle of birth. When it was my turn to witness it, I cried.*

*Before I married your mother, I used to debate one question endlessly with my friend, which is, "Is it really worth bringing another life into this world?" Especially when terror has become an ugly leitmotif in the canvas of our lives? When I switched on the TV that Wednesday night, the question of whether I was right in bringing you into this world haunted me again. This is my attempt at an answer. Call it catharsis.*

*I feel there are two ways to raise you. One is to wean you on cynicism... where you'll erect a sky-high wall in your mind and live your life pouring scorn on everything you see. This is one way of insulating yourself from fear... A kind of indifferent machismo.*

*The other way is to prepare you to live in the world. I can't imagine the world for you, son. But I can certainly show you the way to live in an uncertain world. Make a pact with yourself. Understand the following early on.*

*Life is precious and equally fragile. So every day is a gift. Get up early once in a while just to watch the sunrise. Stare at it intently and burn it in your memory. Be aware of every passing second. Look around you. There's a thin stalk of plant finding its place under the sun in a crevice on the wall of our apartment.*

*Appreciate mother's cooking. Praise it to heavens... Make it a habit to eat together as a family. No, make it a rule. Fall in love with nooks. Words will transport you to worlds far away. It will also keep you informed and prepared.*

*Follow your heart. The mind can waver but the heart seldom does. Respect your conscience. It's like a post-it note from God. When you grow up, seek a job you love. As you enter the world of careers and cocktails, you'll get sucked into a vortex called the rat race. Don't be overwhelmed. We're all human. But have the courage to step out of it. Nothing will be lost. Some illusions will shatter. Good riddance.*

*Money. It's important. But it has its place. Don't make the mistake of putting it right on top.*

*Find your love. Hold it dearly. Be a good husband. A patient father. Give your children space to make their mistakes. But hold them when they fall.*

*Speak up when you have to. Like this occasion. Whether we like it or not, we're living in a democracy. Sure it has its pitfalls. But don't forget the positives too. The real fight in a democracy is between remembering and forgetting. Go and vote. It's your chance to give shape to the kind of society you want to live in. Be alert. But try not to live in a state of fear.*

*If you were to get caught in a situation similar to what happened and should we lose you, then you will have left us with enough lovely memories for the remaining years. That will only happen if you start living every day like it is the last day of your life. Though it can never compensate your loss, at least we'll find strength in your love for life. Don't have regrets. They defeat the very purpose of life.*

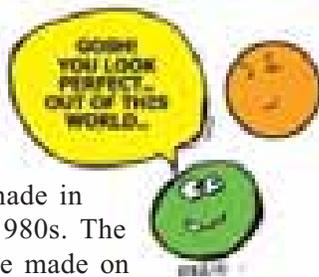
*Immersed as I am in work most of the time, this letter is also a wake-up call for me.*

*Love,*

*Dad*

## Famous First

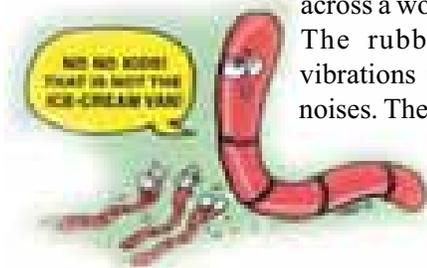
THE first industrial products to be manufactured in space were thousands of minute spheres made from liquid plastic. They were made in American space shuttles in the 1980s. The spheres were far superior to those made on Earth. On Earth, the pull of gravity on the materials and equipment causes tiny imperfections in the end product; the weightlessness in space helps to make the spheres geometrically perfect.



## Worm Grunting

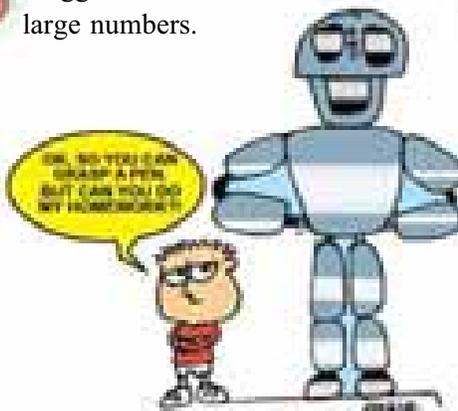
EARTHWORMS make excellent fishing baits but are messy and difficult to catch. The people of Sopchoppy, a tiny town in Florida, USA, have developed a technique called 'worm grunting', to collect the worms. They rub a piece of iron across a wooden stake in the ground.

The rubbing motion produces vibrations that sound like grunting noises. The earthworms are attracted to the sound, and wriggle to the surface in large numbers.



## Water Music

STEVE MANN, a professor at the University of Toronto, Canada, has created a unique musical instrument called the hydraulophone, that utilizes water to produce sound. Mann's invention comprises a hollow flute with jets of water spurting out from 12 holes. Each jet corresponds to a note on the musical scale. When the player's fingers come into direct contact with the hydraulic fluid i.e. water, a sound or 'tone' is produced. Unlike other musical instruments, hydraulophone players require no training.



## Tasty Cookbook

ONE of the creations that won the International Design Excellence Award recently, was a digital cookbook that allows a person to taste a recipe before trying it out. Called the Teaser Digital Cookbook, it was designed by two students: Scot Shim of Ohio university and Xi Calvin of Purdue university. The cookbook has a portable touch screen, a print system that prints out edible flavour strips and 18 flavour cartridges that recreate the taste of the dishes mentioned in the book.



## A House that Walks!

A team of Danish artists and American scientists have created a house that can actually walk. The house has six hydraulic legs. It can move over all

kind of terrains and in case of floods, it can simply walk away. The walking house is a little over three metres in height. It has a living room, kitchen, toilet and a bedroom, where there is a wooden stove and a computer to control the hydraulic legs. The house is solar and wind-powered and ideal for people who enjoy a nomadic lifestyle.



## Reem the Robot

REEM-8 is a humanoid robot that can walk dynamically, grasp objects, navigate within buildings, accept voice commands and also recognize faces. Four feet-ten-inches (1.4732m) in height, the robot is one of the most advanced in the world. It was made by Pal Technology Robotics.

## हिन्दी समन्वयकों का सम्मेलन 2013



### अध्यक्ष कार्यालय एवं पश्चिम क्षेत्र

दिनांक 14 व 15 फरवरी 2013 को अध्यक्ष कार्यालय एवं पश्चिम क्षेत्र के हिन्दी समन्वयकों का सम्मेलन जिन्जर होटल इंदौर में संपन्न हुआ। श्री के.एच. सुब्रमणियन, महा प्रबंधक (रिटेल) पश्चिम तथा अध्यक्ष राजभाषा कार्यान्वयन समिति (पश्चिम) ने सम्मेलन की अध्यक्षता की। इस अवसर पर पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय के संयुक्त निदेशक श्री डी.एस. रावत विशेष अतिथि के रूप में उपस्थित थे तथा श्री श्रीकान्त देसाई, उप महाप्रबंधक, प्रशासन, सीओ, श्री बी.एस.परमार, उप महाप्रबंधक एवं राज्य समन्वयक, रिटेल (पश्चिम), श्रीमती सुषमा जाधव, वरि.प्रबंधक हिन्दी निगमित, सीओ उपस्थित थे। पश्चिम क्षेत्र से कुल 50 समन्वयक तथा इंदौर लोकेशन के अनेक अधिकारीगण इस सम्मेलन में प्रतिभागियों के रूप में शामिल थे। इसके अलावा श्री रमण मलिक, प्रादेशिक प्रबन्धक, रिटेल भी उदघाटन समारोह के अवसर पर सभी प्रतिभागियों को शुभकामनाएँ देने के लिये उपस्थित थे।

### उत्तर क्षेत्र

दिनांक 20 मार्च, 2013 को मानेसर, हरियाणा में आयोजित हिन्दी समन्वयक सम्मेलन का उदघाटन श्री एस.बैनर्जी, महाप्रबंधक (रिटेल) एवं अध्यक्ष, राजभाषा कार्यान्वयन समिति, उत्तरी क्षेत्र ने किया। इस अवसर पर विभिन्न लोकेशनों से 45 समन्वयक उपस्थित थे। अपने उदघाटन भाषण के दौरान श्री बैनर्जी ने सभी उपस्थित समन्वयकों की हिन्दी के प्रति लगाव की सराहना की और कहा कि भविष्य में भारत पेट्रोलियम हिन्दी के माध्यम से अपने कारोबार को और अधिक ऊँचाईयों तक ले जायेगी। इस अवसर पर सभी तेल कंपनियों द्वारा बनाई गई पेट्रोलियम तकनीकी शब्दावली का विमोचन किया गया साथ ही हिन्दी के प्रचार-प्रसार हेतु 5 सूत्री कार्यक्रम सभी को दिया गया। इसके पश्चात सी डैक के माध्यम से श्री विपुल रस्तोगी ने कम्प्यूटर पर हिन्दी में काम करने के लिए 2 घंटे की कार्यशाला आयोजित की। अगले दिन अर्थात् 21.3.2013 को पेट्रोलियम मंत्रालय से संयुक्त निदेशक श्री डी.एस. रावत, गृह मंत्रालय (कार्यान्वयन) राजभाषा से श्री राकेश कुमार एवं सीओ, मुंबई से श्री श्रीकांत देसाई, उप महाप्रबंधक ने भेंट दी। श्री रावत ने नोएडा क्षेत्रीय

कार्यालय के राजभाषा कार्य की सराहना की। श्री रावत जी ने उत्तरी क्षेत्र में राजभाषा के प्रति किये गये कार्य की सराहना की तथा धारा 10 (4) के अन्तर्गत कार्यालयों को अधिसूचित कराने के लिए बधाई दी। उन्होंने श्री रामजी लाल, प्रबंधक (हिन्दी) उत्तर एवं जम्मू को, समिति के संयोजक द्वारा प्रशंसा पत्र दिये जाने पर भी बधाई दी। श्री रामजी लाल ने पिछली बैठक के कार्यवृत्त एवं जाँच बिन्दु पर चर्चा

की तथा समन्वयकों ने उनके लोकेशनों में हो रहे कार्य की जानकारी दी। श्री राकेश कुमार ने बताया कि भारत पेट्रोलियम के उत्तरी क्षेत्र में राजभाषा कार्य तेजी से बढ़ रहा है और अब गृह मंत्रालय को भेजी जानेवाली रिपोर्टें ऑन लाइन हो जायेगी। वर्ष 2012 के विजेताओं शील्ड एवं पुरस्कार वितरण के पश्चात धन्यवाद ज्ञापन सहित बैठक का समापन हुआ।



## मुंबई रिफाइनरी

राजभाषा हिन्दी को बढ़ावा देने के लिए मुंबई रिफाइनरी में निरंतर प्रयास किए जा रहे हैं। इसमें सबसे महत्वपूर्ण योगदान देनेवाले हिन्दी समन्वयक वर्ष के अंत में विभाग में हुए कार्यों की प्रस्तुति करते हैं। 11 मार्च, 2013 को मुंबई रिफाइनरी के हिन्दी समन्वयकों का सम्मेलन आयोजित किया गया। सम्मेलन का उद्घाटन श्री आर.आर. नायर, उप महाप्रबंधक, प्रभारी (मा.सं.) मुंबई रिफाइनरी ने किया। इस अवसर पर श्री एल.टी.वैती, मुख्य प्रबंधक (ई आर) मुंबई रिफाइनरी तथा श्रीमती सुषमा जाधव, वरिष्ठ प्रबंधक (हिन्दी) कॉर्पोरेट भी उपस्थित थे।

सम्मेलन में प्रत्येक विभाग के समन्वयकों ने पॉवर पॉइंट प्रेजेंटेशन के जरिए विभाग में हुए कार्यों की जानकारी दी। इसके आधार पर सर्वोत्तम हिन्दी कार्यान्वयन के लिए टेक्नोलॉजी एवं पी एण्ड ए विभाग को पुरस्कार दिए गए। हिन्दी कॉर्पोरेट कार्यालय की ओर से अग्नि एवं सुरक्षा विभाग को मुंबई रिफाइनरी में सर्वोत्तम हिन्दी कार्यान्वयन करने के लिए प्रशंसापत्र देकर नवाजा गया।



## दक्षिण क्षेत्र

दक्षिण क्षेत्र में दिनांक 7 एवं 8 फरवरी 2013 को राजभाषा समन्वयकों की बैठक एवं राजभाषा रोलिंग ट्रॉफी वितरण समारोह हिन्दी कक्ष, दक्षिण द्वारा लर्निंग सेंटर, दक्षिण क्षेत्रीय कार्यालय चेन्नै में आयोजित किया गया। सुश्री. जानकी आहुजा, उप निदेशक, राजभाषा, पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय मुख्य अतिथि के रूप में उपस्थित थीं। समारोह प्रार्थना गीत एवं दीप प्रज्वलन के साथ आरंभ हुआ। श्री एस के महेन्द्रू, मुख्य प्रबंधक (इनफ्रास्ट्रक्चर) रिटेल एवं राजभाषा समन्वयक, दक्षिण ने सभी उपस्थित वरिष्ठ अधिकारीगणों एवं राजभाषा समन्वयकों का स्वागत किया। सुश्री सुषमा जाधव, वरिष्ठ प्रबंधक, राजभाषा निगमित ने राजभाषा नियम और अधिनियम एवं कॉर्पोरेट हिन्दी कार्यान्वयन के बारे में बताया। सुश्री एम एस मैथिली, सहायक प्रबंधक, हिन्दी एवं लोकेशन के 2 समन्वयकों ने राजभाषा गतिविधियों पर प्रस्तुतीकरण दिया। सुश्री जानकी आहुजा जी, उप निदेशक, राजभाषा, पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय ने अपने अभिभाषण में राजभाषा के आवश्यक मुद्दों के बारे में संबोधित किया। विभिन्न लोकेशनों को उत्तम हिन्दी कार्यान्वयन के लिए राजभाषा रोलिंग ट्रॉफी प्रदान कर सम्मानित किया गया। हिन्दी समन्वयकों को विशेष पुरस्कार प्रदान किये गये। धन्यवाद ज्ञापन के साथ समारोह समाप्त हुआ।



## कोच्चि रिफ़ाइनरी

कोच्चि रिफ़ाइनरी के राजभाषा कार्यान्वयन कार्यकलापों के भाग के रूप में दिनांक 22 मार्च 2013 को इंद्रिया बीच रिसोर्ट, चेराई में कोच्चि रिफ़ाइनरी राजभाषा समन्वयक सम्मेलन आयोजित किया गया। राजभाषा समन्वयकों के बीच विचारों के आदान प्रदान में मदद करने और कोच्चि रिफ़ाइनरी में बेहतर राजभाषा कार्यान्वयन में तालमेल लाने के उद्देश्य से यह सम्मेलन आयोजित किया गया। कोच्चि रिफ़ाइनरी के राजभाषा कार्यान्वयन समिति के सदस्य और राजभाषा समन्वयकों ने इस सम्मेलन में भाग लिया। श्री एस विजयकुमार, महाप्रबंधक (मानव संसाधन) ने सम्मेलन का परंपरागत रूप से दीप प्रज्वलन कर उदघाटन किया। श्रीमती शोभा एल, शाखा प्रबंधक, कॉर्पोरेशन बैंक, इडपल्लि, कोच्चि और श्रीमती सुषमा जाधव, वरिष्ठ प्रबंधक (हिंदी) निगमित, बीपीसीएल, इस कार्यक्रम में संकाय रहीं। श्रीमती गिरिजा वी आर, उप प्रबंधक (राजभाषा) द्वारा कृतज्ञता ज्ञापन के साथ बैठक समाप्त हुई।



**विश्वास वह यक्षी है जो प्रभात के पूर्व अंधकार में ही प्रकाश का अनुभव करता है और गाने लगता है।**

**- रवींद्रनाथ ठाकुर**

## पूर्वी क्षेत्र

पूर्वी क्षेत्र के हिन्दी समन्वयकों का सम्मेलन एवं राजभाषा कार्यान्वयन समिति, पूर्व की विशेष बैठक का आयोजन दिनांक 4-5 मार्च, 2013 को राँची में श्री के.पी. चॉन्डी महाप्रबंधक(रिटेल) एवं अध्यक्ष, राजभाषा कार्यान्वयन समिति, पूर्व की अध्यक्षता में किया गया। इस सम्मेलन में उप-महाप्रबंधक, मुख्य प्रबन्धक एवं हिन्दी समन्वयकों सहित लगभग 52 प्रतिनिधियों ने हिस्सा लिया। राँची के प्रादेशिक प्रबन्धक श्री देवाशीष पालित ने सभी का स्वागत किया तथा श्री उपेन्द्र मिश्र, प्रबन्धक (हिन्दी) ने सम्मेलन का संचालन किया।

4 मार्च को राष्ट्रीय सुरक्षा दिवस होने के कारण " सुरक्षा शपथ" हिन्दी में दिलाई गई एवं हिन्दी माध्यम से सुरक्षा से संबंधित प्रस्तुतीकरण भी दिया गया। बैठक में हिन्दी कार्यान्वयन को बढ़ाने के विभिन्न उपायों पर चर्चा की गई एवं ठोस निर्णय लिए गए। लोकेशनों/ विभागों द्वारा हिन्दी कार्यान्वयन संबंधी प्रस्तुतीकरण भी दिया गया। हिन्दी में श्रेष्ठ कार्य करनेवाले लोकेशनों को राजभाषा ट्रॉफी, 2012-13 तथा पुरस्कार प्रदान किए गए। हिन्दी सॉफ्टवेयर " इंडिक" का प्रशिक्षण भी दिया गया। बैठक में मुख्य अतिथि श्री बी.एन. पाण्डेय, उप-निदेशक राजभाषा कार्यान्वयन, राजभाषा विभाग ( गृह मंत्रालय) (पूर्व) ने विश्व स्तर पर हिन्दी की भूमिका एवं हिन्दी के महत्त्व पर अपने सारगर्भित विचार व्यक्त किए।



## राष्ट्रीय सुरक्षा सप्ताह



**बज बज इन्स्टलेशन** में 42 वें सुरक्षा सप्ताह का आयोजन सभी के सहयोग से सम्पन्न हुआ। इस अवसर पर अनेक कार्यक्रम आयोजित किए गए जैसे सेफ्टी स्लोगन प्रतियोगिता, सुरक्षा पोस्टर प्रतियोगिता, सुरक्षा क्विज कॉन्टेस्ट, अंतर्विभागीय फायर ड्रिल प्रतियोगिता। सुरक्षा सप्ताह के अवसर पर, फायर सर्विसेस ट्रेनिंग सेंटर, एयरपोर्ट अथॉर्टी ऑफ इंडिया, के कोलकाता में लाइव फायर में प्रशिक्षित बज बज के 14 श्रमिकों को प्रमाण पत्र दिया गया। सुरक्षा सप्ताह के अंतिम दिन, इन्स्टलेशन प्रबंधक श्री सुशील कुमार ने सभी विजेताओं को पुरस्कार दिये और समापन भाषण में सभी कर्मचारियों को सुरक्षा नियमावली पालन करने का आह्वान किया।



**एमआरटी** में दिनांक 4 से 9 मार्च 2013 के दौरान सुरक्षा सप्ताह मनाया गया। सुरक्षा सप्ताह के उपलक्ष्य में आयोजित विभिन्न कार्यक्रमों में ठेका वर्कमैन, ठेकेदार एवं एमएमबीपीएल एवं लैब के स्टाफ ने भाग लिया। सुरक्षा शपथ के साथ कार्यक्रम शुरू हुआ। श्री कुलदीप माने ने सभी का स्वागत कर कार्यक्रम की जानकारी दी। श्री कपिल राजोरिया ने दैनंदिन परिचालन में सुरक्षा का महत्व बताया। इस दौरान सुरक्षा पर प्रश्नमंच, तत्कालिक भाषण प्रतियोगिता, डीसीएमपी मॉक ड्रिल, तथा कंपनी स्टाफ और ठेकेदार के कर्मचारियों के लिए अग्निशमन पर प्रशिक्षण का आयोजन किया गया। अग्निशमन प्रशिक्षण में पाँच टीमों ने भाग लिया। फायर ड्रिल के बाद सभी टीमों के निष्पादन का विश्लेषण किया गया तथा सुधार के क्षेत्रों पर चर्चा की गई। उप प्रबंधक (परिचालन) एमआरटी श्री टी.वी.जयराम ने आभार प्रदर्शन किया। ड्राईवर्स को उत्पाद के प्रेषण में उनका सहयोग बढ़ाने के लिए उनके विचार तथा सुझावों पर एक पारस्परिक चर्चासत्र के बाद कार्यक्रम समाप्त हुआ।

**सुल्तानपुर एलपीजी टेरिस्ट्री** में 42 वें राष्ट्रीय सुरक्षा दिन/सप्ताह 4 मार्च से 9 मार्च, 2013 तक पूरे उत्साह और उत्सुकता से मनाया गया। "राष्ट्रीय सुरक्षा सप्ताह" को शानदार सफलता दिलाने के लिए सभी स्टाफ, सुरक्षा कर्मचारी, पीसीवीओ कर्मि-दल और कॉन्ट्रैक्ट लेबर ने विभिन्न गतिविधियों में भाग लिया। इस मौके पर सुल्तानपुर एलपीजी टेरिस्ट्री के टीएम श्री अमित नरूला ने उपस्थित रहकर कार्यक्रम की शोभा बढ़ाई। सप्ताह के दौरान सुरक्षा शपथ, पीसीवीओ कर्मिदल, कॉन्ट्रैक्ट लेबर, सुरक्षा कार्मिकों, एवं डिलिवरी मेन को सुरक्षा प्रशिक्षण दिया गया। अमेठी के फायर स्टेशन अधिकारी द्वारा सुरक्षा जागरूकता कार्यक्रम, सुरक्षा स्लोगन और होस हैण्डलिंग प्रतियोगिताएं भी आयोजित की गईं।



## आपदा नियंत्रण प्रबंधन योजना

आपदा नियंत्रण प्रबंधन योजना के अनुसार **शिवड़ी बेंजीन इन्स्टलेशन** में 20 मार्च 2013 को अर्धवार्षिक मॉक ड्रिल आयोजित की गई। सभी आपसी सहायक सदस्य जैसे बीपीसीएल मुंबई रिफाइनरी, आईओसीएल, एचपीसीएल, गोदरेज, कैस्ट्रॉल और एमबीपीटी अपने लोगों और उपकरणों सहित इसमें शामिल हुए। राज्य विभाग, जैसे औद्योगिक सुरक्षा और स्वास्थ्य विभाग के पर्यवेक्षक भी मौजूद थे। कुछ डीलर और उनके स्टाफ भी आमंत्रित किए गए थे। क्योंकि ये सारी बातें, रिटेल आउलेट स्तर पर सुरक्षा जागरूकता और तैयारियों की दृष्टि से काफी महत्वपूर्ण होती हैं। फायर चीफ श्री गोपाल कृष्णन, सीआईएम प्रभारी शिवड़ी इन्स्टलेशन के निर्देश में सभी तीन दल अग्नि शमन, सहायक तथा राहत दलों ने अग्नि शमन में समान रूप से भाग लिया। बेज्जिन पंप हाउस मैनीफोल्ड में एमएस पाइपलाइन के ऊपर वॉल्व में आग लगने का कल्पित सीन बनाया गया था। सभी आपसी सहयोग सदस्यों ने आपसी तालमेल और समय पर सभी अग्निशमन उपकरणों के बेहतर रूप से काम करने की प्रशंसा की। प्रबंधक एचएसएसई (प) श्री राजेश शेगोकर ने अपने अवलोकन में सही ढंग से ड्रिल करने की प्रशंसा की।

**मनुष्य का सबसे बड़ा यदि कोई शत्रु है तो वह है उसका अज्ञान।**

- चाणक्य

**क्रोध ऐसी आँधी है जो विवेक को नष्ट कर देती है।**

- अज्ञान

## डीसीएमपी ड्रिल



नोएडा क्षेत्रीय कार्यालय में 12 मार्च, 2013 को डीसीएमपी ड्रिल आयोजित की गई। संबंधित मंजिलों तथा समग्र भवन की भूमिकाएं पूर्ण-निर्धारित थीं जो बैठकों और कोर समितियों की बैठकों में तय की गई थीं। अद्यतन फायर ऑर्डर, परिसरों की प्रधान जगहों पर प्रदर्शित किए गए थे। अंतिम डीसीएमपी ड्रिल तक केवल बीपीसीएल के पदाधिकारी ही सम्मिलित थे। इस साल से आईएफएम टीम की प्रमुख सहभागिता सुनिश्चित की गई है। नोएडा के फायर विभाग फायर टेंडर और हाइड्रॉलिक राहत मशीन से लैस होकर पहुँचे। फायर टेंडर आग पर काबू पाने के लिए भवन की अग्निशमन सुविधाओं से समन्वयन साध रहे थे। कर्मचारियों ने पूरी प्रक्रिया को नजदीक से देखा। राहत प्रदर्शन के बाद बीपीसीएल के फायर फाइटर्स और फायर ब्रिगेड नोएडा टीम द्वारा संयुक्त रूप से अग्नि शमन अभ्यास कराए गए। एम्बुलेंस और पुलिस दोनों ने अपनी भूमिका समय पर निभाई और मुख्य समन्वयक श्री. एम. एम. चावला तथा उप मुख्य समन्वयक श्री. यू. सी. उपाध्याय ने पूरी घटना की समीक्षा की।

26 मार्च 2013 को पियाला इन्स्टलेशन में डीसीएमपी ड्रिल आयोजित की गई। श्री बलराज सिंह, उपायुक्त, फरीदाबाद इस मौके पर मुख्य अतिथि के रूप में



मौजूद थे। पियाला इन्स्टलेशन ने काफी प्रभावी प्रस्तुतीकरण रखा। ड्रिल के उपरान्त समीक्षा में उन्होंने हमारी अग्नि शमन सुविधाओं और दलों के आपसी तालमेल की प्रशंसा की। उन्होंने समझाया कि आग से लड़ते समय शारीरिक चुस्ती - फुर्ती महत्वपूर्ण होती है।

बोरखेड़ी डिपो में 5 फरवरी 2013 को डीसीएमपी ड्रिल आयोजित की गई। यह ड्रिल टैंक फार्म एरिया में आयोजित की गयी और यह संशोधित आपातकालीन योजना पर आधारित थी। गणमान्य व्यक्तियों ने प्रतिक्रिया के समय, फोम



क्वालिटी, एमईएफबी यूसेज, अधिकारियों का रिपोर्टिंग टाइम और समय के तालमेल की प्रशंसा की। इस दौरान दिए गए सुझाओं को कार्यान्वित किया जाएगा। डीसीएमपी के सभी एसबीयू सदस्यों ने इस ड्रिल में भाग लिया।

## रिक्तीकरण ड्रिल

एचआरएस (पूर्व) ने 13.02.13 को पश्चिम बंगाल फायर सर्विस के विशेषज्ञों की निगरानी में ईआरओ में "रिक्तीकरण ड्रिल पर प्रशिक्षण" आयोजित किया। इसी दिन इनकी देखे-रेख में "रिक्तीकरण ड्रिल" 4 मिनट से भी कम समय में पूरी कर ली गई। इसमें फ्लोर कोऑर्डिनेटर्स, डीसीएमपी टीम सदस्य और ईआरओ के सभी स्टाफ ने बेहतरीन सहायता पदान की। श्री पी के मुखर्जी, उपमहाप्रबंधक (संभार-तंत्र), रिटेल पूर्व, श्री पी के रामनाथन आरएलएम पूर्व, श्री एस बेग, टीम पूर्व और श्री आर आर मंडल मुख्य इंजीनियर पूर्व ने रिक्तीकरण ड्रिल की प्रशंसा करते हुए अपने मूल्यवान सुझाव दिए।

## सुरक्षा जागरूकता कार्यक्रम



21-03-13 कोचि रिफाइनरी में टैंकर ट्रकों के ड्राइवरों और क्लीनरों के लिए एक जागरूकता कार्यक्रम आयोजित किया गया। इसमें रिफाइनरी से विभिन्न उत्पादों का परिवहन करनेवाले 150 से अधिक ड्राइवरों और क्लीनरों तथा ट्रेड युनियन प्रतिनिधियों ने हिस्सा लिया। श्री एम.हरीदास, मुख्य सुरक्षा अधिकारी तथा श्री एमपी जयन, सीएम (ओएम एवं एस) की उपस्थिति में श्री के.डी.डेमियन ग्रेशियस, डीजीएम (एफ एवं एस) ने इस सत्र का उद्घाटन किया। श्री आर कुमार, एसएम (एफ एवं एस) ने पेट्रोलियम उत्पादों के परिवहन की सुरक्षा पहलुओं के बारे में बताया और श्री वी के सुगथल (वरिष्ठ सुरक्षा अधिकारी) ने दर्शकों को औद्योगिक सुरक्षा के विभिन्न पहलुओं से अवगत कराया।

## सुरक्षित ड्राइविंग कार्यशाला

जालंधर टीओपी में सुरक्षित ड्राइविंग पर एक कार्यशाला का 16.02.2013 को आयोजन किया गया। यह कार्यशाला जालंधर ट्रैफिक पुलिस द्वारा आयोजित की गई। इसमें सड़क सुरक्षा से संबंधित समस्त नियमों की जानकारी दी गई एवं सुरक्षित ढंग से टैंक लॉरी चलाने के उपाय बताए गए। इस कार्यक्रम में लगभग 100 चालकों एवं सहचालकों ने भाग लिया।



## मॉक बॉम्ब ड्रिल



श्री रणजीतसिंह आर. सिंघल, पुलिस इंस्पेक्टर, विशेष परिचालन दल ने दिनांक 01.03.2013 को पूर्व सूचना दिए बगैर **सिद्धपुर टीओपी** का दौरा किया। उनके साथ चर्चाओं के पश्चात, संदेहास्पद बम का दृश्य घोषित किया गया। इसका उद्देश्य था तेल संस्थापन में संदेहास्पद बम से निपटने की तैयारी एवं प्रतिक्रिया का मूल्यांकन करना। यदि उचित तरीके से स्थिति संभाली नहीं गई तो बहुत ही अनर्थ हो सकता था। जीवन एवं सम्पत्ति की सुरक्षा करने तथा कर्मचारियों को जानकारी देने के लिए यह व्यवस्था की गई। इससे जिला प्रशासन के तहत विभिन्न विभागों में समन्वयन भी जांची गई जैसे कि पुलिस, आपदा प्राधिकारी, यातायात, अस्पताल, अग्नि एवं परस्पर सहायता सदस्य।

दृश्य यह था कि बीपीसीएल स्टाफ के एक सदस्य ने टीएलएफ गैन्ट्री के निकट बाग के कूड़ेदान में एक संदेहास्पद वस्तु देखी। पुलिस नियंत्रण कक्ष, पाटन को डिपो में पाए गए बम की तुरंत सूचना दी गई। तत्काल वांछित सहायता के लिए विभिन्न जिला प्राधिकारियों को सूचित किया गया जैसे कि पुलिस, आपदा प्राधिकारी, जिला अग्निशमन, पारस्परिक सहायता साझेदार, सिविल अस्पताल एवं आपात प्रतिक्रिया दल।

सबसे पहले आवश्यक सहायता के लिए दो आईओसीएल अधिकारी अपने बचाव दल के साथ आए। तत्पश्चात, स्थानीय पुलिस ने हमारे डिपो में आकर पूर्ण इलाका घेर लिया और जिला प्रशासन को स्थिति की जानकारी दी। बम निरोधक दस्ता बुलाया गया और टैंक फार्म क्षेत्र के निकट बिजली की आपूर्ति काट दी गई। स्थल के पास अग्निशमन उपकरण रखा गया।

इलाका घेरने के पश्चात डिपो में दो म्युनिसिपल फायर टैंडर पहुँचे जिसके बाद सिविल अस्पताल का चिकित्सा राहत दल दो एम्बुलेंस लेकर आए। एक घंटे के पश्चात, बम निवारण दस्ता खोजी कुत्ते लेकर आया और स्थान तथा बाग में रखे हुए कूड़ादान की तलाशी एवं जाँच की गयी। उन्होंने यह भी देखा कि इस स्थान के निकट एक साइकिल खड़ी थी जिस पर एक थैली थी। उन्होंने मेटल डिटेक्टरों एवं खोजी कुत्तों की सहायता से साइकिल की तलाशी शुरू की। पूरा इलाका जांचने के बाद घोषित किया गया कि कोई बम नहीं पाया गया।

बीपीसीएल स्टाफ सहित सभी जिला अधिकारियों ने बाग के निकट संदेहास्पद बैग और सायकल की वजह जानने और संदेहास्पद घुसखोर का पता लगाने के लिए सीसीटीवी फुटेज देखने का निर्णय लिया। सभी ने सीसीटीवी फुटेज देखा और मुख्य बातें नोट कीं।

अंत में श्री रणजीतसिंह आर.सिंघल, पुलिस इंस्पेक्टर, विशेष परिचालन दल, पाटन जिला ने जिला प्राधिकारियों को बताया कि यह असली दृश्य नहीं, बल्कि गोपनीय बनावटी ड्रिल था जिससे बम खतरे के मामले में जिला प्राधिकारियों की प्रतिक्रिया एवं तैयारी आंकी जा सके। उन्होंने डिपो के बाहर इकट्ठा हुए स्थानीय न्यूज मीडिया को भी बताया कि यहाँ बम का कोई खतरा नहीं था बल्कि हमारे प्रशासन एवं परस्पर सहायता सदस्यों की तैयारी जाँचने के लिए किया गया बम खतरा बनावटी ड्रिल था। जिला प्राधिकारियों के साथ की गई चर्चाओं के पश्चात डिपो का सामान्य परिचालन शुरू हुआ। तत्पश्चात, आसूचना ब्यूरो के श्री ए.बी.मलिक ने स्थल को भेंट देकर जिला प्रशासन की प्रतिक्रिया संबंधी हमारे अवलोकन नोट किए।

## आओ तैयार रहें



**न्यू जलपाईगुडी टीओपी** में 20.2.2013 को कॉन्ट्रैक्ट लेबर और सुरक्षा गार्डों के लिए अग्नि-शमन उपकरणों के रखरखाव और परिचालन पर एक सुरक्षा प्रशिक्षण आयोजित किया गया। इसमें एससीबीए तथा फायर प्रॉक्सिमिटी सूट का इस्तेमाल, 10 कि.ग्रा. डीसीपी अग्निशमन यंत्र का परिचालन, विभिन्न नोज़लों का इस्तेमाल, फायर इंजिन/फायर पंप का परिचालन, डिपो में उपलब्ध विभिन्न अग्निशमन सुविधाओं की व्याख्या जैसी बातों का प्रशिक्षण दिया गया। इस प्रशिक्षण से न केवल प्रतिभागियों के ज्ञान में वृद्धि हुई बल्कि कुछ नए आए सुरक्षा कर्मचारियों को भी नई जानकारी प्राप्त हुई।

**देवनगौठी इंस्टलेशन** में 4 मार्च 2013 को नाना प्रकार के कार्यक्रम आयोजित कर सुरक्षा दिन मनाया गया। "कार्यस्थान पर सुरक्षा और स्वास्थ्य सुनिश्चित करने के लिए मिलकर काम करने" का संदेश प्रचारित किया गया। सुरक्षा स्लोगन, सर्वोत्तम टैंकलॉरी कू पीसीवीओ तथा डीलर दोनों श्रेणियों को पुरस्कृत किया गया। साथ ही पुरुष एवं महिला दोनों श्रेणियों में कार्य अनुशासन तथा सुरक्षित वर्कर पुरस्कार भी प्रदान किए गए। मुख्य प्रबंधक क्यूए श्री नरसिंहन और प्रबंधक क्यूए द.क्षे. श्री समीर सरकार ने अन्य पदाधिकारियों की उपस्थिति में पुरस्कार वितरित किए।



## विश्व किडनी दिवस

किडनी की संगीन एवं पुरानी समस्याओं के बारे में जागरूकता लाने तथा बचाव, तुरंत अभिज्ञान और इलाज के लिए हर साल मार्च महीने का दूसरा गुरुवार विश्व किडनी दिवस के रूप में मनाया जाता है। इस वर्ष की थीम थी "किडनी की समस्याओं से बचें" कर्मचारियों में जागरूकता लाने के लिए **मुंबई रिफाइनरी** में 14 मार्च 2013 को डॉ. असीम थाम्बा, कन्सल्टन्ट नेफ्रोलॉजिस्ट, कोहिनूर अस्पताल द्वारा "संगीन किडनी इंजरी" पर एक स्वास्थ्य व्याख्यान आयोजित किया गया।

श्री एम.डी.अग्रवाल, महाप्रबंधक, आईएस ने अपने उद्घाटन भाषण में किडनी के कार्य का महत्व बताया और यह बताया किस प्रकार सामान्य संसर्गों से किडनी क्षतिग्रस्त हो सकती है। उन्होंने चिकित्सा केन्द्र द्वारा अनेकों स्वास्थ्य प्रोत्साहन कार्यक्रम चलाये जाने की प्रशंसा की। डॉ.असीम थाम्बा ने किडनी की बनावट और किडनी की आम समस्याओं पर प्रकाश डाला और डायलिसिस के विभिन्न

तरीकों के बारे में बताया। इसके पश्चात, सुश्री रश्मि मधोलकर, सीनियर डाएटिशियन, कोहिनूर अस्पताल ने व्याख्यान दिया जिसमें उन्होंने स्वस्थ किडनी के लिए आहार एवं पोषण का महत्व समझाया। दर्शकों ने उत्साहपूर्वक कई प्रश्न पूछे और दोनों व्याख्याताओं ने उनके संतोषजनक उत्तर दिए।



## एड्स जागरूकता कार्यक्रम

सामाजिक दायित्व का पालन करते हुए मनमाड में पीसीवीओ कर्मि दल के लिए एड्स के प्रति जागरूक बनने संबंधी कार्यक्रम आयोजित किया गया। करुणा हॉस्पिटल से आए डॉ. श्रीधर जगताप, सिस्टर टेरेसा और हेड नर्स ने सरल भाषा में कार्यक्रम संचालित किया और टीएम (मनमाड) श्री संजीव गुप्ता ने भी पीसीवीओ कर्मि दल का मनोबल बढ़ाया। मूलतः उन्हे यह समझाया गया कि यह बीमारी असाध्य नहीं है यदि प्राथमिक अवस्था में इसका पता चल सके।



## तंदुरुस्ती की रक्षा



दुर्गापुर

**दुर्गापुर एलपीजी** प्लांट और राजबंध टीओपी के कर्मचारियों के लिए फोर्टिस हॉस्पिटल, कोलकाता के सौजन्य से 05.02.13 को हितलाभ प्रशासन पूर्व द्वारा स्वास्थ्य जागरूकता कार्यक्रम आयोजित किया गया। डॉ. आशीष नंदी परामर्शक एवं एचओडी, आपातकालीन सेवाएं फोर्टिस हॉस्पिटल कोलकाता और सुश्री मीता शुक्ला आहार विशेषज्ञ, फोर्टिस हॉस्पिटल, कोलकाता ने इस कार्यक्रम में स्वास्थ्य संबंधी अनेक जानकारियाँ दीं और जीवन शैली / आहार एवं खाद्य की आदतों तथा व्यायाम के फायदों के बारे में बताया। टीसी (एलपीजी) दुर्गापुर श्री मानवाशीष मुखर्जी तथा प्रबंधक ऑप्स प्रभारी, राजबंध टीओपी श्री के श्रीनिवासुलु भी अन्य अधिकारियों के साथ मौजूद थे।



राजबंध

## विश्व कर्क दिवस

**मुंबई रिफाइनरी** ने 4 फरवरी, 2013 को विश्व कैंसर दिवस के उपलक्ष्य में एक चर्चा आयोजित की। इसमें रहेजा फोर्टिस अस्पताल के सलाहकार हेमाटोलॉजिस्ट और ऑन्कोलॉजिस्ट डॉ. अविनाश देव आमंत्रित किए गए थे। उन्होंने इस रोग से संबंधित ज्ञानप्रद बातें बताने के साथ साथ ऐसे कार्यक्रम आयोजित किए जाने के अधिकतम लाभ उठाने की अपील की। स्वास्थ्य चर्चा के अलावा 4 और 6 फरवरी को दो दिवसीय कैंसर स्क्रीनिंग कैम्प भी आयोजित किया गया। इसमें कुल 145 कर्मचारियों का परीक्षण किया गया।

**कर्म, ज्ञान और भक्ति का संगम ही जीवन का तीर्थ राज है।**

**-दीनानाथ दिनेश**

## महत्वपूर्ण दौरा



दिनांक 17.02.2013, **मुगलसराय संस्थापन** के लिए बड़ा ही सौभाग्यपूर्ण दिवस था, इस दिन संयुक्त सचिव(रिफाइनेरीज), पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय, भारत सरकार, श्री एल.एन.गुप्ता ने संस्थापन का दौरा किया। इनके साथ ओआईएसडी के डाइरेक्टर (मार्केटिंग) श्री डी.के.अधिकारी भी उपस्थित थे। इनका स्वागत उप-महाप्रबंधक (परिचालन)-नॉर्थ श्री सुमंत कुमार, प्रादेशिक प्रबंधक(रिटेल)-वाराणसी तथा वरिष्ठ संस्थापन प्रबंधक श्री सी.पी. सिंह ने किया। श्री एल.एन.गुप्ता ने संस्थापन के दौरे के दौरान सुरक्षा संबंधी कई उपकरणों को चलवाने का निर्देश दिया, इन उपकरणों के संतोष जनक परिचालन पर उन्होंने उपकरणों के रखरखाव तथा संस्थापन में सफाई व्यवस्था की भूरी भूरी प्रशंसा की। संयुक्त सचिव (रिफाइनेरीज) द्वारा मुगलसराय संस्थापन में पौधा रोपण भी किया गया।

**हजार योद्धाओं पर विजय याना आसान है, लेकिन जो अपने ऊपर विजय पाता है वही सच्चा विजयी है।**

**- गौतम बुद्ध**

## भावनात्मक क्षण

**पियाला एलपीजी संयंत्र** के लिए 1.2.2013 का दिन काफी भावनात्मक रहा जब श्री भाऊसाहेब भंवर, महाराष्ट्र के हसनाबाद गाँव से सामाजिक बुराईयों के खिलाफ जन जागरण के लिए पियाला एलपीजी संयंत्र आए। श्री भाऊ साहेब भंवर सन 1993 से साइकिल पर राष्ट्रव्यापी दौरे पर निकले हैं और राष्ट्रीय एकात्मता, साम्प्रदायिक सद् भाव तथा दहेज प्रथा एवं स्त्री भ्रूण हत्या के उन्मूलन के लिए जनता को जागरूक बनाने में अपना समय और अपनी ऊर्जा समर्पित कर रहे हैं। उन्होंने प्लांट के स्टाफ, ड्राइवर्स और कॉन्ट्रैक्ट लेबर्स को संबोधित किया और सभी से पुरानी रूढ़ियों को तोड़ कर आगे बढ़ने का संदेश दिया। पियाला संयंत्र के स्टाफ ने भी इच्छापूर्वक श्री भंवर की आर्थिक मदद के लिए अपने हाथ खोल दिए ताकि समाज को इन बुराईयों से उबारने के लिए किए जा रहे इस प्रशंसनीय कार्य का मिशन पूरा हो सकें।



## हिन्दी इंडिक सॉफ्टवेयर प्रशिक्षण

हिन्दी कक्ष पश्चिम द्वारा दिनांक 28.02.2013 को मुंबई टेरिटीरी, एलपीजी एवं आईएंडसी तथा एमएमपीएल,चेम्बुर कार्यालय के सभी अधिकारियों तथा कर्मचारियों के लिए हिन्दी इंडिक सॉफ्टवेयर का इंस्टलेशन एवं प्रयोग के संबंध में प्रशिक्षण दिया गया। इस अवसर पर सहायक प्रबंधक, हिन्दी (पश्चिम) श्री विद्याधर जोग ने इंडिक सॉफ्टवेयर के प्रयोग से हिन्दी में पत्राचार, हिन्दी में ईमेल, ऑनलाइन हिन्दी प्रबोध,प्रवीण, प्राज्ञ परिक्षाओं के संबंध में प्रशिक्षण, प्रोत्साहन योजना हिन्दी की अन्य गतिविधियां आदि के बारे में सभी उपस्थितों को अवगत कराया। प्रशिक्षण कार्यक्रम में कुल 30 अधिकारी एवं कर्मचारियों ने सहभाग लिया।

प्रतियोगिता को सफल बनाने में श्री सुनील शर्मा, वरिष्ठ प्रबंधक को ऑर्डिनेशन (औद्योगिक) आईएंडसी ने विशेष सहयोग प्रदान किया और सभी उपस्थितों को हिन्दी में कार्य करने के प्रति प्रोत्साहित किया। अपने संदेश पर भाषण में प्रादेशिक प्रबंधक (एलपीजी) श्री सुखमल जैन ने सभी उपस्थित सदस्यों को हिन्दी का सॉफ्टवेयर तुरंत ही लोड करा कर तेजी के साथ हिन्दी का कार्य आरंभ करने का अनुरोध किया। प्रादेशिक प्रबंधक (आईएंडसी) श्री इंद्रजीत मजूमदार ने संसदीय राजभाषा समिति, पेट्रोलियम मंत्रालय एवं राजभाषा विभाग आदि द्वारा किए जाने वाले निरीक्षण संबंधी जानकारी दी।

हिन्दी समन्वयक सुश्री चंद्रिका गिरि, प्रबंधक, एलपीजी एवं श्री परिवेश बाथम, प्रबंधक,आईएंडसी ने इस अवसर पर सभी कम्प्यूटरों पर इंडिक इन्स्टलेशन 15 दिनों के अंदर पूरा करने का ऐलान कर सभी कर्मचारियों व अधिकारियों को हिन्दी में कार्य करने के लिए प्रेरित किया। श्री तरुण कुमार, प्रबंधक, विपणन (को-बंकरिंग) ने यह कार्यक्रम आयोजित कर हिन्दी की महत्वपूर्ण जानकारी देने के लिए हिन्दी कक्ष पश्चिम को धन्यवाद दिया और सभी उपस्थितों से हिन्दी में कार्य शुरू करने का अनुरोध कर कार्यक्रम समाप्ती की घोषणा की गयी।

## "पेट्रो प्लस हिन्दी विशेषांक" की सराहना

**हिन्दी कक्ष (पश्चिम)** द्वारा बनाई गई हिन्दी गृह पत्रिका "पेट्रो प्लस" की सराहना करते हुए श्री डी.एस. रावत, संयुक्त निदेशक, पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय ने श्री के.एच. सुब्रमणियन, महा प्रबंधक (रिटेल) पश्चिम तथा अध्यक्ष राजभाषा कार्यान्वयन समिति (पश्चिम), श्री श्रीकान्त देसाई उप महाप्रबंधक, प्रशासन, सीओ, श्री बी.एस.परमार, उप महाप्रबंधक एवं राज्य समन्वयक, रिटेल (पश्चिम) श्रीमती सुषमा जाधव, वरि.प्रबंधक हिन्दी निगमित, सीओ समेत, हिन्दी कक्ष पश्चिम के श्री अशोक कुमार लाल एवं श्री विद्याधर जोग को बधाई दी।



### कराड़ में मेला



प्रति वर्ष कराड़ में भारत-बांग्लादेश युद्ध 1971, में शहीद योद्धाओं की याद में/ उन्हें सलाम करने के लिए शिवाजी- स्टेडियम में विजय दिवस कार्यक्रम आयोजित किया जाता है। इस मौके पर विभिन्न कार्यक्रम भी आयोजित किए जाते हैं। इसमें सेना, नौसेना तथा पुलिस भाग लेती है और रंगारंग कार्यक्रम होते हैं, जैसे एयरो शो, पैराशूट शो आदि जो तीन दिन तक चलते हैं। यहाँ विभिन्न मंत्री भी आते हैं और लगभग 3 से 4 लाख लोगों की भीड़ होती है। 20 से 23 दिसम्बर, 2012 को कराड़ में आयोजित इसी विजय दिवस मेले में बीपीसीएल ने भी अपना स्टाल लगाया था। विभिन्न उत्पादों की बिक्री के लिए स्टॉल लगाए गए थे साथ ही अस्त्र-शस्त्र तथा हथियार घर भी प्रदर्शित किए गए थे।

कराड़ के भारत गैस वितरकों ने इस अवसर पर 10 विक्रेताओं को साथ लेकर स्टॉल लगाया और बियॉण्ड एलपीजी सामानों की विशाल रेंज प्रदर्शित की। इस स्टॉल पर 22.12.2012 को वाई की टीम के साथ आरएलएम श्री सुरेश नायर, टीएम श्री दीपक जैन और श्रीमती सुजाता बाबरस वरिष्ठ प्रबंधक, बियॉण्ड एलपीजी भी आए थे। आगंतुकों को भारत गैस का स्टॉल काफी आकर्षक और सूचनाप्रद लगा और अनेक उत्पाद बाजार दर से सस्ते लगे।

### फूलों के रंग से

फूल प्रतीक हैं सुंदरता, शुद्धता और आध्यत्मिकता का और यह आपको प्रकृति से प्यार करना सिखाता है। ईस्ट कोस्ट रेलवे महिला कल्याण संगठन द्वारा **संबलपुर** रेलवे स्टेशन परिसरों में 26-27 जनवरी को दो दिवसीय फ्लावर शो आयोजित किया गया जिसका 50,000 से अधिक लोगों ने आनंद उठाया। इसका उदघाटन एमसीएल के अध्यक्ष एवं प्रबंध निदेशक श्री ए एन सदाम ने किया और संबलपुर जिला कलक्टर श्री पी के रथ समापन समारोह के मुख्य अतिथि थे। इसमें व्यक्तिगत प्रकृति प्रेमियों के अलावा बड़े औद्योगिक घरानों जैसे हिंडालको, आदित्य अल्यूमिनियम, महानदी कोलफील्ड्स लि., बीपीसीएल आदि ने विभिन्न श्रेणियों के अन्तर्गत भाग लिया। बीपीसीएल को बोन्सइ श्रेणी में प्रथम पुरस्कार प्राप्त हुआ।



## "हिन्दी की राह आपकी चाह" का विमोचन

इंदौर में सम्पन्न हुए हिन्दी समन्वयकों के सम्मेलन के दौरान हिन्दी कक्ष (पश्चिम) द्वारा बनाई गयी हिन्दी कार्यालय सहायिका "हिन्दी की राह आपकी चाह" का विमोचन पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय के संयुक्त निदेशक श्री डी.एस.रावत के करकमलों द्वारा किया गया। इस अवसर पर श्री के.एच. सुब्रमणियन, महा प्रबंधक (रिटेल) पश्चिम तथा अध्यक्ष राजभाषा कार्यान्वयन समिति (पश्चिम) तथा श्री श्रीकान्त देसाई उप महाप्रबंधक, प्रशासन, सीओ, श्री बी.एस.परमार, उप महाप्रबंधक एवं राज्य समन्वयक, रिटेल (पश्चिम) श्रीमती सुषमा जाधव, वरि.प्रबंधक हिन्दी निगमित, सीओ उपस्थित थे।



## लखनऊ एग्रीटेक में मैक का जादू

एग्रीटेक 2013 में आकर्षण का केन्द्र रहे बीपीसीएल के स्टॉल का उद्घाटन माननीय केन्द्रीय मंत्री, कृषि एवं खाद्य परिशोधन भारत सरकार, श्री तारिक अनवर ने किया। इंडियन इन्स्टीट्यूट ऑफ शुगरकेन रिसर्च, लखनऊ में 16 से 18 फरवरी, 2013 तक एग्रीटेक 2013 आयोजित किया गया था। इस मेगा इवेंट में लूब्स ने स्टॉल लगाया था और रिटेल, एलपीजी तथा आईएंडसी को भी शामिल होने के लिए आमंत्रित किया था।



यह एक वार्षिक कार्यक्रम है जिसका उद्देश्य प्रतिभागियों को ऐसा मौका प्रदान करना होता है जिसमें वे संभावित प्रयोक्ताओं तथा किसानों को अपने उत्पाद, सेवाएं, योजनाएं और प्रौद्योगिकियों के बारे में जानकारी दे सकते हैं। तीन दिवसीय इस कार्यक्रम ने 50000 किसानों के अलावा ग्रामीण इलाकों के कार्यकर्ताओं, विस्तीर्ण कामगार, सरकारी विभागों, शैक्षणिक एवं अन्वेषण क्षेत्र के लोगों, उद्योग कार्यपालकों, वीआईपी तथा शहरी आगंतुकों को भी आकर्षित किया।

अच्छी तरह सजे हुए ब्रैण्डेड लूब्स पैवेलियन में मैक एचएमओ (हॉर्टिकल्चरल मिनरल ऑयल) और हमारे गुप II + बेस ऑयल तथा ग्राहक सम्पर्क प्रबंधन एवं हमारे लूब्स द्वारा प्रस्तावित मूल्य वर्धन के पैनल लगे हुए थे, और यह, इस शो का प्रमुख आकर्षण था। इसके अलावा एलपीजी की ओर से बीएमसीजी तथा रिटेल से क्यूएंडक्यू तथा पीएफएस प्लैटिनम के पैनल भी लगाए गए थे। ये रंगारंग पैनल

विभिन्न विशेष बातों को बताने के लिए डिजाइन किए गए थे और अत्यंत सूचनाप्रद तथा आकर्षक थे।

श्री अनवर जब हमारे पैवेलियन पर आए तब उन्हें हमारे विभिन्न अभिक्रमों जैसे मैक एचएमओ, पीएफएस प्लैटिनम और एलपीजी बीएमसीजी की जानकारी दी गई। श्रीमान अनवर ने बीपीसीएल के विभिन्न अभिक्रमों की सराहना की। स्टॉल पर लगे एलसीडी पर हमारी कॉर्पोरेट एवी और विभिन्न लुब्रिकेंट टीवी कमर्शियल, लगातार दिखाए जा रहे थे। मैक एचएमओ, मैक 4टी नेक्स्ट और अन्य लूब्स ग्रेड, रिटेल ऑटोमेशन, स्मार्ट फ्लीट तथा पीएफएस प्लैटिनम से संबंधित पर्चियाँ तथा अन्य सामग्रियाँ व्यापक रूप से वितरित की गईं।

हालांकि कार्यक्रम के आरंभिक दो दिन बारिश हो रही थी फिर भी इसमें आस-पास के गाँवों जैसे हरदोई, बरेली, झांसी, शाहजहाँपुर, बहराइच, गोंडा आदि के दूरदराज क्षेत्रों के कृषि वैज्ञानिकों और किसानों को आकर्षित करने में यह शो सफल रहा। मैक स्टॉल में काफी भीड़ थी जहाँ हमारे ग्रेड, जैसे मैक एचएमओ और मैक पंप के बारे में ज्यादातर पूछताछ की गई, क्योंकि ये किसानों / उत्पादकों के लिए ज्यादा महत्वपूर्ण थे। आकर्षक ब्रैण्डेड रैंक पर लूब्स उत्पाद के प्रदर्शन और कैलेन्डर के वितरण के कारण भी स्टॉल आकर्षण का केन्द्र बना रहा।

एग्रीटेक में मैक शो की सफलता के पीछे जिस टीम का हाथ था, वे हैं श्री विनय शरण - टीएम (लूब्स) और श्री रोहित वाधवा, उप प्रबंधक (विपणन लूब्स, लखनऊ), टीएम (एलपीजी) श्री आशू भारती, एरिया प्रबंधक (आई एंड सी) श्री दिग्विजय और प्रबंधक (रिटेल) श्री बृजेश वर्मा।

**लोग चाहे मुट्ठी भर हों, लेकिन संकल्पवान हों,  
अपने लक्ष्य में दृढ़ आस्था हो, वे इतिहास को  
भी बदल सकते हैं**

**तपस्या धर्म का पहला और आखिरी कदम है |**

**-महात्मा गांधी**

## एमएआरपीओएल प्रशिक्षण

**मुंबई आईएंडसी** को मुंबई/जेएनपीटी के अन्तरराष्ट्रीय बंकरिंग में अपनी यात्रा शुरू किए ज्यादा वक्त नहीं गुजरा है और इतने कम समय में यह अपने लिए अन्तरराष्ट्रीय बाजार में अपना स्थान बनाने में सफल रहा है। बंकर सप्लाई चेन यानि शोर टर्मिनल से मिड स्ट्रीम में जाने वाले वेसल या डॉक/जेट्टीमें से भेजे जाने वाले उत्पाद की डिलिवरी अत्यंत कठिन चुनौतियों में से एक है चाहे वो समय पर डिलिवरी का मामला हो या शिप/शोर सुरक्षा प्रबंधन से जुड़ी बात हो। थोड़ी सी भी लापरवाही खतरे को आमंत्रण देने के बराबर है जैसे उत्पाद छलक सकता है, वेसल/बंकर बार्ज बहक सकता है आदि। इसका समुद्री पर्यावरण पर प्रतिकूल असर पड़ सकता है।

कर्मीदलों के बीच एचएसई संस्कृति लाने और समुद्री प्रदूषण और इसके विपरीत प्रभाव के प्रति जागरूकता निर्मित करने के लिए बंकर बार्ज "रॉयल



गोमती" के बोर्ड पर एमएआरपीओएल दिशा-निर्देशों पर 24 जनवरी को एक प्रशिक्षण कार्यक्रम आयोजित किया गया जो संयोग से बीपीसीएल का स्थापना दिवस भी था। इससे बेहतर और कौन सा दिन होगा जब अपने बिज़नेस पार्टनरों तक बीपीसीएल की ग्राहकोन्मुखता और मजबूत एचएसएसई डीएनए का प्रचार-प्रसार किया जा सकता था, जो हमारे समुद्री उद्योग में हमारी गतिविधियों के लिए अत्यंत महत्वपूर्ण है।

यह कार्यक्रम शिपिंग इंजीनियरिंग महानिदेशक के परिपत्रों और आईएसजीओटी दिशा-निर्देशों के अनुसार रचा गया था, जिसमें पूर्व एवं पश्चात बंकरिंग स्टेज के दौरान आयोजित विभिन्न गतिविधियों, नमूना रखने की प्रक्रिया, सुरक्षा चेकलिस्ट तथा आपातकालीन/ छलकाव रखरखाव जैसे विषयों पर चर्चा एवं जानकारी दी गई।

श्री तरुण कुमार, प्रबंधक मार्के.को-ऑर्डिनेटर(बंकरिंग), मुंबई और श्री हितेश आगजा मैनेजमेंट ट्रेनी, मुंबई आई एंड सी ने समूचे कार्यक्रम को आदान-प्रदान एवं सहभागिता मूलक बनाने पर जोर दिया। किसी भी वास्तविक आपूर्तिकर्ता/ ओएमसी, खास कर एमएआरपीओएल की जरूरतों को कवर करने वाले बंकर बार्ज क्रम के लिए अपनी तरह के इस पहले आयोजन का जिज्ञासू प्रतिभागियों ने पूरा आनंद उठाया।

**उठो जागो और लक्ष्य तक मत रुको।**

**-स्वामी विवेकानंद**

## मेगा उत्पादकों की मेगा माँग- मैक

**चंडीगढ़ लूक्स** टेरिटररी ने फल उगानेवालों के कुल्लू एसोसिएशन के सदस्यों के लिए 24 जनवरी, 2013 को " मेगा ग्राउंसर्स मीट" आयोजित की, जहाँ लगभग 45 गाँवों के 300 उत्पादक उपस्थित थे। इस बैठक की पहले से आयोजित करने की योजना बन रही थी ताकि इसे स्थापना दिवस के साथ आयोजित किया जा सके। इस मेगा कार्यक्रम के लिए आमंत्रित थे, फल उत्पादक एसोसिएशन के अध्यक्ष, श्री प्रेम शर्मा, जो एक फलोद्यानी हैं और किसानों के बीच एक प्रमुख निर्णय लेने वाले व्यक्ति हैं। साथ ही, बागान उद्योग वैज्ञानिक, श्री जयंत शर्मा (निदेशक, बागान विज्ञान अनुसंधान स्टेशन, बाऊजुरा) वाई एस परमार तथा बागवानी विश्वविद्यालय हिमाचल प्रदेश के अन्य वैज्ञानिक यहाँ आमंत्रित थे।

300 फल उत्पादन कर्ताओं की विशाल भीड़ के लिए एक विशेष शामियाना लगाया गया था ताकि आगंतुकों को भीषण ठंड से बचाया जा सके। (चारों तरफ बर्फ गिर रही थी) श्री मनुज व्यास, एमई लूक्स तथा अन्य गणमान्य व्यक्तियों का, हमारे पीएलडी, मेसर्स भारत एग्रो के श्री वासुदेव चोपड़ा ने हिमाचल कैप तथा मफलर प्रदान कर स्वागत किया। श्री अभिजीत सरमा, टीएम (लूक्स), चंडीगढ़ ने बीपीसीएल को रूपरेखा बताई और साथ ही बागान उद्योग में हमारे प्रवेश के बारे में बताया और कहा कि बीपीसीएल पहली ऐसी कंपनी है जो सेब उत्पादकों के लिए पहली बार मैक एचएमओ(मैक हॉर्टिकल्चरल मिनरल ऑयल) लेकर आई है। कॉर्पोरेट एवी भी दिखाई गई।

श्री सुनील बैनर्जी, एएम टैक.सेवाएं, पीएंडएडी ने कीटनाशक टीएसओ(टी स्प्रे ऑयल) और मैक एचएमओ के विकास पर एक विस्तृत प्रस्तुतीकरण पेश किया। उन्होंने हमारे मैक बेस ग्रुप + ऑयल की महत्ता के बारे में भी बताया और उसके बाद विस्तारपूर्वक यह बताया कि किस तरह मैक एचएमओ के इस्तेमाल से पेड़ पौधों पर असर पड़ता है, इससे बीमारियाँ नियंत्रित होती हैं, फील्ड ट्रायल एवं अन्य महत्वपूर्ण बातें भी बताई।

अनुसंधान स्टेशन, बाऊजुरा (वाईएस परमार बागान विज्ञान विश्वविद्यालय) के कृषि वैज्ञानिकों ने भी विभिन्न आवश्यकताओं के बारे में और बागवानी क्षेत्र में नए विकासों के उपर जानकारी दी। खुले सत्र के बाद, स्थापना दिवस मनाया गया। श्री प्रेम शर्मा ( अध्यक्ष फल उत्पादक एसोसिएशन) ने भी इस अवसर पर लोगों को संबोधित किया।



## विश्व महिला दिवस

**मनमाड संस्थापन** में दिनांक 08.03.2013 को विश्व महिला दिवस बड़े हर्षोल्लास के साथ मनाया गया। महिलाओं ने घर की जिम्मेदारी संभालते हुए औद्योगिक, सामाजिक व राजकीय, कृषि और अन्य कई क्षेत्रों में जो प्रगति की है, उसकी प्रस्तुति उपस्थित कर्मचारियों को दिखाई गयी। श्री श्रीधर सिदगम, वरिष्ठ प्रबंधक संस्थापन ने अपने विचार प्रकट करते हुए कहा कि महिलाओं ने आज जो प्रगति की है वह काबिले तारीफ है। आज वे हर क्षेत्र में पुरुषों के बराबर हैं। उन्होंने महिला दिवस पर संस्थापन में कार्यरत सभी महिलाओं को शुभेच्छा दी। श्री संजीव गुप्ता, प्रादेशिक प्रबंधक (रिटेल) मनमाड, ने अपने विचार प्रकट करते हुए कहा कि आज की फिल्मों तथा टीवी पर महिलाओं के ऊपर जो अत्याचार दिखाते हैं उनको बंद करना चाहिए। इस अवसर पर सुश्री किरण बेदी का एक वीडियो भी दिखाया गया जिसमें उनके जीवन यात्रा से जुड़े कई संस्मरणों को दर्शाया गया कि उन्होंने किस प्रकार पुरुषों के लिए आरक्षित माने जाने वाले क्षेत्र में आकर तमाम चुनौतियों को स्वीकार करते हुए एक मिसाल कायम करने में सफलता हासिल की। इस वीडियो का संदेश यह था कि महिलाओं को शारीरिक रूप से कमजोर न समझकर उन्हें आगे बढ़ने के लिए प्रोत्साहित करना चाहिए।



### उपदेश से आचरण जरूरी

एक आदमी किसी महात्मा के पास गया और उपदेश देने की प्रार्थना करने लगा। महात्मा ने कहा, "मेरा उपदेश यह है कि आज के बाद किसी से उपदेश मत मांगना।" महात्मा की बात सुनकर वह व्यक्ति असमंजस में पड़ गया। उसको इस उधेड़बुन में देख महात्मा ने प्रश्न किया, "बताओ, सच बोलना अच्छा है या बुरा?" "सच बोलना तो बहुत अच्छी बात है महाराज।" "चोरी करना ठीक है या गलत?" "बिलकुल गलत, यह तो पाप का काम है।" "समय का सदुपयोग करना चाहिए या नहीं?" "समय कीमती है, इसका पूरा उपयोग करना चाहिए।" "दूसरों कि इज्जत करनी चाहिए या नहीं?" "जरूर करनी चाहिए, हम दूसरों कि इज्जत करेंगे, तभी कोई हमारी इज्जत करेगा।" महात्मा ने उस व्यक्ति से कहा, "तुम सब जानते हो फिर और कैसा उपदेश चाहिए?" तुम्हें गुणों और अच्छाइयों का ज्ञान है, किन्तु मात्र ज्ञान से ही काम नहीं चलता। गुणों, अच्छाइयों और विशेषताओं को जीवन में उतारो। उन पर अमल करो। इसी में तुम्हारा कल्याण है, केवल उपदेश सुनने में नहीं। उपदेश को अगर जीवन में उतारा नहीं तो उससे क्या लाभ? अपना समय नष्ट किया, मेरा भी कीमती समय लिया और किया कुछ नहीं। यह एक तरह का अन्याय है उपदेश सुनाने वाले के साथ और अपने साथ। इसलिए उपदेश सुनने से अच्छा है कि हम अच्छी बातों पर अमल करें, उन्हें आचरण में लायें।

संतोष सेन

मानव संसाधन सेवाएँ

## धनबाद डिपो में प्रशिक्षण



धनबाद डिपो में दिनांक 17.02.2013 से 19.02.2013 तक चालकों तथा उपचालकों को तीन दिवसीय प्रशिक्षण कार्यक्रम का आयोजन किया गया। प्रशिक्षण हल्दीया के पूर्व अग्नि शामक विशेषज्ञ तथा सुरक्षा और अग्नि शिक्षक श्री वासुदेव मुखर्जी और उनके टीम के सदस्यों द्वारा दिये गए। प्रशिक्षण में निम्न विषय शामिल किए गए :

1. शारीरिक और मानसिक फिटनेस (विभिन्न तरह के व्यायाम द्वारा)
2. जोखिम भरे पदार्थों और रसायन की विस्तृत जानकारी
3. आग की रोकथाम तथा आग बुझाने की पूरी प्रक्रिया की जानकारी
4. HAZCHEM CODE की संक्षिप्त जानकारी
5. प्राथमिक उपचार का प्रशिक्षण
6. टैंक लॉरी चलाते समय यातायात के नियम का पालन
7. दुर्घटनाओं के कारण और उसके रोकथाम पर चर्चा
8. विभिन्न दुर्घटनाओं की जानकारी तथा उसकी समीक्षा
9. AIDS, कैंसर और संक्रमित रोगों के विषय में जानकारी और उससे बचने के उपाय
10. जोखिम भरे पदार्थों के परिवहन के समय बरती जाने वाली सावधानियाँ तथा दुर्घटनाओं के बाद सुरक्षा के लिए उठाये जाने वाले कदम आदि की जानकारी

तीन दिवसीय प्रशिक्षण कार्यक्रम का उदघाटन धनबाद जिला के परिवहन अधिकारी श्री रवि राज शर्मा के हाथों सम्पन्न हुआ।



## हम साथ-साथ हैं

**बीकानेर एलपीजी** टेरिटरी ने 17.2.2013 को वार्षिक स्नेह सम्मेलन बीकानेर के नजदीक एक शांत जगह पर आयोजित किया था जिसमें एलपीजी, तथा रिटेल के अधिकारी एवं एलपीजी के नॉन मैनेजमेंट स्टाफ सहित समूची बीकानेर टीम सम्मिलित हुई। यह कार्यक्रम वार्षिक सम्मेलन के साथ-साथ टीम बिल्डिंग के रूप में भी लिया गया वर्कमेन स्टाफ को सूचीबद्ध करने के लिए क्लब सदस्यों को जिम्मेदारियाँ सौंपी गई थी और सभी स्टाफ ने अपने परिवार सहित इसमें शामिल होकर इसे यादगार बनाया।



## प्रतिभाचान

**रुहिता** सुपुत्री श्री विलास चौकेकर (कार्यपालक, गायगाँव डिपो, अकोला) मार्शल आर्ट में उत्कृष्ट साबित हुई। रुहिता को 18 वें अन्तर्राष्ट्रीय/ एशियन डब्ल्यूएफएसकेओ कम कराटे चैम्पियनशिप में योग्यता प्रमाण-पत्र प्रदान किया गया। प्रियदर्शन स्पोर्ट्स कॉम्प्लेक्स, मुलुंड, मुंबई में 3 फरवरी, 2013 को आयोजित इस प्रतियोगिता में रुहिता ने व्यक्तिगत कुमेटे इवेंट में स्वर्ण-पदक, टीम काथा इवेंट में स्वर्ण-पदक और व्यक्तिगत काथा इवेंट में रजत पदक हासिल किया। यह प्रतियोगिता एकेएफ की सदस्य विश्व फुनाकोशी शेटोकेन कराटे प्रतिष्ठान द्वारा आयोजित की गई थी जिसे भारत सरकार तथा भारतीय ओलम्पिक एसोसिएशन की मान्यता प्राप्त है। हम आपके उज्ज्वल भविष्य की कामना करते हैं।

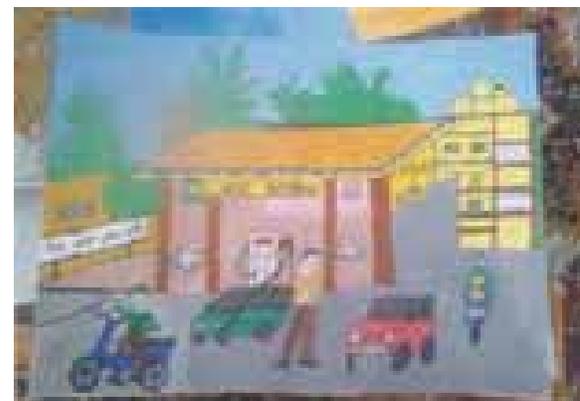


## वार्षिक पिकनिक

**लालरू एलपीजी** प्लांट की वार्षिक पिकनिक 3.3.13 को यादवेन्द्र गार्डन, पिंजोर में आयोजित की गई। सभी इसमें उत्साह से शामिल हुए और अपना पद, उम्र, रूतबा भूल कर बच्चों की चपलता और खुशी से इस पिकनिक का आनंद लिया।



कोयाली संस्थापन में कार्यरत हमारे सहायक श्री एन.सी.लुल्ला की सुपुत्री **रुचि** को पिछले वर्ष चित्रकला में स्वर्ण एवं रजत के अन्तर्राष्ट्रीय पुरस्कार प्राप्त हुए। ये पुरस्कार "फ्रेगरेन्स ऑफ आर्ट बड्स" द्वारा आयोजित चौथे अन्तर्राष्ट्रीय यूथ एंड चाइल्ड आर्ट एक्जीबीशन और 42 वें अन्तर्राष्ट्रीय चिल्ड्रेन आर्ट एक्जीबीशन में अभूतपूर्व पेंटिंग के लिए प्रदान किए गए थे।



## बधाई हो



हमारे अकोलनेर डिपो, अहमदनगर में कार्यरत कार्यपालक परिचालन श्री महेन्द्र डी. फणसेकर के सुपुत्र **मास्टर पार्थ महेन्द्र फणसेकर** ने 58 वीं राष्ट्रीय स्कूल गेम्स चैम्पियनशिप 2012-13 के अन्तर्गत आयोजित टेबल टेनिस प्रतियोगिता में अंडर 19 टीम का नेतृत्व करते हुए महाराष्ट्र राज्य-टीम के लिए कांस्य पदक हासिल किया। पार्थ ने 74 वीं जूनियर एवं यूथ नैशनल्स एंड इंटर स्टेट टेबल टेनिस चैम्पियनशिप 2012 में भी महाराष्ट्र टीम का नेतृत्व किया था जो फरवरी, 2013 में इंदौर में सम्पन्न हुई थी। इसके अलावा भी पार्थ को डबल क्राउन सहित कई पुरस्कार मिले हैं।

## बेस्ट क्वालिटी

आगरा का हो ताज महल,  
या दिल्ली की कुतुब मीनार,  
इटली की पीसा मीनार हो,  
या हो चीन की दीवार,  
सदियों से खड़ी, ये इमारतें कह रही हैं,  
देखो आज भी, बेस्ट क्वालिटी है बरकरार।

- श्यामस्वरूप बी. कटारिया (जी.ओ.)  
राजकोट एलपीजी प्लान्ट, राजकोट

## सेवा - निवृत्ति

**श्री मानसिंह नेगी**, एल.वी.डी. प्रशासन, मा.सं.से. उत्तर नोएडा कार्यालय, दिनांक 28.2.2013 को रिटायर्ड हुए इन्होंने बीपीसीएल में लगभग 32 वर्ष 10 माह तक कार्य किया।



सत्य से बड़ा तो इश्वर भी नहीं |

-महात्मा गांधी

## निधन -सूचना



**श्री कन्हैयालाल**, सहायक का दिनांक 08.02.2013 को कैंसर की बीमारी से निधन हो गया। वे ई एंड पी कॉर्पोरेट इंजीनियरिंग, नोएडा में कार्यरत थे। उनकी उम्र 51 वर्ष थी और उन्होंने 20 सालों तक कॉर्पोरेशन की सेवा की। उनके पीछे परिवार में पत्नी दो लड़कियाँ और दो लड़कें हैं।



**श्री किशनपाल जेड वाल्मीकि** जी ओ (सर्विसेज) मुंबई रिफाइनरी का दिनांक 2.4.2013 को दुःखद निधन हो गया। वे 45 वर्ष के थे। 1.4.1993 में निगम की सेवा में आये श्री किशन पाल जेड वाल्मीकि अपने पीछे अपनी माँ, पत्नी, 2 पुत्र एवं 2 पुत्रियों को छोड़ गये हैं।

मुंबई रिफाइनरी में कार्यरत क्राफ्ट्समन **श्री प्रभाकर एस. साठम** का निधन दिनांक 13.03.2013 को हो गया। उन्होंने 02.10.1978 को कॉर्पोरेशन में सेवा ग्रहण की थी। उनके पीछे परिवार में पत्नी, लड़का और लड़की हैं।

हम शोक संतप्त परिवार के सदस्यों के प्रति शोकसंवेदनाएं व्यक्त करते हैं व ईश्वर से प्रार्थना करते हैं कि वो उनकी आत्मा को शांति प्रदान करे।

**श्री एम. सुरेन्द्ररन**, ऑपरेटर (फील्ड) देवणगुठी इन्स्टलेशन का दिनांक 20.3.2013 को दुःखद निधन हो गया। उन्होंने वर्ष 1996 में तूतीकोरीन एलपीजी प्लांट में अपनी सेवा शुरू की और 16 वर्षों तक निगम में रहे। 46 वर्षीय श्री एस. सुरेन्द्ररन अपने पीछे अपनी पत्नी, 2 पुत्र एवं एक पुत्री छोड़ गये हैं।



**श्री राजन पिल्लई**, एचएफसी IV कोचीन एविएशन का दिनांक 13.3.2013 को दुःखद निधन हो गया। उन्होंने 13 वर्ष निगम की सेवा की उनके पीछे परिवार में उनकी पत्नी एक पुत्र एवं पुत्री हैं।



**श्री राजेन्द्र कुमार** मार्केटिंग- काठगोदाम टेक्नीशियन(रिटेल) का दिनांक 3.4.2013 को लम्बी बीमारी के बाद दुःखद निधन हो गया। उनकी आयु 55 वर्ष थी और उन्होंने 29 वर्ष तक निगम की सेवा की। उनके पीछे परिवार में उनकी पत्नी एवं दो पुत्र हैं।

# 'WHAT'S APP ?' QUIZ RESULTS

Deluged with entries, we were delighted to find six winners, who not only got all the answers right, but even spelt them correctly !

## Hearty Congratulations !

### Winners

- ◆ Ms. Carmen D'Costa, GM (Brand & ARB), Retail HQ
- ◆ Ms. Sonia Srinivas, Mgr. Procurement, CPO (M) Sewree
- ◆ Ms. P.C. Vijayalakshmi, Dy.Mgr. (Log.), Lubes SRO
- ◆ Ms. Famela Ashok, Secy. to ED (HRS), CO
- ◆ Mr. K. Muthusubramanian, Secy. to ED (Retail) SR, Chennai
- ◆ Ms. R. Shanthi, Assistant I, LPG Fin. SRO

### Consolation Prizes

- ◆ Mr. Brijesh Kumar Yadava, Dy.Mgr.(Ops.), Bakania Depot
- ◆ Mr. Sanchay Lahari, Ops. Officer, Bakania Depot
- ◆ Ms. Ritu Katarya, Assistant – I (Retail), NRO

### Answers to the Quiz

1. A transparent precious stone, typically blue .....Sapphire
2. Apply to a higher court for a reversal of the decision of a lower court .....Appeal
3. Salutation to a person celebrating the day he was born .....Happy Birthday
4. Talking noisily or stupidly, jabbering .....Yapping
5. New age music with spoken or chanted lyrics, popularized by Eminem .....Rapping
6. Equipment needed for a particular activity or purpose.....Apparatus
7. Over sentimental .....Sappy
8. Perfect order.....Apple Pie
9. Cheerful, optimistic film starring Will and Jaden Smith.....The Pursuit of Happyness
10. A cool drink to hang out with .....Appy Fizz
11. French salutation to a person about to eat .....Bon Appétit
12. A close and harmonious relationship with common understanding .....Rapport
13. Ornamental needlework attaching pieces of fabric .....Appliqué
14. Greek lyric poet, whose poetry expressed love and affection for women ...Sappho
15. Neat and spruce in dress and bearing.....Dapper
16. Was unaware of imminent danger or trouble; caught off guard.... Napping
17. A nickname for New York City.... Big Apple
18. Recognition of the quality, value, significance of people/ things... Appreciation
19. Suspense thriller set in a small beachside diner ....When Strangers Appear
20. A mountain range in eastern North America....Appalachians

# Endless Horizons



*Pic by D.Anand, Asst. Mgr. Finance, Retail, HQ*



*Pic by Ritika M., Dy.Mgr.Finance, Retail HQ*