

JOURNEYS

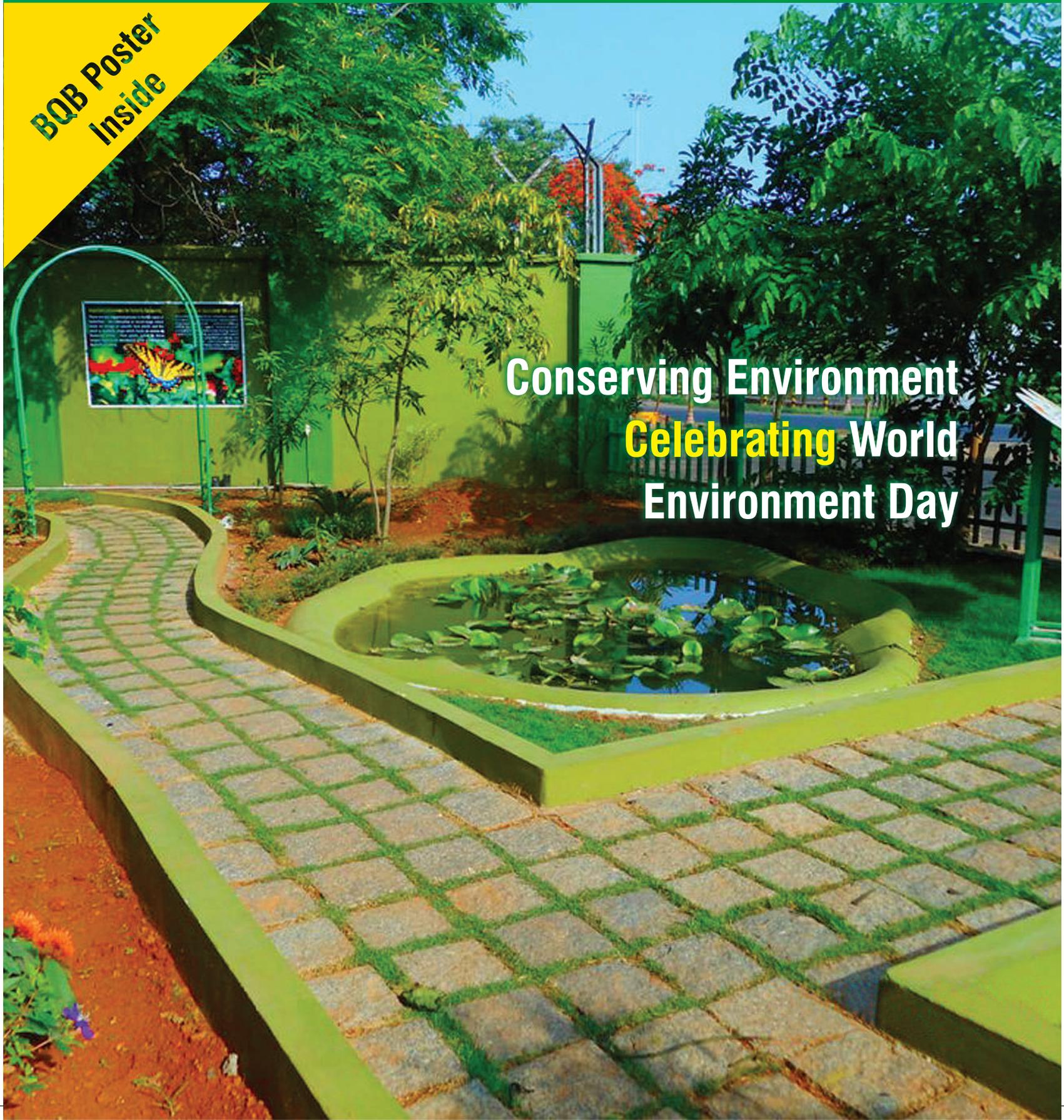
Energising Dealers & Distributors

जर्नीज | 2018



**BQB Poster
Inside**

Conserving Environment
Celebrating World
Environment Day



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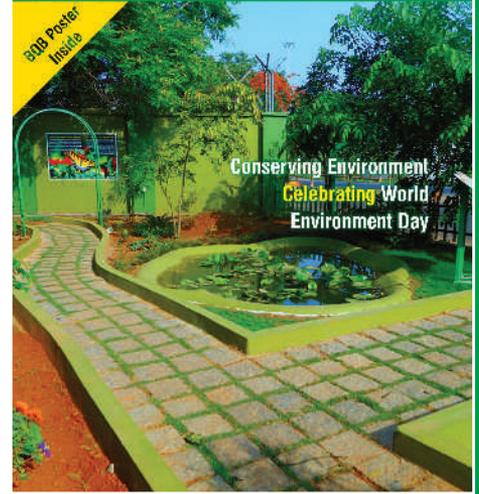
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JOURNEYS



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EDITORIAL

Dear Readers,

India was the global host of this year's World Environment Day which was celebrated on 5th June 2018. With the theme being Beat Plastic Pollution, this year the world came together to combat plastic pollution. Hence this edition of Journeys is dedicated to the theme of "World Environment Day".

In the UN website (<https://www.unenvironment.org/news-and-stories/press-release/india-host-world-environment-day-2018>) it is mentioned "In the time it takes Hardik Pandya to bowl an over in a cricket match, four garbage trucks worth of plastic get dumped into the ocean" quite an interesting observation indeed.

Our Cover Page is adorned with the beautiful butterfly garden that is maintained by Kochi refinery. This not only shows that we are enthused about conserving our environment, but also take responsibility of conserving environment is part of our daily routine - something that comes naturally to us. We also have in store for you how world environment day was celebrated in and around BPCL in its Refineries and the Retail, LPG and Lubricants SBU.

In this issue you will find inspiring stories of our dealers and distributors who have been associated with BPCL for generations together.

The Back Cover Picture #ManAndTheBeast is taken from the photogallery of NatGeo website. This photograph was taken by Jason Dorsey and he named it "The Interaction". In the photograph Isis, a female African lion cautiously approaches the equally cautious hands of visitors at Chicago's Brookfield zoo. Although protected by the glass of an enclosure, lions face extinction due to habitat loss, human/lion conflict and the decline of its natural prey to the bush meat trade. This image depicts the delicate yet misunderstood relationship between man and beast.

Journeys Editorial team got a shot in the arm through some of the amazing reviews that was received on our last issue of our magazine. **Shri Bhatrakali Amman Bharatgas Agency** wrote saying "I have read the last Journeys issue and it motivated me and inspired me as a women distributor myself." Another distributor from **Rekha Gas agency** observed that he liked the Inspirational Stories which has in-turn inspired him to maintain high standards of service. Such exceptional feedback has not only humbled us but also stimulated us to bring out even more enriching articles in this issue of Journeys magazine. Hope the same would delight you.

The foundation stone laying ceremony of Balangir LPG Bottling plant by Shri Dharmendra Pradhan, Hon'ble Minister of Petroleum & Natural Gas & SDE has been covered in detail for the benefit of our readers.



INTERVIEWS



Our **First Interview** is with
Mr. R. Nandkumar of
T. Rajagoapala & Sons with their RO's
who are concomitant with BPCL
through its various changes
since 1897 from Trichy, Tamil Nadu.

Q1. Please tell us about yourself and your family?

I am R. Nandakumar, S/o Shri R. Renganathan and grandson Shri T. Rajagopala Iyengar, survived by my wife Mrs. Prema Nandakumar and my two sons N. Vishnu Prasath and N. Sudarsanam.

My Grandfather T. Rajagopala Iyengar had served as the Chairman of Dindigul Municipality among other important positions which he held during his lifetime. I am a Law graduate and did my graduation at Loyala college, Chennai and was a practicing lawyer in the Madras High court for a few years before I joined my family business in the year 1963. I have also headed the Dindigul Municipal council in the year 1970 apart from involving myself in various social initiatives while serving in my capacity as the President of Rotary club of Dindigul.

Q2. Please give a brief description about your background and association with BPCL?

Our organization is now 120 years young. Our association with BPCL and its parent oil companies started way back on 15th September 1897, when my grandfather Mr. T. Rajagopala Iyengar (Founder of our firm) who was appointed as an agent of Asiatic Petroleum which then became Burmah Shell and subsequently to Bharat refineries and then to BPCL. The sale those days used to be primarily Kerosene (SKO). We are currently running our retail outlets at Dindigul, Kodiakanal and Manapparai apart from running a hotel at Kodiakanal and have agricultural interest at Tanjore. A detailed history of our firm has been elaborately dealt with by my father who had then published a souvenir which was released during the Centenary celebrations which was held at our D Indigul RO presided over by the then Director Marketing Shri V. K. Raina among other officials from BPCL.

Q3. In what way BPCL has made a difference in your life or how has been your journey with BPCL?

BPCL is an extended family to me and to all our family members. We had always maintained a very cordial and a mutually beneficial relationship which can't be explained in a few words. All the officials of the oil company right from the good old Shell days used to take parental care in the affairs of our business.

A memorable occasion I wish to recall was when my father Shri R. Renganathan was given the honour of opening the present regional office of BPCL at Chennai in his capacity as the oldest dealer of BPCL in the year 1995.

When I look back the most joyous and memorable experience I had was when my father Shri R. Renganathan was in tears

when he delivered his key note address during the centenary function held on 15th Sep 1997. He was waiting all along for that day when our firm completed 100 years of its existence in serving the motoring public of Dindigul among our other Ro's.

The third occasion was when our Honorable Union Minister for petroleum and natural gas Shri Dharmendra Pradan in the presence of C&MD, BPCL, Shri S. Varadharajan and E.D. Marketing, BPCL, Shri George Paul had presented us with a memento recognizing our 100 years of service in the oil industry as dealers of BPCL and its parent oil companies, at a function held for celebrating the 40th anniversary of BPCL at Mumbai on 24.01.2016.



Q4. What are the things you do to create a recall in the customer's mind so that he comes to your outlet / distributorship only for filling fuel?

"Trust" is the paramount factor which our customers have reposed on us all these years and is the single most important parameter I think that needs to be upheld by us at all times to enjoy the confidence and patronage of our customers and it takes years of dedication and team work to build the confidence and trust in the mind of every customer we serve.

Q5. Please share one or two inspiring experiences the customers had in your outlet/distributorship?

The most memorable occasion with the customers was when all our loyal customers gathered in large numbers to wish and felicitate my father on the centenary celebration day. We owe a lot to them in recognizing our contribution to the motoring public of Dindigul Kodiakanal and Manapparai where we serve. That day was a standing testimony of the faith and trust that the customers reposed on us for which we are always grateful and would strain every nerve to meet if not surpass their expectation.

Q6. How do you train and motivate your staff so that the customer has a delightful experience at your outlet / distributorship?

The biggest challenge is to inculcate the culture and tradition of our organization to any new staff who join us. We along with our managers and supervisors constantly on a daily basis keep counseling our staff making them feel and understand the standards we need to maintain to retain and build on the trust that the customers have reposed on us all these years. We also drive into our staff a sense of belonging and pride in working in our organization and work towards inculcating the understanding of a deep sense of responsibility that they shoulder to maintain and enhance the standards that we had set for ourselves to give the best customer satisfaction and experience.

Q7. What are your views on the environment and its conservation? How do you contribute towards a safe and pollution free environment?

We feel clean renewable energy is the only way forward in building a sustainable clean environment around us. As part of our little contribution we have completely moved onto solar energy for meeting our Power requirements for **our ROs at Dindigul and Manappari where we have installed 15 KVA and 10 KVA Solar panels which almost meets our entire power requirements.**

Q8. If you were given the responsibility to change any one or more habits of man that has led to the degradation of environment then what would that be and how would you implement the change?

Pollution of air and water and soil are the most threatening aspects we need immediate attention on, and hence needs to be monitored and controlled by each one of us starting at our home, to our business environment. To this effect if given an opportunity I would take steps to incentivize and encourage people to move on to green energy and take steps to closely monitor and prevent contamination of ground water by industrial and domestic effluents and pollutants.

On the same line of thought use of plastics needs to be controlled if not avoided and I would take steps such as reuse and recycling of plastic waste by putting them to effective use such as in laying of roads and encouraging Industries which can convert plastic to fuel (Poly Fuel technology).





Next we have for you is an ambitious story of **Mrs. Lakshmi Ravindran** and **Mrs. Rajee Manivannan** of **Shri Balaji Agencies** from Madurai, Tamil Nadu. They boast of an impressive LPG domestic customer base of 60,000, commercial customer base of 3,738 and reticulated customer population of 1999.

Q1. Kindly give us a preview about you and your family?

I am Mrs. Lakshmi Ravindran and have graduated from Fatima College, Madurai. I was a college topper in History dept. during 1971. I was also an athlete & district player in Table Tennis. I am self-motivated and ready to face any challenge in business. I began my carrier as a Distributor and got promoted into an Entrepreneur after the tie-up with Beyond LPG Products.

Mr. C. Ravindran, the man behind the success story of Shri Balaji Agencies, is a Mechanical Engineering Graduate - a retired Govt. employee.

Mrs. Rajee Manivannan is my daughter-in-law who, is an English graduate from Lady Doak College, Madurai. Hailing from a Business family background, a blend of her interest and enthusiasm has made her a perfect partner.

"Let us grow together" is our Vision. **We consider our Distributorship as an art rather than business and when done in a systemized manner, it will surely attract customers.** We aim at having high social thoughts by providing wide knowledge to the public about our product and by being eco-friendly.

Q2. Please give a brief description about your background and association with BPCL?

"Madurai" is the second largest city in Tamil Nadu next to Chennai. It is known as "Thoonga Nagaram" meaning the city which does not sleep. Having commenced in 1982, we have stepped into yet another successful year by completing 35 years of customer service. Shri Balaji Agencies is a showroom with an area of 3650 square feet with an inbuilt meeting hall of 650 square feet. It took a long period of 14 years for us to reach



Our first Safety Clinic conducted by Mr. Sanjay Krishnamoorthy - Former ED.

a customer population of 9642. In 2000-2001, we dived into the open market and extended our area of operation and concentrated on rural areas and we were crowned as the Biggest Distributor with a customer population nearing 1 lakh. Later, we were happy to share our customers with the inception of around 10 new distributors and now our domestic customer population is 60,000. Our commercial customer population is 3738 and reticulated customer population is 1999.

Having 9 BPCL distributors, 32 IOCL distributors and 10 HPCL distributors, we are in the first place with a huge supply of commercial cylinders.

In **Beyond LPG**, right from its inception in the year 2003, we have always been among the **top 10 ranks** all over India.

We have bagged the award for **"BEST DISTRIBUTOR IN TAMILNADU"** For **Three** Consecutive Years : 2008-09, 2009-10 & 2010-11.

We continue to be awarded with the **"BEST DISTRIBUTOR IN TERRITORY"** from 2001.

We were the 1st ISO certified LPG distributor all over India during the year 2007.

MEMORIES OF BEAUTIFUL MOMENTS THAT ENERGIZED US:

Mrs. Lakshmi Ravindran received the Chairman's Award for Energizing Lives in 2006, 2009 & 2010.

Shri. Sanjay Krishnamoorthy - Former ED (LPG), Shri. S.



Radha Krishnan - Former Director Marketing, Shri R. K. Singh - Former ED Shri, K. K. Gupta - Former ED, Shri. S. K. Jain - Former ED, Shri. K. P. Chandy - Former RLM, Shri. George Paul - Former ED, Shri. S. Ramesh - Director Marketing and many more higher officials from Head Quarters make sure to visit our distributorship during their visit to Southern Region.

In 2009, Ms. Lakshmi Ravindran was given the wonderful opportunity to participate in the "Entrepreneurship Development Programme" conducted by the "Indian Institute of Management Bangalore".

Q3. In what way BPCL has made a difference in your life or how has been your journey with BPCL?

The friendly approach along with the moral support from the officials & transparent business inspired us to associate with Bhartgas. We, at Shri Balaji Agencies do not merely distribute LPG cylinders alone. We are purely service oriented and we make our customers feel that we are always ready to serve them at any time. BPCL has made the work easier for its customers by supplying LPG cylinders and we proudly join hands with our company in supplying the most essential commodity to the people. The trend has changed so much that one cannot run a family in a smooth manner without LPG cylinders. So, LPG cylinders make our day-to-day life easier and faster.

We act as a small instrument in delivering the service provided by the main Service Provider - BPCL. So, we feel proud to say that we belong to the BPCL Parivar.

We are proud to say that we have been the pioneers of any initiative taken by BPCL. Beyond LPG, Delivery from tricycles to motorized vehicles, Showroom VM standards, DBTL, Digitalization, etc.

The transparency portal is a boon to the customers, which make our procedures transparent and enhances the bond between the customers and the Company. This ends up with a tension free, ethical business for the distributor.

BPCL gave us the wonderful opportunity to travel abroad to many places around the world like Singapore, Malaysia, Dubai, Egypt, Andaman & Hong Kong through the gift vouchers which we received as our reward for Beyond LPG sales.

We are also well aware of the fact that the company's development and our development are inter-

connected and that they are inseparable. So, we assure you that **"WHEREVER YOU GO WE WILL BE THERE"**

Q4. What steps you have taken to achieve the goals of PMUY of creating smokeless kitchen in your geographical area (LPG specific)?

Under the Gram Swaraj Abhiyan Scheme, we concentrated on a village "S.Keelapatti", in our district in converting it into a "SMOKELESS VILLAGE". The village was surveyed inch by inch by a team of 5 members headed by our Chief Mechanic. Each and every household in that village was visited personally and we were successful in our task. **On the day of "Ujjwala Diwas", we issued 151 NCs on a single day** and completed the task of converting the village into SMOKELESS VILLAGE.

Q5. Please share one or two inspiring experiences the customers had in your outlet/distributorship?

"CUSTOMER is always RIGHT" attitude helps us increase our customer base. Genuine, polite customer service, immediate redressal of customer grievances - thereby enhancing customer satisfaction, strengthens the bond between the company and the customer. We cater purely to the satisfaction of the customers. The customers feel a homely atmosphere once they enter our showroom and are comfortable. Speech competitions & Golu competitions were organized at our showroom during the Navratri festival. We organize frequent Cooking competitions for our customers. "Bharatgas Customer Community" turned out to be a great success as it strengthens the bond between us and the customers. We have organized many Blood Donation Camps to help the needy. We celebrated BPCL Foundation day by organizing an essay writing competition for school children. Our former RLM, Mr. K. S. Shankaran unveiled the safety van which plied over the roads of Madurai, educating the customers about the safety features. We always strive towards the motto "SAFETY FIRST SAFETY MUST" and ensure that

we conduct safety clinics on a regular basis. We strongly believe that "Every Bee's Honey is Sweet" and treat all our customers with equal importance, which is the secret of our success.

Q6. How do you train and motivate your staff so that the customer has a delightful experience at your outlet / distributorship?

Every year we organize family get-togethers for our staff in order to celebrate our success. We feel delighted to reward our staff and this brings us great loyalty & success.

Our staff underwent a Yoga course for a period of 6 months to relieve their stress. We regularly invite external faculty to encourage our staff to do more.

"Let us show excellent team work and let us grow together."

Q7. The theme for the celebration of world environment day was to beat plastic pollution. What steps are you taking and planning to take towards this movement?

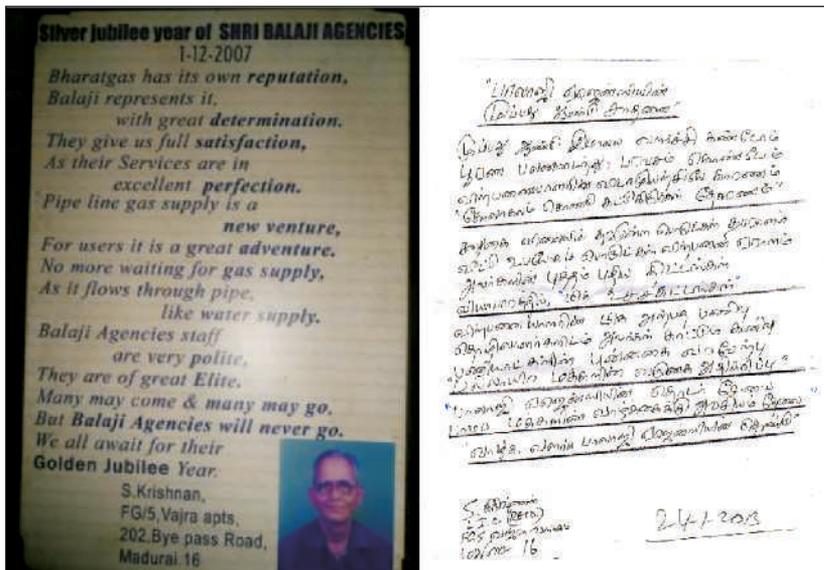
We wanted to decide on how we can make changes in our everyday lives to reduce the heavy burden of plastic pollution on our natural places, our wildlife and our own health. While plastic has many valuable uses, we have become over reliant on single-use or disposable plastic - with severe environmental consequences. Around the world, 1 million plastic drinking bottles are purchased every minute. Every year we use up to 5 trillion disposable plastic bags. In total, 50 per cent of the plastic we use is single use.

So, we provided steel coffee mugs to staff instead of disposable cups. We started using plastic bags above 60 microns and avoided plastic covers for hot plates by making a loop in the carton box which enabled the customer to carry at ease. We also distributed biodegradable dust bins to customers who got a new connection from us on June 5th. We have also educated our staff to dispose the waste into two different bins. We also went to a school with around 200 saplings and planted them all around the school. The children took active participation and felt really happy about it. We had a sense of contentment on seeing the glowing faces of children.

Q8. If you were given the responsibility to change any one or more habits of man that has led to the degradation of environment then what would that be and how would you implement the change?

1. We need to carry our own shopping bags & steel water bottles. This could be achieved by tempting the customer with an additional offer.
2. Formulating an alternative biodegradable/edible packing material for all processed food products.

The change could be implemented by training the younger generation who could help us better, in reaching our goal. They are really smart to make the world place a better place to live in.





Y. V Shetti from Kanataka is proud to be associated with BPCL, MAK Lubricants for 15 years. Let's have a look at his legacy.

Q1. Please introduce yourself (you're name, family members, your schooling and education details, achievements on personal front)?

Hello! My name is Y. V. Shetti, I pursued master in Pharmacy from Karnataka University Dharward. I am a resident of Bellary.

There are 4 members in my family I.e. Myself, my wife, son and daughter. My wife's name is SY Komala, she is a proprietor as well as homemaker. My son Ashish Shetti has pursued MBA and has joined me in business. My daughter Padmaja Shetti is pursuing computer engineering.

On a personal front my achievements can be enlisted as a successful entrepreneur, attaining financial stability, obtaining M. Pharm degree and having the opportunity of becoming a principal of a Pharmacy college.

Q2. Please give a brief description about your background and association with BPCL.

I started my career as a Lecturer in Pharmacy College and later I was appointed as Principal of the college. Simultaneously I started small retail paint and tool shop in Bellary. In the year 2000 I began a distributorship for Esso Lubricants.

In 2003-2004 we got associated with MAK Lubricants, as a distributor for the entire Hyderabad Karnataka region covering Bellary, Koppal, Raichur, Gulbarga, Bidar and Yadgir having less than 100 retailers in the initial days to 1000+ retailer in the same area now.

Q3. In what way BPCL has made a difference in your life or how has your journey been with BPCL?

I came to distribution field from teaching background.

During the initial days I felt it to be a little challenging but strong Brand background of BPCL eventually helped us to grow in the market.

Though we had ups and downs here and there we could sustain in the area as the popular distributor of MAK lubricants. It is been really a joyful journey for more than 15 years and I feel very happy to be associated with a Maharatna company like BPCL.

Q4. Share one or two inspiring experiences the customers had in your outlet/distributorship?

We are catering to 6 districts of Northern Karnataka. We have a very well organized set up, better services in the market, quick response for any queries from the customer end and controlled outstanding in the credit market. All of which has made us to sustain the retailers who are with us from the time we started and have become loyal to our Brand. Retailers used to feel we had differential approach when we used to conduct mega meets at different locations. This made them to stick to the company. We used to send mechanics to Chennai / Mumbai plant for the mechanic programs where mechanics who had gone used to express their gratitude towards the brand after their visit and also advice and promote to the nearby mechanics to use our brand.

Q5. If MAK were to run an ad campaign who would you want to hire as a brand ambassador and why?

I would like to have Indian cricket team captain VIRAT KOHLI as the ambassador for MAK Lubricant. Firstly he has true leadership qualities which can take his team to the winning direction single handedly and also motivates his team. Secondly he has a huge fan following throughout the world not

only in India which will help us in promoting our brand in other countries as well with his popularity.

Q6. What are your views on the environment and its conservation? How do you contribute towards a safe and pollution free environment?

As population grows, the demand for resources also grows at same pace, mass area of forest are being converted for human use.

Planting trees is a way to give back restoration of homes for wildlife, food sources and medical properties rich in trees, and helps largely in maintaining ecological balance.

Q7. If you were given the responsibility to change any one or more habits of man that has led to the degradation of environment then what would that be and how would you implement the change?

Ethanol is a renewable, domestically produced fuel. This can be replaced by traditional fuels.

If I relate the question into the field I am working, **using low quality 2T oil in 2 Stroke vehicles is not a eco-friendly habit. It produces more toxic exhaust than the 4 stroke vehicles. If properly refined, good quality 2T oil is not used in 2 stroke vehicles, it will lead to more toxic formation and hence an unhealthy environment around us.** Hence for the customers who I am catering to I will definitely share this insight and request all of them to use company authorized, good quality 2T oils in order to control the environmental pollution.



REFINERY | News

BPCL Mumbai Refinery



#BeatPlasticPollution was the top-trending hashtag on Twitter, Facebook and other social media on 5th June with tagged posts appearing in front of some 230 million users.

World Environment Day is the United Nations' most important day for encouraging worldwide awareness and action for the protection of our environment. Since it began in 1972, it has grown to become a global platform for public outreach that is widely celebrated in over 100 countries. Each World Environment Day is organized with a theme that focuses attention on a particularly pressing environmental concern. World Environment Day (WED) 2018 was celebrated on 5th June-2018 with India being the global host nation for the 43rd edition of the event with a theme **"Beat Plastic Pollution"**.

On 5th June' 2018, World Environment Day was celebrated with great enthusiasm and vitality in BPCL Mumbai Refinery by spreading the message on the importance of minimizing the use of plastics and also encouraging the theme,

"BEAT PLASTIC POLLUTION - If you can't reuse it, refuse it".

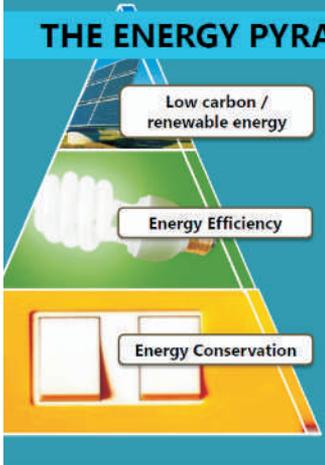
Energy & Environment Dept. organized various activities which included interesting exhibitions, demos, Lectures, Quiz to spread awareness about conservation of Natural Resources & Protection of Environment and knowledge sharing regarding environmental initiatives to reduce plastic uses. To spread the significance of World Environment Day, banners portraying in detail the itinerary of environment day events, were put at refinery main gate, north gate, material gate and BPCL colony.

On the occasion of "World Environment Day" and also part of "Swachata Abhiyan", a special program titled "Maha-Shramdaan - to inculcate Seva Bhavna", was held at the Marine Oil Terminal (MOT) on 2nd & 3rd June 2018. This activity has inculcated the attitude of keeping workplace clean & tidy. Lots of waste including metal scrap and plastic waste was collected. Also it was the part of tree plantation activity since excavation work was done for plating saplings just after Swachhata Abhiyan.

The Environmental Aspect of Mumbai Refinery

BPCL Mumbai Refinery has received consent to operate

THE ENERGY PYRAMID



Device	What You Should Do	Savings
Lamp	Replace one 100W bulb with a 7W LED	409/-
Fan	4 or 5 star BEE rated fan	176/-
Refrigerator	4 or 5 star BEE rated refrigerator	1312/-
Water Heater	Solar water heater	3352/-
TV/Set top/DVD player	Switch off the TV, Set, top box DVD player at the main switch	518/-

Prepared by CTRP

The 6 r's of waste:

- Rethink:** Be a smart consumer! Think about what you're buying.
- Reduce:** Simply, buy less, buy with less packaging.
- Repair:** Enough with the throw-away culture. FIX instead of FLICKING!
- Reuse:** Reuse old stuff, think outside the box.
- Remix:** SEGREGATE your waste into WET and DRY.
- Recycle:** Recycling saves energy and resources.

(CTO) refinery from Maharashtra Pollution Control Board for next 5 years that is till 31st Aug-2021. This consent needs to be renewed every 5 years.

Environment Regulations :

- Water (Prevention & control of pollution) - Act, 1974
- Air (Prevention & control of pollution) - Act, 1981
- Hazardous & Other Wastes Rules, 2016
- Noise Monitoring

1. Effluent Water Management at BPCL Mumbai Refinery.

The ETP (Effluent Treatment Plant) installed at the refinery has a capacity of treating 240m³/hr. The effluent undergoes PACT (Power Activated Carbon Treatment) and WAR (Wet Air Regeneration) which produces Nil sludge and treated water is recycled back to process cooling tower.

Monitoring Of ETP Outlet Sample Quality

The monitoring is done by :

1. BPCL Laboratory.
2. MPCB Approved Third Party Testing (NETEL India Pvt. Ltd.).
3. Analyzers (PH, BOD, COD & TSS) for continuous

monitoring and data is connected to CPCB/MPCB server.

2. Air Quality & Noise Monitoring

AIR QUALITY MONITORING :

Systems available for Air Quality Monitoring :

- Ambient Monitoring Stations (AMS-1, AMS-2 & AMS3)
- Stack Analyzers and manual sampling
- Volatile Organic compound monitoring (VOC)
- LDAR (Leak Detection and Repair) monitoring.
- At BPCL MR, there are total 29 stacks and as per CPCB STD.

Sulphur dioxide (SO₂) :

1. Fuel gas desulphurization.
2. Sulphur recovery units with >99% recovery.
3. Online SO₂ analyzers in all heaters and boilers.
4. Low sulphur liquid fuel.
5. Hydro desulphurization of FCCU Feed.
6. RLNG, Low Sulphur liquid & clean gaseous fuels.
7. High Efficiency Boilers.
8. New high efficiency SRUs.
9. Tail Gas Treatment Unit (TGTU-1 & 2), Diesel Hydrotreater (DHT).

Nitrogen Oxides (NO_x) :

1. Low NO_x burners in heaters and boilers.
2. Online NO_x analyzers in furnace stacks.

Particulate Matter (PM) :

1. Better combustion and less PM.
2. 2 stage cyclones for FCCU flue gases.
3. Online PM analyzers in heaters.

Carbon Monoxide (CO) :

1. Oxygen analyzers are provided to control air for complete combustion.
2. Online CO analyzers.
3. CO boilers in crackers.

NOISE MONITORING : Noise pollution is the disturbing noise with harmful impact on the activity of human or animal life. The source of outdoor noise worldwide is mainly caused by machines and transportation systems, motor vehicles engines and trains.

Limits : Day (6 am to 10 pm) : 75 DB

Night (10 pm to 6 am) : 70 DB

3. Facilities for Hazardous Waste Management at BPCL MR

At BPCL MR, the Hazardous Waste generated mainly

- (a) Crude sludge from crude tank

(b) Silt from cooling tower

(c) Spent catalyst

Sludge generated from Crude tank while handing over to M & I, Bioremediation is carried out to reduce oil content < 0.5 % wt and the bio-remediated sludge is disposed off.

Bioremediation is a process used to treat contaminated media including water, soil and subsurface material, by altering environmental conditions to stimulate growth of microorganisms and degrade the target pollutants.

The methods of hazardous waste disposal are as below :

Disposal at MWML, MIDC, Talaja : Mumbai Waste management Ltd (MWML), MIDC Talaja, is the authorized party (MPCB approved) to carry out recycle of hazardous waste for BPCL Mumbai refinery. The hazardous waste generated in refinery is tested by MWML to determine the disposal method e.g. waste sample is tested for calorific value, concentration of metal, flash point etc.

Sr No.	Method of disposal
1	Direct Land Fill
2	Land fill after treatment
3	Incineration

Online Hazardous waste Management system : This system is used for monitoring hazardous waste inside refinery where user dept. enters the waste generated and E & E dept. acknowledge this request. This system is used for checking the status of hazardous waste disposed, pending for disposal and total quantity generated etc.

Environment protection Systems at BPCL Mumbai Refinery :

A) Rain water harvesting : Total Rain Water Harvesting area in BPCL Mumbai Refinery as of now : 67524 m²

- 2016-17 : 88000 KL
- 2017-18 : 65735.5 KL

Proposed Plan for 2018-19 :

- Rain water Harvesting area : 3200 m²
- Capital Investment : 88 Lacks

C) Energy Efficient Lighting : Replaced 5315 nos. of conventional light fittings with energy efficient LED lighting, resulting cumulative power saving of 115.5 kW with a total saving of Rs. 45.5 Lakhs/year. Amount of investment - Rs. 60,79,900.

B) Solar Power Data :

- In 2017-18, solar power panels with capacity of 614 KW was commissioned. These panels are installed at various locations inside refinery.

- At present, solar power generation capacity at BPCL MR is 654 KW.

Proposed plan for 2018-19 :

- Solar panel of 314 KW capacity will be installed on ANIK nallah. Expected capital investment of 2.34 Cr.



D) Benzene & Toluene Vapor Recovery Unit : Benzene and Toluene vapour recovery units have been provided for recovering vapors (Benzene & Toluene) while lorry filling is carried out.



E) Sewage Treatment Plant (STP) : 250KLD Sewage Treatment Plant : commissioned at BPCL MR in Dec 2014 based on Moving Bed Bio Reactor MBBR Technology.



F) MOU with RCF for joint STP at RCF : 22.75 MLD Sewage Treatment Plant : Produce 15 MLD of treated water out of which 9 MLD will be shared by RCF and 6 MLD by BPCL.

G) Bio Gas Plant : Bio Gas plant has been installed at BPCL MR where Bio gas generated from canteen waste is consumed as fuel in canteen. Capacity : 85 cubic meter.



Utilizes kitchen waste from canteen. Maintains clean, hygienic, pollution free environment.

H) De-mountable flare (125m) : 125m Demountable Flare for dispersion of emissions. Also flare gas recovery system has been operational which recovers flare gas and is sent into fuel gas system.



BPCL KOCHI Refinery



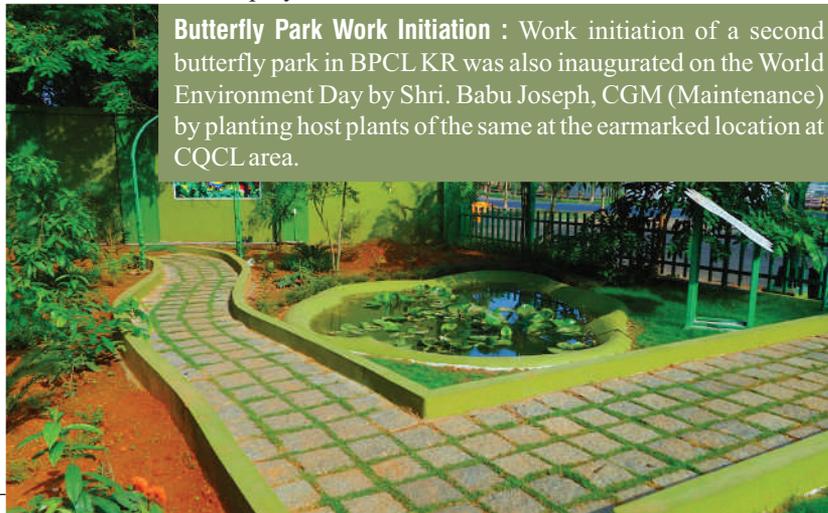
Kochi Refinery has always been at the fore front when it comes to considering the preservation of environment or the sustainability of its surroundings whenever any new project has to be initiated. It is no surprise that Kochi Refinery has bagged BPCL-KR Excellence Award for the 12th Consecutive year from Kerala State Pollution Control Board for Large Industries for the year 2017. This award was given to KR for

the outstanding work done by KR towards environment protection and pollution control. BPCL Kochi Refinery also bagged the KMA Excellence Award for green initiatives undertaken, instituted by Kerala Management Association in the year 2017 as recognition of our green initiatives. Lets have a look at how Kochi Refinery celebrated World environment Day this year.

World environment day celebrations at BPCL Kochi Refinery - June 5, 2018

Planting Saplings : The world environment day - 2018 observations in BPCL KR started with the planting of samplings near the emergency parking area on the way to CDU II. Mr. Murali Madhavan, Chief General Manager (Operations) inaugurated the initiative by planting a sampling. This was followed by sapling planting by Shri. Babu Joseph CGM (Maintenance), Shri. Damien Gracious CGM (HSE), Shri. P. G. Ganesh CGM (Projects) and a host of other KR executives and employees.

Butterfly Park Work Initiation : Work initiation of a second butterfly park in BPCL KR was also inaugurated on the World Environment Day by Shri. Babu Joseph, CGM (Maintenance) by planting host plants of the same at the earmarked location at CQCL area.



Awareness talk : In the afternoon, an environmental awareness talk was conducted by Prof. E. Kunhikrishnan, Environmentalist for the benefit of the employees at the auditorium at 03:00 pm. The session was inaugurated by Shri. Damien Gracious, CGM (HSE). Prof. Kunhikrishnan in his talk covered all the major aspects of environment mainly about the importance of Western Ghats in Kerala in simple language and the need to control plastic menace. DGM - Environment, Mr. Sainath C. gave the vote of thanks.

BPCL KR sponsored activities in nearby government schools and CR school

There was interesting set of activities that were lined up at various schools in and around Kochi Refinery. BPCL Officials visited the schools and thus enforced the importance and need for conserving the environment. Few of the activities are listed below. Activities were carried out at various Schools as below :

- a) Cochin Refinery School, Ambalamughal
- b) Government High School, Ambalamughal
- c) Government High School, Tripunithura

Activities such as jute bag distribution, essay writing, poster, environmental song and extempore speech competition.

Name Boards for plants in herbal garden : BPCL KR donated name boards for the plants in the herbal garden of Govt. High School, Tripunithura. CGM (HSE) inaugurated the same by fixing it to one of the plant.

The students were thus urged to keep in mind and implement the following message : *"Say NO to plastic, if they cannot reuse or re-cycle it; PLANT trees and support ecosystems; KEEP water sources and waterways clean and to TREAT wastes and effluents so that nature can receive them in sustainable way."*

INITIATIVES WITHIN THE REFINERY

Some of the Initiative are listed below :

Rain water harvesting



Rain water harvesting is implemented at various areas within the refinery for collecting rainwater from administration block, ARU/CDU2 block, ACTP area and STF area. The rain water that is collected is used for cooling water requirements, fire fighting purposes and green belt development.

Rain water is collected from the roof top of our main administrative building which has an area of around 2455 M². The quantum of water collected from the administration building roof alone amounts to about 5400 KL / annum.

Roof water from the roofs of another four buildings located at the Aromatic Recovery Unit / Crude Distillation Unit II area, has a roof area of around 2425 M². Quantum of water collected this way amounts to 5300 KL / annum.

Kochi Refinery is also harvesting the rainwater fall on the land area of ACTP/APTP tank farm and DHDS area. Surface runoff from around 8.0 Lakhs M² of land area routed through open drains is collected in a large detention pond. They are now collecting about 1,75,000 KL water during monsoon period by way of surface runoff generated in this area alone. Perforated concrete rings are provided in the well for facilitating percolation of water to the ground. This rain water harvesting scheme helps a lot to replenish the ground water table of this area.

Another rain water harvesting pond is constructed at Shore Tank Farm, Puthuvypeen in an area of 5 acres. With a view to improve the quality of ground water, BPCL-KR has constructed this rain water harvesting pond with a capacity to collect 25,000 m³ of rain water. The collected rain water is also used for replenishing the emergency fire water system and watering the green belt area around.

Some of the state of the art implementations ready at Kochi Refinery during the year 2017 :

- Continuous online SO₂, CO and NO_x analyzers are provided for heaters and boilers for monitoring the Sulphur dioxide, carbon monoxide and nitrogen oxide emissions from them and the data are provided online to CPCB server/KSPCB.
- Online monitoring of effluent made operational for pH, COD, BOD and TSS and connectivity to KSPCB/CPCB is established.
- Rolled out a programme of planting 25000 trees for Mother Nature on the World Environment Day.
- Reduced fuel consumption during 2017-18 by 81052 MT leading to a reduction of around 254440 tons of CO₂ e GHG emissions during the year.
- A Reverse Osmosis (RO) plant was set up at a cost of Rs.270 Crores to recycle the treated effluent after membrane filtration for re-use.



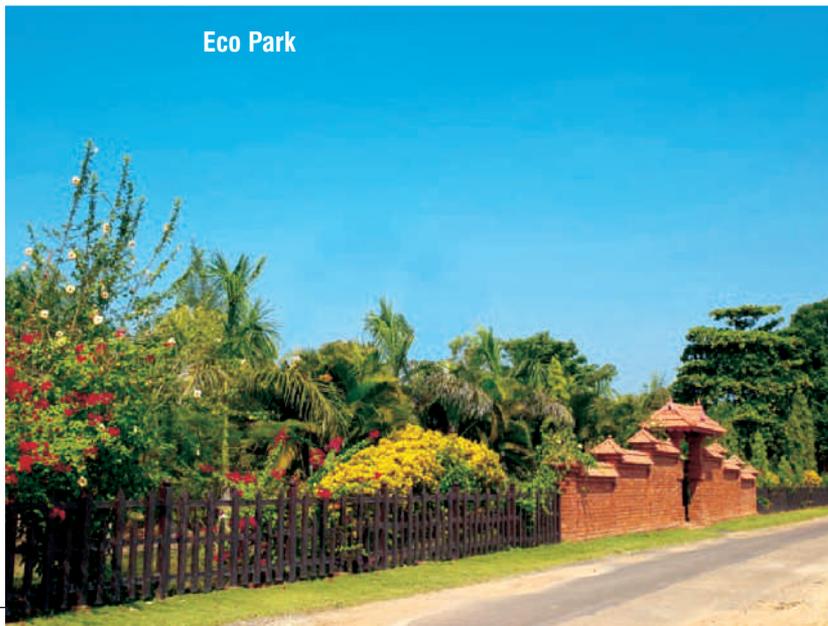
- Invested around Rs. 5 Crore for enhancing the Cochin Port Oil Spill Response Facility with equipment's and additional facilities.
- Procured a new Hazardous Material Emergency Response Vehicle at a cost of Rs. 6 Crores (approx) to handle any type of emergencies.
- Conducted OCEMS (Online Continuous Emission Monitoring System) Training for the benefit of CPCB officials /KSPCB officials/Industry representatives.

- Started sludge processing in the newly commissioned Delayed Coker Unit.
- State of the art facility instituted for environment friendly way of coke storage in a covered dome with sprinkler system and other allied facilities like pipe conveyer.



- 56 Numbers of day - light capturing systems (Norikols) instituted in our Central Maintenance Workshop and Central Warehouse area to make them totally day-lit areas.
- Utilised Re-gasified Liquefied Natural Gas (RLNG) for power generation to reduce greenhouse gas emissions.
- Kochi Refinery recycled 23.63 tons of paper this year thus saving around 402 trees and 23,630 kilograms of Co2e.
- Achieved 53.7 million Accident free man-hours equivalent to 4485 days as on 11.04.2018.
- A new Sulphur Recovery Unit with 99.99% recovery with facilities for TGTU.
- Recertified to ISO 14001 : 2015; ISO 9001:2015 and to OHSAS 18001 : 2007.
- A rural mini marathon run sponsored by Kochi Refinery involving the students was undertaken for spreading the message of energy conservation and environment protection as part of the SAKSHAM Oil & Gas Conservation Mass Awareness Campaign. Students of different age groups participated actively in the 10 km and 5 km categories.
- BPCL-KR has put in place an Environment Management Plan exclusively for covering Environment related incidents/accidents.

Eco Park



- A free pollution check up of vehicles was arranged both for the employees and the public and given PUC certificates.
- A biogas plant of capacity one tonne per day to treat canteen waste.
- BPCL KR is maintaining the Annie Besant Park in Ernakulam City.
- Electrostatic precipitators in FCCU and PFCCU for capturing particulate matter.
- A Sewage Treatment Plant of capacity 250 m3/d in operation to treat sewage water.
- Roof-Top Solar power stations of 195kWp.
- An Eco park implemented inside refinery in an area of 5.5 acres.

Road tar with plastic waste modules at KR - A CRDC experiment



Demonstrating the plastic waste module that is laid beneath the tar

A novel concept for utilization of waste plastic in road construction developed by CRDC scientist Dr. Mahesh Kasture, has been implemented in Kochi Refinery. Two stretches of road have been experimented in Mumbai Refinery also.

Project Department [KR] has constructed a new road to Maintenance Shop at IREP Project area using waste plastic modules. A stretch of 600 square meter road has been prepared wherein about 4 tons of waste plastic has been utilized. The concept and process are under experiment in various regions in India.

The trial waste plastic road laid in IREP area of Kochi Refinery is the longest trial stretch laid using waste plastic modules amongst the stretches prepared so far. The road was inaugurated by Mr. Soman CK, then CGM, Operations (KR), in the presence of Mr. Prasad K Panicker, ED (KR) I/C, Mr. Ramachandran PS, ED(Projects), and other members of KR team in November 2017.

CSR | News

BPCL Corporate Social Responsibility Initiatives



Tank
Constructed
at Mulbagal
Block of
Kolar District,
Karnataka

Project Boond

Water Conservation Activities in South India

"Anyone who solves the problem of Water will be worthy of two Nobel prizes - one for Peace and one for Science".

- J. F. Kennedy

"Thousands have lived without love, not one without water".

- W. H. Auden

These two quotes clearly emphasize the importance of water and its conservation in order to sustain a healthy livelihood. In a country like India, there has been a huge disparity between the population and the available water resources. Traditionally, our ancestors have had the foresight of constructing water conservation bodies, realizing the irregularity in the weather, rainfall in the area and the terrain. Tank cascades, bore-wells and local ponds are some of the systems for storing of water which are important and significant to the rural economy and

local eco-system of areas which record low rainfall. However in the recent years, these water bodies have become redundant due to negligence.

At BPCL, Water Conservation is one of the key thrust area for its Corporate Social Responsibility (CSR) initiatives. These initiatives aim at reviving the depleted state of water resources and ultimately improving the crop returns and the life of the people stuck in poverty-ridden conditions. Taking into account the serious water problems, BPCL identified certain districts in the Southern states that need intervention. BPCL in partnership with DHAN Foundation (our implementing partner), ensures agriculture based livelihood to Small and Marginal Farming communities through Water Conservation and Development Works and also by providing technical and managerial support for better output in crop production.

In the last few decades, ground water levels have been falling alarmingly and the lack of maintenance of traditional rainwater harvesting systems such as tank cascades, has severely

affected their storage capacity. In the rural areas, small and marginal farmers have been majorly surviving on rain-fed agriculture with very little support from the irrigation system. The once prosperous area, is now caught in the vicious circle of depletion of water, soil quality, and would in no time, turn into a barren and drought prone land. This failure of crops has also been responsible for disruption of the socio-economic health of the poor farmer, affecting his lifestyle drastically and in-effect causing large scale migration.

These issues demand a systematic, broad, all-inclusive strategic solution to target not only the restoration and rehabilitation of water, but also the involvement of the local community as a key part of the solution. The people are formed into various village level groups, thereby creating a sense of responsibility and unity among the villagers. The project also includes improving the local way of life by imparting good practices in farming, managing their individual funds, preparing them to stand tall in the face of adversity and also providing them security and a helping hand to bring them out of poverty into a healthy, prosperous life.



Well-constructed at Kolar, Karnataka

The strategy employed by our partner is People-centric, People-Empowered, Pro-Poor and a People-Governed approach to restart small scale irrigation by using rain-fed tanks and farm ponds as well as promote sustainable agriculture. The entire project is engineered to revive and rejuvenate the water bodies by building community-owned organization called Vayalagams. Peoples' organizations are considered as development partners and they mobilize around 15% to 20% of the project funds. The Districts which are under the project face some of the issues pertaining to these geographical areas like fall in groundwater levels, soil erosion from the catchment areas, unavailability of water to support the crops in the critical period of their life cycle leading to crop failure, weeds, problem of seawater intrusion, salination of groundwater, etc.

Through various water conservation activities, more than 200 villages have been benefitted by desilting of supply channels and link channels in the chain, desilting the tanks, strengthening of bunds in vulnerable location, repair/reconstruction sluices for water regulation, repair and reconstruction of surplus weirs and building/renovation of farm ponds.

Along with these core water conservation activities, a host of other allied activities have been undertaken which include - Agricultural demonstrations involving smart practices for better yield, organic farming through vermicomposting, fish rearing in constructed ponds and also demonstration of roof-top water harvesting systems. The villagers also work together to rehabilitate the construction/tank system before the onset of



Cultivation of vegetables in Kolar Dist., Karnataka

the monsoon season to facilitate agriculture, collect more rainwater in the tanks and bunds and also to prevent the damage caused due to floods. Capacity building of the User Group (Vayalagams) through orientation and training (Building Human Infrastructure) has helped to build a good knowledge base among villagers.

Water conserved through Roof Harvesting has provided a substitute for the irregular supply of tap water in the area. Farm ponds have been found to be one of the best sources of water harvesting structures for small and marginal farmers, who are fully dependent on rainfall, as the water collected is utilized to be used in the most critical stages of the crop life-cycle thereby arresting the issue of crop loss to drought.

The project has so far benefitted thousands of families in addition to creating water storage capacity of over 15 crore liters. This project is to be replicated and scaled up to include new districts and locations. We are confident that building on this model and ensuring sustainability through community participation, we are ready to mitigate drought once and for all!

RETAIL | News

Power conservation initiative through Retail Outlets



At BPCL While we care for our customers and ensure correct quality, quantity of fuel and convenience for them we also care for the nation and contribute in our small ways through Allied activities.

So far India has always been deficient in power. Even in this day and age, there remain villages in India which were not lit by electricity. Conservation of power and more production are the most prominent ways to deal with the situation. On the conservation side, Govt formed Energy Efficiency Services Ltd a Joint venture Company of Power PSUs under Ministry of Power, Coal, New and Renewable Energy and Mines). BPCL had a tie-up with EESL to provide economical and eco-

friendly illumination under the UJALA scheme. A 9w LED bulb under this Ujala scheme of EESL equals a 100 w old bulb in terms of lighting. Its Impact on the nation is huge. The equipment sold under the scheme comes with a year with a warranty, the customer can get a free replacement in this period from anywhere in the country.

So far BPCL dealers through this ARB initiative have sold LED equipment's worth approx. Rs. 300 lacs. Approximately 700 BPCL dealers have joined this initiative to save power for the country by selling of Power efficient products like LED Bulbs, Tube lights and fans to the citizens through Petrol Pumps at most reasonable rates to consumers.

Retail Celebrates World Environment Day



This World Environment Day, Retail, being the largest BU demonstrated its might by celebrating World Environment Day from Installations to Depots to Retail Outlets.

The celebrations of World Environment Day were commemorated with high energy levels, and flagged off in Coimbatore, when Narain Karthikeyan, the fastest Indian and Speed brand Ambassador launched a nationwide engagement of World Environment Day, in presence of Shri. P. S. Ravi, Head, Retail (South), Shri. Deepak Jain (DGM, Brand & PR), Shri. V. Nagarajan (State Head, TN & P) and territory officials, from M/s SNS Petrofils, Thudiyulur, Coimbatore. Narain Karthikeyan interacted with customers/dealers and distributed the gifts to customers who fueled Speed - the emission reducing petrol, on that Day.

Speed has derived appreciation from our customers, for its emission reducing property and World Environment Day celebrations are incomplete at BPCL Retail Outlets, in absence of Speed. This World Environment Day, saplings were distributed at the major Speed selling network across India. From Delhi territory leaving its customers awe struck by giving beautiful plants on every purchase of Speed, to Hyderabad giving a free PUC check and Chennai dedicating a

Speed lane for its premium customers, it was all to contribute our bit towards Mother Earth.

Installations also came up with innovative ways to join hands in making Earth a better place to live. Sewree, Igrur and Kanpur started by planting saplings in the installation premises. 'Beat Plastic' being the theme of this World Environment Day, Kandla installation distributed cloth bags and vowed to use the same in the installation premises, whereas in Patna TOP, a sapling was given in a jute bag to each tank lorry which went for fuelling. Manglia Receipt Terminal initiated the process of converting bare land into a green lawn planted with hydrocarbon absorbing plants.



Bharat Petroleum Corporation Limited & Green Retail

Bharat Petroleum has always been a pioneer towards Green and Clean Energy and Retail has taken all the steps in this mission for a cleaner and greener environment whether it is reinduction of fuel SPEED, Solar Powered Retail Outlets, Green Lighting, Rain water Harvesting. We believe in contributing much more to the society/mother earth than what we consume.

Solar Powered Retail Outlet

Solar energy is the readily available source of energy and also being of non-polluting nature is the most preferred non conventional energy source. We, at BPCL ,have gone ahead

with Solar Powered Retail Outlets where Solar is the primary source of energy at the Retail Outlets.

Solar system at Retail outlet not only ensures freedom from power cut but also ensures constant voltage power supply. Economy wise also, Solar System is much cheaper than DG Set and also offers 10-15 years warranty at very low maintenance cost.

BPCL has commissioned more than **1217 Retail Outlets with Solar System** by March 2018 and plan is to expand the network. Approximately 6693 KWp energy is being generated by this system.



Rain water harvesting at Retail Outlet

Rain Water Harvesting as a method of utilizing rain water for domestic and agricultural use is already widely used throughout the world. It is a method which has been used since ancient times and is increasingly being accepted as a practical method of providing potable water throughout the world.

It has wide application also in urban and semi-urban areas where the reliability and quality of piped water is increasingly being questioned. For centuries the world has relied upon rainwater harvesting to supply water for household, landscape, and agricultural uses. Before city water systems were developed rainwater was collected (mostly from roofs) and stored in cisterns or storage tanks.

BPCL is also doing its bit and Rain Water Harvesting (RWH) systems are being installed at Retail outlets to conserve rain water and return to the mother earth.

LPG | News

Foundation stone laying of Bharat Petroleum Corporation Limited's LPG Bottling Plant, Balangir



The foundation stone of Balangir LPG Bottling Plant was laid by Shri. Dharmendra Pradhan, Honourable Minister of Petroleum and Natural Gas, Skill Development & Entrepreneurship and Shri. Thaawarchand Gehlot, Honourable Minister of Social Justice and Empowerment, Government of India, in the august presence of Shri Kanak Vardhan Singh Deo, Honourable MLA, Patnagarh, Shri. Rajkumar CMD, BPCL and other dignitaries at Koshala Kalamandala Ground, Balangir.

Shri D. Rajkumar CMD, BPCL in his welcome address remarked that with the LPG demand growing in the State, the need for putting up a new bottling plant was felt and the historical town of Balangir was chosen for locating the plant considering the logistical advantage of the location. He further added that this LPG plant will be the second one in the state of Odisha after Khurda LPG plant and would be spread over 23

acres of land with the capacity to bottle 42.0 lakhs cylinders per year.

The Honourable Minister of Petroleum and Natural Gas, Skill Development & Entrepreneurship, Shri. Dharmendra complimented BPCL for putting up this plant at a cost of Rs. 103 crore which would be completed before March 2020 and would cater to 14 districts of the state. This project would benefit the underprivileged and economically backward class. This plant at Balangir will give a boost to the PMUY initiative scheme and the main beneficiaries would be tribals and dalits in the state of Odisha. He further added "This is only the beginning, BPCL is coming up with another mega ethanol plant of Rs. 800 crores at Bargarh which will use agricultural waste". These projects would generate direct and indirect employment for youth of the state.

Bharat Petroleum Corporation Limited (BPCL) a Maharatna PSU under the Ministry of Petroleum & Natural Gas is setting up a LPG Bottling Plant at Village Barkhani, District Balangir in Odisha State. BPCL is already having a LPG Bottling Plant at Khurda. For BPCL, the new plant that is going to be constructed at Balangir will be the second in the State of Odisha. Oil Marketing Companies are having LPG Bottling Plants at Balasore, Jharsuguda, Khurda and Jatni. The current bottling capacity of these 4 plants is 2.80 Crores cylinders per annum. In addition to the proposed LPG Bottling Plant at Balangir, Oil Marketing Companies have plans to set up new plants at Bhubaneswar and Rayagada. Odisha will have a total of 7 LPG Bottling Plants once all the new plants are completed. The bottling capacity of these 7 bottling plants will be 4.06 crores cylinders per annum.

LPG consumers in Odisha state were 20.22 lakh on 1.6.2014 has grown up to 62.17 lakhs on 1.5.2018 which is increase of customer base by 207.5% during this period. The demand for packed LPG in Odisha was 454.3 TMT last year which is expected to be 610 MT. by 2020.

BPCL has 15.37 lakhs customers who consume 78 lakh cylinders in a year. This consumption is expected to increase to 105 lakh cylinders by 2020. The LPG Plant at Balangir will be constructed in the village Barkhani which is around 12 KMs from Balangir Railway station. The plant will be spread over 23 acres and will have the capacity to produce 42 lakh cylinders per year. The plant is expected to be operational by March 2020.



World Environment Day at Lucknow LPG Plant on 5th June 2018

World Environment Day was observed at Lucknow LPG on 5th June 2018 with full enthusiasm as the company staff and officers together reaffirmed their commitment towards protecting the environment by organizing tree plantation drive supported with the theme of **"Mera Ped" (My Tree)**.

On this occasion, Territory Manager Mr. Arun Sonvani briefed

the gathering on the benefits of planting different type of trees and plants to improve our surrounding environment. He also briefed the gathering on the various initiatives being taken by our organization towards protecting the Environment and investments being made in adopting green technologies. He urged the people that usage of plastic should be avoided to maximum extent for protecting the environment.

This year, the location adopted a uniform plantation of Gulachin flower tree which would upgrade the aesthetic look of the plant. Territory Coordinator Mr. Puneesh Kumar Soti thanked one and all for their enthusiasm and commitment shown towards preserving the environment and underlined the need for practicing the same both at home and work.

World Environment Day at Durgapur LPG Territory, West Bengal



On 5th June'18, World Environment Day was celebrated at Durgapur LPG Territory with all the stakeholders including management staff, workmen, contract Staff, Distributors and Customers.

At Durgapur LPG Plant, the Program was initiated with address by TM, LPG, Durgapur Shri. Vipul Shrivastava with brief information about the Need of Environment Day and shared the theme for 2018 - **"Beat Plastic Pollution"** and making changes in our everyday lives to reduce the adverse effects of plastic pollution.

"मेरा वाला पेड़!" Abhyaan was started in which every employee planted one sapling inside Plant premises and pledged to take care of the same.

At distributorship premises, every distributor planted saplings and distributed some to our new customers to spread the awareness throughout our network.

World Environment Day was also celebrated by West Bengal Pollution Control Board at City Center, Durgapur wherein Public Awareness Camp along with Painting Competition was held for school children.

World Environment Day at North East Territory



During WED major activities carried out by Distributors in North East Territory were:

1. Tree Plantation by Senior Citizens who are also our Customers at prominent places.
2. Gifting sapling to all PMUY NC issued.
3. Quiz on WED with Beneficiaries.
4. Free Hot Plate Service Camps.
5. Conservation Camps at Distributorships.

World Environment Day at Pithampur Indore LPG Territory

World Environment Day was celebrated at Pithampur LPG Plant on 5th June 2018 and following activities were conducted.

Banners were displayed at the gate to create awareness about the environment to the visitors. The programme began by explaining the history of World Environment Day, its significance to all employees and contract staff.

The theme of WED 2018 was explained to all persons in detail. Territory Manager explained the importance of Mother Earth and how all of us can contribute to keep mother earth and environment sustainable.

To mark the day & to show the concern towards Environment, more than 70 saplings (Gulmohar Tree, Sitafal tree, Jamun Tree etc) were planted by staff, contract staff, PCVO crew, Security etc.

Other activities included Environment based Oral Quiz for all and Winners of Quiz were awarded. Environment Based Slogan, Essay and Suggestion Competition winners were

appreciated. Detailed talk on importance of reducing the use of plastic products and use of alternate sources was reiterated.



Appreciation of Gardening Staff

World Environment Day at Bhitoni LPG Territory, Madhya Pradesh



For almost five decades, World Environment Day has been raising awareness, supporting action, and driving change. Bhitoni LPG Territory also celebrated World Environment Day on 5th June with zeal and enthusiasm at distributorships by planting saplings with all the staff of distributorship joining hands to eliminate use of Plastics which was also the theme for this year "Beat Plastic Pollution".

All the Officers of Bhitoni Territory and distributors with their staff, pledged for encouraging awareness and action for protection of our environment. People were encouraged to work towards the environmental issues and become active agents of sustainable and eco-friendly development.

Below are a few Distributors who engaged customers at their outlets and also planted trees and sapling in and around their distributorship.

1. Pilkahtra Gas Agency : Seoni
2. Chirayu Bharat Gas : Balaghat
3. Fiza Bharat Gas Gramin Vitrak : Balaghat
4. JPGas Agency : Narsinghpur

Team ESE & Sinner LPG join hands for project **ZERO WASTE** at **ZERO COST**



Canteen waste collected in bins and laid over layer of dry grass in pits



Project take off on 7th December 2018

Team ESE worked with Sinner LPG in making the plant a ZERO waste plant with zero cost. Every plant has to deal with waste; be it the food waste or organic waste like dried grass, fallen leaves etc. Managing this waste is a problem for every plant.

ESE after discussion with Mr. Vijay Tilak, RLM (West) selected Sinner LPG as pilot for the project. The Project involved collecting and converting the biodegradable waste into good soil/manure in a natural way without incurring any cost.

Sinner LPG has an area of about 26 acres. With 120 people (including contract labour) working around two shifts, the quantity of waste getting generated is about 7-10 kgs per day. The dry grass and leaves add to the organic waste and is also a safety hazard. The food waste was being collected and transported out for disposal/dumping by the canteen contractor. The dry grass/leaves etc was being disposed off by the housekeeping contractor. This had a recurring cost of Rs. 9000/- Per month and Rs. 1.08 lakhs annually.

The project started off on 7th December, 2017. Plant in charge Mr. Kamlesh Kumar and his team was very enthusiastic and involved all concerned and set up the process.

Process in brief :

Food waste is collected in bins, just like you would in your regular kitchen dustbin. The food waste is kept in one dustbin and vegetable/fruits wastage in other dustbin. All the organic waste is transported through carts, to the open plots inside the plant, away from operating area, keeping in mind health and safety aspects. Earthen pits of (4X4X2 feet) are dug in this open area. A layer of dried grass is laid and then the food waste collected in bins is dropped over this layer. Another layer of dried grass/ leaves is laid over this. A bioculture medium called Jeevamrut is added over this layer in the pit which facilitates decomposition of waste and converts it into high quality organic compost/ soil. Layers in the same way are put in the pit on a daily basis till the pit gets filled completely. The pit is kept covered to facilitate the process. Some amount of water is also added. Once one pit is completely filled, it is left for 6-8 weeks for complete conversion. In the meanwhile, the same process is repeated in the second pit. (Jeevamrut is made out of Cow dung, cow urine added with jaggery (GUD) and gram pulse and is a natural source of good microbes that thrive in the waste, facilitating decomposition). At the end of six weeks, high quality organic compost is generated in the pit and the same is utilized for the beautification of entire garden of Sinner LPG Plant.

The ingredients are easily available for jeevamrut preparation. The medium though helpful in decomposition is not a must and the process may take one or two weeks more time if it is not used. Hence the whole process does not involve any cost while providing a saving of Rs. 1.08 lakhs annually.

Sinner LPG has successfully converted about 500 kgs of waste and the first batch of manure compost is already ready for use.

Kudos to Team Sinner LPG for being the first ZERO WASTE at ZERO COST Plant.

LUBES | News

MAK - BEYOND LIMITS : SR Annual Lube Channel Partner Meet

The Annual Lubes Channel Partner Meet of MAK Southern Region was held from 07th - 9th May 2018 at Vizag. In the last year, the Bazaar Channel Performance of Southern Region reached an all time high of 18.5 TMT with a spectacular 13% growth (highest amongst all regions). This was achieved despite the twin effects of GST roll-out and demonetization fall-out. In order to recognize and enthuse the channel partners, select Lube Distributors from the entire southern Region were invited for the Meet to acknowledge and recognize their performance and efforts in the year gone by.

The theme chosen was **"MAK - Beyond Limits"** - with the meeting rightfully being held in Vizag - the 'City of Destiny'. Infinite possibilities and Infinite capabilities, in the minds of the officers and Distributors, was the leitmotif of the two day event.

The Channel Partners were welcomed warmly by the Regional Lubes Team, by the draping of a traditional shawl on each one of them, as they are our first customers and true brand custodians. The event had Shri V. Anand (Executive Director (Lubes) gracing the occasion, apart from other HQ members and the entire MAK Team from Southern Region.

The meeting started with the traditional lighting of the lamp, followed by the performance review and way forward for the Bazaar Channel by Shri Ravikanth G. (BCM Lubes -SR). Shri Debashis Naik, RM (Lubes) SR, in his address, said that despite the negative growth trend in the first six months, the Region bounced back strongly by clocking highest growth amongst regions for the year 2017-18. He extolled the team to go beyond limits and achieve the targets in the year ahead.

Shri V. Anand (ED Lubes), in the keynote address, emphasized on the importance of Value and Volume generation for the Lubes Business. He also guided Channel Partners to have a long term perspective of their distributorship and wished them the very best for the year ahead.

Renowned motivational speaker - Mr. Paul Robinson was present for a session to motivate the Channel Partners and the MAK SR Lubes Team. Mr. Robinson is a speaker par



excellence, and he engaged the audience in his inimitable style to drive home the point of 'Going Beyond Limits'.

Day 1 ended with a glittering award ceremony for recognizing the valiant efforts of the SR Channel Partners and well as the efforts of the Officers / Territories. The Champion of Champion Awards were bestowed as follows :

1. Channel Partner- M/s Shrey Electro Sales Pvt. Ltd.
2. Territory - Chennai Reseller Lubes Territory
3. Officer - Mr. Gaurav Kaushik

During the meet, a compendium on Direct Market Potential was unveiled by ED (Lubes) during the event, which encapsulates the segment-wise market potential in Direct Channel and is a ready reckoner for the Industrial market for both Channel Partners and officers. Also, to enlighten the young and dynamic officers of the Region in the field of emerging technologies in passenger vehicles, Shri Mahadevan, Sr. Adviser (R&D), M/s Cummins India was invited to deliver a talk on 'Future Engine Technologies and Power Train Systems'. The session provided invaluable information about technological changes in the automotive sector.

An in-house program of the talented field officers of Team MAK - SR, "MAK Masti" was the highlight of the two day meeting, where participants showcased their talent in stand-up comedy, singing, taekwondo, Quizzing and many more. One of the major highlights was the Virtual Reality stable (MAK VR Experience Zone) put up at the venue, where all participants experienced roller coaster rides, played Football & Basketball and walked on the edge of a high rise building, albeit in the virtual world. This helped Southern Region showcase the power of technology, which can be used as a tool for training purposes.

The event was a perfect mix of work and fun! The SR Team MAK went back to their place of work, fully re-energized and equipped to go 'Beyond Limits'.



World Environment Day - 5th June 2018

Lubricants SBU has always been a front runner to appreciate, adopt and exhibit our core values ie Innovative, Reliable and Caring, more so, when it comes to Environment, Our surrounding and Our Customers.

Our Plant Managers at Budge Budge - Mr. Sunil Mali, Loni -

MAK LUBRICANTS

For every company in the global industrial sector, energy efficiency is the top priority business imperative in today's competitive environment. From an operations and cost efficiency standpoint, reducing energy consumption directly impacts a company's bottom line and helps in maintaining the sustainable environment. Being lubricant manufacturer, BPCL, to a great extent is trying to exceed expectations from lubricants that can meet improve energy efficiency, reduce fuel consumption, enhance reliability, eco- friendly and provide longer equipment life.

The population of vehicles has been continuously increasing and hence vehicular emission is increasing which affects environment and human health. The growing environmental concern has created the need to improve vehicle fuel economy and hence newer vehicles require engine oils which enhance fuel economy. BPCL R&D has taken this opportunity to develop fuel efficient engine oils and energy efficient industrial oils.

1. MAK PETROL ZENITH : MAK PETROL ZENITH is semi-synthetic fuel efficient engine oil for modern passenger cars and it is proven for 4% fuel economy, under test conditions. This oil provides 4 times better engine wear protection than industry standard. It also saves engine components in frequent START-STOP conditions during city driving. This oil meets SAE 5W-30, API SN, ILSAC GF-5 specification. Excellent low temperature flow ability of this oil helps in easy start at all

Ms. Suparna Garg, Tondiarpet - Mr. Govindaraj and Wadilube - Mr. Sankarnarayan Das, very enthusiastically, enrolled the team members, and organized the various activities to emphasize our support to the cause.

Activities such as :

1. Display of Banners at strategic locations in Hindi and English.
2. Plantation of fruits and vegetable saplings by staff and contract labour.
3. Slogan writing competition on the topic "पर्यावरण संरक्षण" for staff.
4. Essay competition on the topic "पर्यावरण का महत्व" for staff.

Important aspects like, Noise Pollution, Eliminating uses of Plastic Bags, Reduction in Carbon Emission, Conserving Energy, were discussed and debated on the occasion. Senior Officials of the Organization, who were invited to our Blending Units, especially for the event, very passionately shared their inputs and suggestions to better our contribution to the Society.

We are sure that these small efforts of each individual shall garner enough support in future, to ensure sustenance and longevity of our Mother Nature.

weather condition. It provides better control over sludge and deposit formation, ensures superior engine cleanliness, longer engine life and reduced maintenance cost. It offers excellent catalytic converter protection.



2. MAK EVOLV 0W-20 : Passenger Car OEMs especially Japanese OEMs such as HONDA, MARUTI and TOYOTA etc. are designing cars which can run with lower viscosity oil like 0W-20 to reduce internal drag. This will reduce fuel consumption, lower exhaust emission and improve engine response. MAK EVOLV 0W-20 is a synthetic oil, developed for these new generation passenger cars and meets API SN and ILSAC GF-5 performance level. It is designed with premium quality base oil and carefully selected additive technology. This oil provides excellent flow ability at low temperature and easy start at all weather condition. Superb anti wear characteristics protect engine parts from wear and tear. This oil is suitable for ethanol blended petrol (upto E85). **It can be also be used in hybrid cars.**



3. MAK CI4 PLUS FE 10W-30 : Heavy duty commercial vehicles are the backbone of Indian economy and mainly dependent on diesel fuel. This is a highly cost sensitive segment. Traditionally SAE 20W-40 & SAE 15W-40 type of engine oil are most popular engine oils in this segment. However, "Fuel efficiency" regulation is being implemented in heavy duty commercial vehicle sector. Hence R&D has developed this 10W-30 oil for heavy duty commercial vehicles, which can reduce viscosity drag in the engine and **improve fuel economy for the vehicles without any compromise of engine durability**. This oil is proven for 1.5% to 2% fuel economy in Chassis dynamometer test in a reputed lab in India. It is extensively field tested upto 1.0Lakh KM in long route buses of major transporter. This oil meets currently available highest specification viz. API CI-4 PLUS which is specially designed for EGR fitted engine to have better soot dispeancy, engine cleaning and protection against soot induced wear.

4. MAK TEXTROL EE 10 : Energy efficient Textile Spindle oil: The textile industry is one of the most complicated manufacturing industries because it is a fragmented and heterogeneous sector dominated by small and medium enterprises (SMEs). Energy is one of the main cost factors in the textile industry. Especially in times of high energy price volatility, improving energy efficiency should be a primary concern for textile plants. Electricity consumption is increasing in Textile mills, due to prolonged use of the equipment's in inefficient operating parameters. The energy cost to production cost is around 15 to 20 % and this comes second to raw material.

It is our endeavor to promote energy efficient oils and provide cleaner environment for future. Textile sector is one of our key focus areas where we believe that India has the potential to become a world leader. Around 20% of total power consumption in spinning units is accounted for driving ring spindles alone. We can save substantial energy (2-3%) annually by using correct spindle oil in spindle machines. It was observed that, major area of energy saving potential is in 'Ring Frames' where power consumption is observed to be highest at 40- 50% of textile plant.

BPCL R&D (Lubes) has developed a new innovative spinning oil called MAK TEXTROL EE 10, formulated using finest quality of hydro treated base oils fortified with special additive system for lubrication of high speed Textile spindle bearings.

The formulated product was tested at laboratory and under field conditions and was observed to be outperforming the market general products, in terms of reducing coefficient of friction, deposit forming tendency and reducing power consumption. **This product has demonstrated power savings of 1.9% against the popular grades in the spinning mill lubricating oil segment, and received approval from major customers and OEM M/s LMW Coimbatore.**

5. MAK HDYROVIS POWER 46 (Energy efficient Hydraulic oil) : Improved equipment efficiency which is the by-product of Energy efficient lubricants, can result in increased machine output, lowering operating temperatures and reduced energy usage. Deployment of energy efficient lubricants reduces the negative impact of energy consumption on the environment, improving the fuel economy, while at the same time reducing the energy costs thus contributing towards sustainable development. With increased awareness of lubrication, the customer is looking for lubricants with latest technology which can provide with increased equipment utilization and improved equipment reliability. This is why significant improvement in lubricants offer immensely leveraged opportunities to reduce costs and increase overall earnings.

Conventional Hydraulic fluids shear and breakdown on a regular basis resulting in metal to metal contact. This causes friction resulting in wear, high temperatures, and increased energy consumption. At high temperatures these oils lose viscosity. In this state, the hydraulic fluid transfers less hydraulic energy through the hydraulic fluid system, because it has become hot and thin-bodied; "internal leakage" within the system increases and efficiency drops in the desired direction of flow. At extremely low temperature conditions, oils become increasingly viscous and more and more difficult to pump.

BPCL R&D has developed energy efficient hydraulic oil, MAK Hydrovis Power 46 formulated with extremely shear stable viscosity index improver for use over a widest operating temperature range, providing exceptional anti-wear performance, based on unique technology, which will reduce above mentioned problems and enable manufacturing facilities to operate at maximum efficiency, optimum cost, increase in production output and fuel consumption. **This product was undergone field trial in Hydraulic equipment used for Truck loading/digging and demonstrated energy efficiency of 6.8 - 7.8% with improved productivity.**

6. MAK FRHF DU 46 (Fire Resistance Hydraulic fluid) : MAK FRHF DU 46 is an advanced, synthetic, anhydrous, less flammable hydraulic fluid based on organic esters and specially selected proven additives. This has better fire resistance than mineral oil. **It is also biodegradable with low ecotoxicity and is suitable for use in environmentally sensitive areas.**

MAK FRHF DU 46 finds application in metal, mining glass industry. It can replace mineral oils in hydraulic installation and provide good lubrication and higher degree of fire resistance.

CORPORATE | News



World Environment Day (WED) 2018 was celebrated with a theme of "Beat Plastic Pollution" during June 1st to 5th, 2018 at Vigyan Bhawan, New Delhi, organised by Ministry of Environment Forest & Climate Change, Government of India in conjunction with Federation of Indian Chambers of Commerce & Industry (FICCI). Exhibition was the integral part of WED celebrations with a purpose to reach out and connect with citizens of India. The exhibition was aimed to create an awareness of problems associated with

plastic pollution and how to beat it. It provided platform for various Industries, Corporate experts to showcase their technologies for plastic and recycling in more efficient, sustainable and innovative manner. Such opportunity was captured by BPCL to showcase in-house green initiatives for **Energizing Environment through Innovative Solutions.**

BPCL exhibited its presence by demonstrating a range of activities in a "0" plastic stall. The stall was inaugurated by Lt. Col. S. K. Barve, GM (HSSE), BPCL on 2nd June, 2018.



(Inauguration of Stall and visit of Hon. Minister of Science & Technology, Govt. of India)

The stall was visited by Shri Harsh Vardhan, Hon. Minister of Science and Technology, Govt. of India, and senior officials from BPCL (Shri R. Ramachandran, Director-Refineries; Shri K. Ravi, Executive Director-Refineries Co-ordination & Special Projects and Shri M. S. Patke, Executive Director-HSSE & Biofuels).

In line with a theme of exhibition, BPCL showcased numerous initiatives encompassing all areas of environment conservation and sustainability. This included following key areas which focuses to mitigate waste plastic pollution and promote clean energy program of Government of India.

Utilization of waste plastic in road pavement : BPCL displayed its in-house developed unique approach to utilize waste plastic modules in road pavement.

Biofuels : The key initiatives in promoting 2G Ethanol,

Biodiesel and unique Water Detecting Paste (WDP) and Quick Test Method (QTM) process development for determination of water and ethanol content in Ethanol Blended MS (EBMS) were displayed.

Low cost Bioremediation Process : As a part of CSR activities, in-house developed cost effective approach in mitigating diesel spillage in agricultural zone at Nasik District was showcased.

Pradhan Mantri Ujjwala Yojana : The benefits of Ujjwala Yojna, in mitigating air pollution, was presented to all visitors.

The presentation and information shared with various visitors, through BPCL stall, received overwhelming response and appreciation. Furthermore, this has helped to reaffirm BPCL's commitment towards **Energizing Environment through Innovative Solutions.**

साक्षात्कार



हमारा पहला साक्षात्कार
टी. राजगोपाल एण्ड सन्स के
श्री आर. नन्दकुमार और उनके
आरओ के साथ है जो तमिलनाडू के
त्रिचि में 1897 से कई बदलावों के साथ
बीपीसीएल से जुड़े हैं।

प्रश्न 1 : कृपया अपने तथा अपने परिवार के बारे में बताएं?

मैं आर नन्दकुमार, श्री आर. रंगनाथन का पुत्र और श्री टी. राजगोपाल अयंगर का पोता हूँ। मेरी पत्नी श्रीमती प्रेमा नन्दकुमार और मेरे दो लड़के एन. विष्णु प्रसाद तथा एन. सुदर्शनम हैं।

मेरे दादा टी. राजगोपाल अयंगर ने अपने जीवन काल में अन्य महत्वपूर्ण पदों के साथ डिंडीगुल म्युनिसिपालिटी के अध्यक्ष के रूप में कार्य किया। मैं कानून में स्नातक हूँ और अपना स्नातक पाठ्यक्रम लोयला कॉलेज चेन्नै से किया। वर्ष 1963 में अपने पारिवारिक व्यवसाय से जुड़ने से पूर्व कुछ वर्ष मैं मद्रास हाई

कोर्ट में प्रेक्टिसिंग लॉयर था। मैंने 1970 में डिंडीगुल म्युनिसिपाल कॉन्सिल का भी नेतृत्व किया है। साथ ही, रोटरी क्लब ऑफ डिंडीगुल के अध्यक्ष के रूप में कार्य करने के दौरान विभिन्न सामाजिक अभिगमों में भागीदारी की।

प्रश्न 2 : कृपया अपनी पृष्ठभूमि तथा बीपीसीएल के साथ जुड़ने के बारे में बताएं ?

हमारा संगठन 120 वर्ष पुराना है। बीपीसीएल तथा इसकी मूल तेल कंपनी के साथ हमारा जुड़ाव काफी पहले 15 सितम्बर, 1897 में हुआ जब मेरे दादा श्री टी. राजगोपाल अयंगर (हमारे फर्म के संस्थापक) जो एशियाटिक पेट्रोलियम के एक एजेंट नियुक्त किए गए थे, जो बाद में बर्मा शेल तथा तत्पश्चात भारत रिफाइनरीज और बाद में बीपीसीएल बनी। उस दिनों बिक्री मुख्यतया कैरोसीन (एसकेओ) की होती थी। इस समय हम डिंडीगुल कोडाईकॅनल और मनाप्परई में रिटेल आउटलेट चला रहे हैं। साथ ही, हमारा कोडाईकॅनल में अपना होटल तथा तंजोर में कृषि का व्यवसाय है। हमारी फर्म का विस्तृत इतिहास मेरे पिता ने वर्णित किया जब उन्होंने डिंडीगुल आर ओ में शताब्दी समारोह के दौरान एक स्मारिका जारी की थी जिसकी अध्यक्षता बीपीसीएल के तत्कालीन निदेशक विपणन श्री वी. के. रैना तथा अन्य अधिकारियों ने की थी।

प्रश्न 3 : बीपीसीएल ने किस प्रकार आपके जीवन को बदला या बीपीसीएल के साथ आपकी यात्रा कैसी रही है?

बीपीसीएल मेरे तथा मेरे सभी पारिवारिक सदस्यों के लिए एक विस्तृत परिवार है। हमने हमेशा आत्मीयता पूर्ण तथा एक-दूसरे हेतु लाभकारी संबंधों का निर्वाह किया है जिन्हें कुछ ही शब्दों में नहीं बताया जा सकता है। पुराने शेल दिनों से तेल कंपनी के सभी अधिकारियों ने व्यापार की गतिविधियों में हमारी काफी मदद की है।

एक स्मरणीय प्रसंग जो मैं याद करना चाहता हूँ वह था जब मेरे पिता श्री आर. रंगनाथन को चेन्नै में वर्तमान में बीपीसीएल का क्षेत्रीय कार्यालय अपने वर्ष 1995 के सबसे पुराने डीलर के तौर पर उद्घाटन करने का सम्मान दिया गया था।

जब मैं पीछे मुड़कर देखता हूँ और अपने सबसे हर्षदायक एवं यादगार अनुभव को याद करता हूँ तो मुझे वह दिन याद आता है जब मेरे पिता श्री आर. रंगनाथन द्वारा 15 सितम्बर 1997 को शताब्दी समारोह के दौरान दिए गए मुख्य भाषण के दौरान उनकी आँखों में आंसू छलक आए थे। उन्होंने उस दिन का इंतजार किया था जब हमारी फर्म ने डिंडीगुल के मोटरिंग जनता को सेवा देते हुए हमारे अन्य आरओ के साथ 100 वर्ष पूरे किए थे।

तीसरा अवसर वो था जब हमारे माननीय केन्द्रीय पेट्रोलियम एवं प्राकृतिक गैस मंत्री श्री धर्मेन्द्र प्रधान ने बीपीसीएल के अध्यक्ष एवं प्रबंध निदेशक श्री एस. वरदराजन तथा कार्यकारी निदेशक विपणन, श्री. जॉर्ज पॉल की उपस्थिति में हमें बीपीसीएल तथा उसकी अभिभावक तेल कंपनियों के डीलर स्वरूप 100 वर्ष से अधिक सेवा लेने के उपलक्ष्य में हमें एक स्मृति-चिन्ह प्रदान किया गया था। यह समारोह बीपीसीएल की 40 वीं वर्षगांठ पर 24.01.2016 को मुंबई में आयोजित किया गया था।

प्रश्न 4 : आप ऐसा क्या करते हैं कि जिससे ग्राहक सिर्फ आपके आउटलेट / वितरकता पर फ्यूल भराने आता है?

भरोसा एक प्रबल फैक्टर है जो हमारे ग्राहकों ने इन सभी वर्षों में हम पर बताया है और मेरा मानना है कि यह सबसे महत्वपूर्ण पैरामीटर है जो हमें सतत बनाए रखना पड़ता है जिससे हम अपने ग्राहकों का विश्वास एवं संरक्षण जीतते हैं और इसमें समर्पण एवं टीम वर्क के साथ काम करना पड़ता है जिससे हम अपने प्रत्येक ग्राहक के मन में अपने लिए भरोसा और विश्वास बना सके।

प्रश्न 5 : कृपया ग्राहकों के साथ आपके आउटलेट / वितरकता में हुए एक या दो प्रेरणास्पद अनुभवों को साझा करें।

ग्राहकों के साथ सबसे यादगार प्रसंग वह है जब शताब्दी समारोह में हमारे विश्वासपात्र ग्राहक बड़ी संख्या में जमा हुए और मेरे पिताजी को सम्मानित किया। हम उनके बहुत ऋणी हैं कि उन्होंने डिंडीगुल कोडार्डिकेनल और मानाप्यराइ जहां हम सेवा देते हैं, वहां की मोटरिंग जनता को हमारे योगदान से परिचित कराया। उस दिन वह विश्वास और भरोसा एक स्थायी प्रमाण था जो उन्होंने हम पर जताया और उसके लिए हम उनके सदैव आभारी हैं और हम अपेक्षाओं से ज्यादा नहीं, तो कम से कम उतना खरा उतरने के लिए भरसक प्रयास करेंगे।

प्रश्न 6 : आप अपने स्टाफ को किस प्रकार प्रशिक्षित तथा प्रेरित करते हैं जिससे ग्राहक को आपके आउटलेट / वितरकता पर आनंद का अनुभव हो?

संगठन की संस्कृति और परम्परा को नए स्टाफ में पल्लवित पुष्पित करना, हमारे लिए बड़ी चुनौती है। हम अपने प्रबंधकों एवं पर्यवेक्षकों के साथ सतत दैनिक आधार पर अपने स्टाफ की काउंसिलिंग करते हैं जिससे वे उन मानकों का अनुभव करें और उसे समझें, जिसे हम बनाए रखना चाहते हैं और उस विश्वास को दृढ़ करना चाहते हैं जो हमारे ग्राहकों ने इन वर्षों में हम पर जताया है। हम अपने स्टाफ के मन में अपनेपन का अहसास और इस संगठन में कार्य करने का गर्व भी अनुभव कराना चाहते हैं तथा जिम्मेदारी के गहरे अहसास की समझ पैदा

करते हैं ताकि उसको बनाए रखते हुए उन मानकों का विस्तार किया जा सके जो ग्राहक को अति संतोष तथा अनुभव देने हेतु अपने लिए निर्धारित करते हैं।

प्रश्न 7 : पर्यावरण तथा उसके संरक्षण पर आपके विचार क्या हैं? सुरक्षित तथा प्रदूषण रहित पर्यावरण की दिशा में आप कैसे योगदान करते हैं?

हम मानते हैं कि नवीकरणीय ऊर्जा ही एकमात्र रास्ता है जिससे हम अपने आस-पास सतत स्वच्छ पर्यावरण बना सके। हमारे छोटे से योगदान स्वरूप हम अपने डिंडीगुल और माना प्यरै आरओ पर हमारी पावर आवश्यकताओं को पूरा करने हेतु पूरी तरह से सौर ऊर्जा का प्रयोग करने लगे हैं जहां हमने 15 केवीए और 10 केवीए सौर पैनल स्थापित किए हैं जो हमारी ऊर्जा आवश्यकताओं को लगभग पूरा करते हैं।

प्रश्न 8 : अगर आपको मनुष्य की कोई एक या उससे अधिक आदतों को, जिससे पर्यावरण को नुकसान होता है, बदलने की जिम्मेदारी दी जाए तो वह/वे क्या होगी / होंगी और आप उस बदलाव को कैसे कार्यान्वित करेंगे?

हवा, पानी तथा भूमि का प्रदूषण सबसे आघात पहलू हैं जिस पर हम तुरंत ध्यान देना चाहते हैं और इसके लिए हम सबको अपने घर से शुरू कर अपने बिजनेस पर्यावरण पर मॉनीटर और नियंत्रण करना है। इस हेतु अगर मौका दिया जाए तो मैं लोगों को हरित ऊर्जा की ओर जाने हेतु प्रेरणा तथा प्रोत्साहन देने हेतु कदम उठाऊंगा और औद्योगिक और घरेलू कूड़ा-करकट तथा प्रदूषकों द्वारा भूमिगत जल को दूषित होने से बचाने हेतु तथा सूक्ष्मता से मॉनीटर करने हेतु कदम उठाऊंगा।

इसी विचार के साथ प्लास्टिक के प्रयोग को भी नियंत्रित करने की आवश्यकता है यदि हम उसे हरा नहीं सकते तो कम-से-कम प्लास्टिक अवशिष्ट का पुनःप्रयोग और रिसाइकलिंग हेतु कदम उठाएंगे जिससे उसका उपयोग रोड बनाने हेतु कवर बिछाने तथा उद्योग को प्रोत्साहित करने जो प्लास्टिक को फ्यूल (पोली फ्यूल तकनीकी) में परिवर्तित करता है, में किया जा सके।

इसके बाद हमारे पास आपके लिए, मदुरै, तमिलनाडु की श्री बालाजी एजंसीज की सुश्री लक्ष्मी रवींद्रन और सुश्री राजी मणीवन्न के महत्वाकांक्षा की कहानी है। उन्हें इस बात पर गर्व है कि उनके पास 60000 का भव्य घरेलू ग्राहकाधार, 3738 का व्यावसायिक ग्राहकाधार तथा 1999 रेटिक्यूलेटेड उपभोक्ता जनसंख्या है।



प्रश्न 1 : कृपया हमें अपनी और अपने परिवार की पृष्ठभूमि बताएं।

मैं लक्ष्मी रवींद्रन हूँ और मैंने फातिमा कॉलेज मदुरै से स्नातक किया है। मैं 1971 में अपने कॉलेज में इतिहास विषय में अव्वल रही हूँ। मैं एक खिलाड़ी थी और मैंने जिला स्तर पर टेबल टेनिस खेला है। मैं स्वतः-प्रोत्साहित हूँ एवं व्यवसाय में किसी भी चुनौती का सामना करने के लिए तैयार रहती हूँ। मैंने अपनी जीविका की शुरुआत एक वितरक के तौर पर की थी और बियॉन्ड एलपीजी से जुड़ जाने के बाद एक उद्यमी के रूप में विकास किया है।

श्री बालाजी एजंसीज की सफलता के पीछे श्री. सी रवींद्रनका हाथ है, जो मैकानिकल अभियांत्रिकी के स्नातक एवं सेवानिवृत्त सरकारी कर्मचारी हैं। सुश्री राजी मणीवन्नन मेरी पुत्रवधू है, जिसने लेडी डोक कॉलेज, मदुरै से इंग्लिश में स्नातक किया है। एक व्यावसायिक पृष्ठभूमि वाले परिवार से होने के कारण उसकी रुचि और उत्साह का सम्मिश्रण उसे एक आदर्श सहभागिनी बनाता है।

‘चलो साथ-साथ आगे बढ़ें’ यह हमारा दर्शन है। हम अपनी डिस्ट्रीब्यूटरशिप को व्यवसाय नहीं बल्कि एक कला मानते हैं और जब वह सुसंगत रीति से की जाएगी, तब ग्राहकों को अवश्य आकृष्ट करेगी। हम ग्राहकों को हमारे उत्पाद के बारे में विस्तृत जानकारी देकर एवं पर्यावरण-अनुकूल बनकर समाज में ऊंचे विचार कायम करने का लक्ष्य रखते हैं।

प्रश्न 2 : कृपया आपकी पृष्ठभूमि एवं बीपीसीएल के साथ जुड़ने के बारे में संक्षेप में बताएं।

मदुरै, चेन्नई के बाद तमिलनाडु का दूसरा सबसे बड़ा शहर है। इसे तुंगा-नगरम् अर्थात् कभी ना सोनेवाला शहर कहा जाता है। 1982 में शुरुआत करने के बाद, हमने ग्राहक-सेवा के 35 वर्ष पूरे करते हुए एक और सफल वर्ष में कदम रखा। श्री बालाजी एजंसीज काशोरूम 3650 वर्ग फीट क्षेत्रफल पर है, जिसमें 650 वर्ग फीट का एक सभागार भी शामिल है। 9642 की ग्राहक संख्या को प्राप्त करने के लिए हमें 14 वर्षों का लंबा समय लगा। 2000-2001 में हम खुले बाजार में कूद पड़े और हमने अपने परिचालन क्षेत्र का विस्तार कर ग्रामीण क्षेत्रों पर ध्यान केन्द्रित किया और सबसे बड़े डिस्ट्रीब्यूटर के रूप में उभरे, जिसके करीब साथ एक लाख उपभोक्ता थे। बाद में, लगभग 10 नए डिस्ट्रीब्यूटरों का प्रवेश होने पर हम उनके साथ अपने उपभोक्ताओं को साझा करने में खुश थे और अब हमारे घरेलू ग्राहकों की संख्या 60000 है। हमारे व्यावसायिक ग्राहक 3738 हैं और रेटीक्यूलेटेड ग्राहक संख्या 1999 है।

9 बीपीसीएल डिस्ट्रीब्यूटर, 32 आईओसीएल डिस्ट्रीब्यूटर और 10 एचपीसीएल डिस्ट्रीब्यूटर के साथ व्यावसायिक सिलेंडरों की भारी भरकम आपूर्ति में हम पहले नंबर पर हैं। बियॉन्ड एलपीजी के मामले में, 2003 में इसकी शुरुआतसे ही हम पूरे भारत में श्रेष्ठ 10 में रहे हैं।

हमने लगातार तीन वर्षों के लिए, अर्थात् 2008-09, 2009-10 और 2010-11 के लिए **“तमिलनाडू के सर्वोत्तम डिस्ट्रीब्यूटर”** का पुरस्कार जीता। 2001 से हम **टेरीटरी के सर्वोत्तम डिस्ट्रीब्यूटर** भी रह चुके हैं। वर्ष 2007 के दौरान संपूर्ण भारतवर्ष में हम पहले आईएसओ प्रमाणित डिस्ट्रीब्यूटर रहे हैं।

हमें ऊर्जान्वित करनेवाले कुछ सुंदर पलों की स्मृतियाँ : सुश्री लक्ष्मी रवींद्रन को 2006, 2009 और 2010 में **एनरजायजिंग लाइवज़** हेतु

अध्यक्षीय पुरस्कार प्राप्त हुआ। श्री. संजय कृष्णमूर्ति (भूतपूर्व कार्यपालक निदेशक - एलपीजी), श्री. एस राधाकृष्णन भूतपूर्व निदेशक विपणन, श्री. आर. के. सिंह भूतपूर्व कार्यपालक निदेशक, श्री. के. के. गुप्ता - भूतपूर्व कार्यपालक निदेशक, श्री एस. के. जैन - भूतपूर्व कार्यपालक निदेशक, श्री के. पी. चंडी - भूतपूर्व आरएलएम, श्री जॉर्ज पॉल - भूतपूर्व कार्यपालक निदेशक, श्री एस. रमेश - निदेशक विपणन तथा मुख्यालय के अन्य बहुत से अधिकारीगण उनके दक्षिण क्षेत्रीय दौरे पर हमारी डिस्ट्रीब्यूटरशिप का भी दौरा अवश्य करते हैं।

वर्ष 2009 में श्रीमती लक्ष्मी रवींद्रन को इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट द्वारा बेंगलुरु में आयोजित उद्यमशीलता विकास कार्यक्रम में हिस्सा लेने का अद्भुत अवसर दिया गया।

प्रश्न 3 : बीपीसीएल ने किस प्रकार आपके जीवन को बदला या बीपीसीएल के साथ आपकी यात्रा कैसी रही है?

अधिकारियों से मिला सौहार्दपूर्ण रवैया और नैतिक आधार एवं पारदर्शी व्यापार ने हमें भारतगैस से जुड़ने को प्रोत्साहित किया। बालाजी एजंसीज में हम केवल सिलेन्डर वितरण का ही काम नहीं करते। हम पूरी तरह से सेवा-प्रवृत्त हैं एवं हम अपने उपभोक्ताओं को इसका एहसास दिलाते हैं, कि हम किसी भी समय पर उन्हें सेवा देने के लिए हमेशा तैयार हैं। एलपीजी सिलेंडरों की आपूर्ति कर के बीपीसीएल ने उपभोक्ताओं के लिए काम आसान कर दिया है और हम हमारी कंपनी के साथ, लोगों को सबसे आवश्यक वस्तु की आपूर्ति करने हेतु हाथ मिलाते हुए गर्व का अनुभव करते हैं। अब रूझान इतना बदल गया है, कि कोई भी एलपीजी सिलेन्डर के बिना अपने परिवार का निर्वाह सुगम रीति से नहीं कर सकता। इसीलिए, एलपीजी सिलेन्डर ने हमारे दैनंदिन जीवन को अधिक आसान और तेज बना दिया है।

हम एक छोटे से यंत्र के रूप में काम करते हैं, जो मुख्य सेवा-प्रदाता बीपीसीएल द्वारा दी गई सेवा को वितरित करता है। इसीलिए, हमें यह कहते हुए गर्व होता है कि हम बीपीसीएल परिवार से संबंध रखते हैं।

हमें यह कहते हुए गर्व हो रहा है कि बीपीसीएल द्वारा की गई किसी भी पहल को करने में हम अग्रगामी रहे हैं। जैसे बियॉन्ड एलपीजी, तिपहिया वाहन से मोटर वाहन डिलीवरी, शोरूम वीएम मानदंड, डीबीटीएल, डिजिटलीकरण इत्यादि।

पारदर्शिता पोर्टल ग्राहकों के लिए एक वरदान है जो कि हमारी प्रक्रियाओं को पारदर्शी बनाता है और ग्राहकों तथा कंपनी के बीच संबंधों को बढ़ाता है। यह व्यवस्था वितरकों के लिए एक तनावरहित नीतिपूर्ण कारोबार में परिणत होती है।

बीपीसीएल ने हमें दुनिया भर के देशों जैसे सिंगापुर, मलेशिया, दुबई, इजिप्त, अंदमान एवं हाँगकाँग में गिफ्ट वाउचर्स के माध्यम से यात्रा करने का सुनहरा अवसर दिया जो हमें बियॉन्ड एलपीजी बिक्री के लिए हमारे पुरस्कार के रूप में मिला था।

हम इस तथ्य को भी भलीभाँति जानते हैं कि कंपनी का विकास और हमारा विकास परस्पर संबंधित है और यह भी कि वह अलग नहीं किया जा सकता। इसलिए हम आपको आश्वस्त करते हैं कि आप जहाँ भी जाएँगे हमें अपने साथ पाएँगे।

प्रश्न 4 : अपने भौगोलिक क्षेत्र (विशेषतः एलपीजी क्षेत्र) में धुआरहित रसोई का निर्माण करने के पीएमयूवाई के लक्ष्यों को हासिल करने हेतु आपने कौन से कदम उठाए हैं ?

ग्राम स्वराज अभियान योजना के तहत, हमने हमारे जिले में स्थित एक गाँव की लीलपट्टी को “धुंआरहित गाँव” में बदलने पर ध्यान केन्द्रित किया।

हमारे चीफ मैकेनिक की अध्यक्षता में 5 सदस्यों की एक टीम द्वारा इस गाँव के चंपे-चंपे का सर्वेक्षण किया गया। इस गाँव के हरेक घर का व्यक्तिगत रूप से दौरा किया गया और हमें इस कार्य में सफलता हासिल हुई। **“उज्ज्वला दिवस” के दिन हमने एक ही दिन में 151 एनसी जारी किए** और गाँव को धुआरहित गाँव में बदलने का कार्य पूरा किया।

प्रश्न: 5 कृपया अपने आउटलेट/डिस्ट्रिब्यूटरशिप में ग्राहकों के एक या दो प्रेरणात्मक अनुभव हमसे साझा करें।

“ग्राहक सबसे महत्वपूर्ण होता है” यह नज़रिया हमें ग्राहक केन्द्रित बनाने में मदद करता है। सत्यता, विनम्र ग्राहक सेवा, ग्राहक शिकायतों का तुरंत निपटान से ग्राहक संतोष बढ़ता है और कंपनी तथा ग्राहकों के बीच संबंध मजबूत होते हैं। हम ग्राहकों के संतोष पर ही ध्यान केन्द्रित कर सेवाएं प्रदान करते हैं। शोरूम के भीतर प्रवेश करते ही ग्राहक घर जैसे वातावरण का अनुभव करते हैं और वह उनको अपने माँ के घर जैसा ही लगता है। नवरात्री महोत्सव के दौरान हमारे शोरूम में वाक् प्रतियोगिता एवं गोलू प्रतियोगिता आयोजित की गई थी। हम अपने ग्राहकों के लिए नित्य ही पाक कला प्रतियोगिता का आयोजन करते हैं। भारत गैस ग्राहक समुदाय को बड़ी सफलता मिली क्योंकि इससे हमारे और ग्राहकों के बीच का बंधन मजबूत होता है। हमने जरूरतमंदों की मदद करने के लिए कई रक्त दान शिविरों का आयोजन किया। स्कूली बच्चों के लिए निबंध लेखन-प्रतियोगिता का आयोजन करके हमने बीपीसीएल स्थापना दिवस मनाया। हमारे भूतपूर्व आरएलएम, श्री के. एस. शंकरन ने सुरक्षा वैन का अनावरण किया जिसे मदुरै की सड़कों पर चलाया गया और ग्राहकों को सुरक्षा की विशेषताओं के बारे में शिक्षित किया गया। हम हमेशा सुरक्षा प्रथम सुरक्षा हर दम के अपने सिद्धांत की ओर बढ़ने का प्रयास करते हैं और सुनिश्चित करते हैं कि हम नियमित आधार पर सुरक्षा क्लिनिकों का आयोजन करें। हम दृढ़ विश्वास करते हैं कि हर ग्राहक महत्वपूर्ण होता है और इसी लिए हम अपने सभी ग्राहकों को समान महत्व देते हैं, जो हमारी सफलता का रहस्य है।

प्रश्न 6 : आप अपने कर्मचारियों को कैसे प्रशिक्षित और प्रेरित करते हैं जिससे कि आपके आउटलेट / डिस्ट्रिब्यूटरशिप में ग्राहक को सुखद अनुभव हो ?

प्रत्येक वर्ष अपनी सफलता के उत्सव के रूप में हम अपने स्टाफ के परिवारों के लिए परस्पर-मिलन का आयोजन करते हैं। अपने कर्मचारियों को पुरस्कार देने में हमें बेहद सुखद अनुभव होता है और यह लाभ सांझा योजना हमें बड़ी सफलता दिलाती है।

हमारे कर्मचारी अपने तनाव से मुक्ति के लिए 6 महीने के योग कार्यक्रम में भाग

लेते हैं। अपने कर्मचारियों को इससे भी कुछ ज्यादा करने के लिए प्रोत्साहित करने हेतु हम बाहर से लोगों को भी आमंत्रित करते हैं।

चलिए हम उत्कृष्ट टीम वर्क दिखाएं और मिलकर विकास करें।

प्रश्न 7 : विश्व पर्यावरण दिवस के समारोह का मुख्य उद्देश्य प्लास्टिक प्रदूषण को मात देना था। इस आंदोलन की दिशा में आप क्या कदम उठा रहे हैं और क्या-क्या योजनाएं बना रहे हैं?

हम यह तय करना चाहते हैं कि हमारे प्राकृतिक स्थानों, हमारे वन्यजीवों और अपने स्वास्थ्य पर प्लास्टिक प्रदूषण के बढ़ते प्रभाव को कम करने के लिए हमारे दैनिक जीवन में कैसे बदलाव ला सकते हैं। जबकि प्लास्टिक के कई महत्वपूर्ण उपयोग हैं, हम कई पर्यावरणीय परिणामों के साथ एकल उपयोग या डिस्पोजेबल प्लास्टिक पर निर्भर हो गए हैं। पूरी दुनिया में, प्रति मिनट 1 मिलियन प्लास्टिक के पीने के पानी का बोतल खरीदा जाता है। प्रति वर्ष हम 5 खरब तक डिस्पोजेबल प्लास्टिक बैग का उपयोग करते हैं। यानि कुल प्लास्टिक का 50 प्रतिशत का उपयोग हम अकेले करते हैं।

इसलिए हम कर्मचारियों को डिस्पोजेबल कप की जगह स्टील का मग देते हैं। हमने 60 माइक्रोन से अधिक के प्लास्टिक बैग का उपयोग करना शुरू किया है और कार्टून बॉक्स में पाश बनाकर तवे को ढकने के लिए प्लास्टिक कवर को वर्जित करते हैं जो ग्राहकों को आसानी से ढोने में सक्षम बनाता है। 5 जून सेनया कनेक्शन लेनेवाले ग्राहकों को हमबायो डिग्रेडेबल कचरे के डिब्बा भी दी रहे हैं। हमने अपने कर्मचारियों को दो भिन्न कचरे के डिब्बे में कचरा डालने हेतु शिक्षित किया है। हम एक स्कूल में कुल 200 पौधे लगाए। इसमें बच्चों की सक्रिय भागीदारी रही और वे सच में अच्छा महसूस कर रहे थे। बच्चों के चमकते चेहरे देखकर हमें संतोष हुआ।

प्रश्न 8 : अगर आपको मनुष्य की कोई एक या उससे अधिक आदतों को, जिससे पर्यावरण को नुकसान होता है, बदलने की जिम्मेदारी दी जाए तो वह/वे क्या होगी/होंगी और आप उस बदलाव को कैसे कार्यान्वित करेंगे ?

1. हमें अपने साथ खुद का बाज़ार का थैला और स्टील काबोतल लेकर जाना चाहिए। इस लक्ष्य को ग्राहकों को अतिरिक्त लुभावने अवसर देकर भी प्राप्त किया जा सकता है।
2. सभी संसाधित खाद्य उत्पादों के लिए वैकल्पिक बायो डिग्रेडेबल/खाद्य योग्य पैकिंग सामग्री का निर्माण करके।

युवा पीढ़ी को प्रशिक्षित करके ही कोई भी बदलाव किया जा सकता है, जो हमें हमारे लक्ष्य तक पहुंचाने में बेहतर सहायता करेंगे। वे सच में इस जगह को रहने लायक बेहतर जगह बनाने में होशियार हैं।



कर्नाटक के **वाई. वी. शेटी** भारत पेट्रोलियम के गर्व के सहयोगी हैं जो 5 वर्षों से मैक ल्यूब्रिकेंट को बढ़ावा देने में बीपीसीएल के साथ हैं।
आइये उनकी विरासत पर एक नज़र डालें।

प्रश्न 1 : कृपया अपना परिचय दें (अपना नाम, परिवार के सदस्यों के नाम, शिक्षण ब्यौरा, व्यक्तिगत उपलब्धियाँ)।

नमस्ते! मेरा नाम वाई. वी. शेट्टी है। मैंने कर्नाटक विश्वविद्यालय, धारवाड़ से फार्मेसी में स्नातकोत्तर किया है। मैं बेलारी का रहनेवाला हूँ।

मेरे परिवार में कुल चार सदस्य हैं। जैसे मैं, मेरी पत्नी, मेरा बेटा और बेटी। मेरी पत्नी का नाम एस वाई कोमला है, वह गृहिणी के साथ-साथ घर की स्वामिनी भी है। मेरे बेटे आशीष ने एमबीए किया है और कारोबार में मेरे साथ हाथ बंटाता है। मेरी बेटी पद्मजा शेट्टी कम्प्यूटर इंजीनियरिंग कर रही है।

मेरी व्यक्तिगत उपलब्धियों में उद्यमी सफलता, वित्तीय स्थिरता, एम फार्म डिग्री हासिल करना तथा एक फार्मेसी कॉलेज के प्रधानाचार्य के रूप में काम करना आदि हैं।

प्रश्न 2 : कृपया अपनी पृष्ठभूमि और बीपीसीएल से जुड़ने का संक्षिप्त विवरण दें।

मैंने अपनी शुरुआत फार्मेसी कॉलेज में एक लेक्चरर के रूप में की थी और बाद में मुझे उसी कॉलेज का प्रधानाचार्य बनाया गया। इसके साथ-साथ मैंने बेलारी में एक छोटी रिटेल पेंट और यंत्रों की दूकान शुरू की। वर्ष 2000 में मैंने ईएसएसओ ल्यूब्रिकेंट्स डिस्ट्रीब्यूटरशिप की शुरुआत की।

वर्ष 2003-04 में हम मैक लूब्रिकेन्ट्स के साथ पूरे हैदराबाद कर्नाटक क्षेत्र में एक डिस्ट्रीब्यूटर के रूप में जुड़े जिसमें बेलारी, कोप्पाल, रायचूर, गुलबर्ग, बिदार और यादगीर शामिल हैं। हमने 100 रिटेलरों के साथ शुरुआत की थी जो अब बढ़कर उसी क्षेत्र में 1000 से भी अधिक हो गई है।

प्रश्न 3 : बीपीसीएल ने किस तरह आपके जीवन को बदला या बीपीसीएल के साथ आपकी यात्रा कैसी रही ?

मैं शिक्षण क्षेत्र से डिस्ट्रीब्यूशन क्षेत्र में आया था। शुरुआत के दिनों में मैंने चुनौतियाँ महसूस की लेकिन बीपीसीएल की मजबूत ब्रांड पृष्ठभूमि ने अंततः हमें बाज़ार में आगे बढ़ने में मदद की। यद्यपि हमने व्यापार में कई उतार-चढ़ाव देखे लेकिन फिर भी इस क्षेत्र में अपने को मैक लूब्रिकेंट्स के प्रसिद्ध डिस्ट्रीब्यूटर के रूप में बनाए रख सके। यह सचमुच 15 वर्षों से अधिक की आनंदपूर्ण यात्रा रही और मुझे बीपीसीएल जैसी महारत्न कंपनी से जुड़कर बेहद खुशी है।

प्रश्न 4 : अपने आउटलेट / डिस्ट्रीब्यूटरशिप में ग्राहकों के साथ के एक या दो प्रेरणास्पद अनुभव हमसे साझा करें।

हम उत्तरी कर्नाटक के 6 जिलों की मांगों को पूरा करते हैं। हमारे पास एक व्यवस्थित सेट अप बाज़ार में बेहतर सेवा, ग्राहकों के किसी भी प्रश्न का त्वरित जवाब तथा क्रेडिट मार्केट में उत्कृष्ट नियंत्रण है। जो हमें उन रिटेलरों के साथ बनाए रखने में मदद करते हैं जो हमसे तब से जुड़े हैं जब हमने शुरुआत की थी और जो हमारे ब्रांड के प्रति उदार हैं। विभिन्न लोकेशनों में जब हम मेगा सम्मेलन का आयोजन करते हैं तब रिटेलर एक अलग तरह का अनुभव करते हैं। जो उन्हें कंपनी से जोड़े रखता है। हम अपने मैकानिकों को मैकानिक कार्यक्रमों के लिए चेन्नई/मुंबई प्लांट में भेजते हैं जहाँ अपने दौर के बाद मैकानिक ब्रांड के प्रति अपना आभार प्रकट करते हैं और साथ ही दूसरे मैकानिकों को हमारे ब्रांड का उपयोग करने के बारे में भी बताते हैं।

प्रश्न 5 : यदि मैक एक विज्ञापन अभियान चलाएगा तो आप किसे ब्रांड का दूत बनाना चाहेंगे और क्यों?

मैं भारतीय क्रिकेट टीम के कप्तान विराट कोहली को ब्रांड के दूत के रूप में देखना चाहूँगा। उनके पास अच्छा नेतृत्व करने की योग्यता है जो अकेले के दम पर अपनी टीम को जीतने की दिशा में ले जा सकता है जो उसके साथ टीम को भी प्रेरित करता है। उसके चाहनेवाले केवल भारत में ही नहीं बल्कि पूरी दुनिया में है इससे उनकी प्रसिद्धि के साथ हमारे ब्रांड को भी अन्य देशों तक पहुंचने में मदद मिलेगी।

प्रश्न 6 : पर्यावरण और उसके संरक्षण पर आपके क्या विचार हैं? एक सुरक्षित और प्रदूषण मुक्त वातावरण में आप कैसे योगदान दे सकते हैं?

जनसंख्या में वृद्धि के साथ, संसाधन का उपयोग भी बढ़ा है, वनों का अधिक क्षेत्र मानव के उपयोग के लिए परिवर्तित किया जा रहा है।

वृक्षारोपण वन्य जीवों के घरों को फिर से प्राप्त करने का एक तरीका है। पेड़-पौधे खाद्य साधनों और चिकित्सा गुणों से भरपूर होते हैं। इससे पर्यावरणीय संतुलन बनाए रखने में भी मदद मिलती है।

प्रश्न 7 : यदि आपको मनुष्यों की कोई एक या उससे अधिक आदतों को बदलने की जिम्मेदारी दी जाये जिसने पर्यावरण क्षरण को जन्म दिया है तो वह परिवर्तन क्या होगा और आप उस परिवर्तन का कार्यान्वयन कैसे करेंगे?

इथानॉल एक नवीकरणीय, घरेलू उत्पादित ईंधन है। इसे पारंपारिक ईंधन द्वारा प्रतिस्थापित किया जा सकता है।

यदि मैं प्रश्न को उस क्षेत्र से जोड़ूँ जहाँ मैं काम कर रहा हूँ तो 2 स्ट्रोक वाहनों में निम्न गुणवत्ता वाली 2 टी ऑयल का उपयोग पर्यावरण के अनुकूल आदत नहीं है। इससे 4 स्ट्रोक वाहनों की तुलना में ज्यादा टॉक्सिक निकलते हैं। यदि 2 स्ट्रोक वाहनों में सही रिफाईंड, अच्छी गुणवत्ता वाली 2टी ऑयल का उपयोग नहीं किया जाए तो इससे ज्यादा टॉक्सिस का निर्माण होता है जिससे हमारे आपस-पास अस्वास्थ्यकर पर्यावरण का निर्माण होता है। अतः ऐसे ग्राहकों को जिनकी मांगों को मैं पूरा कर रहा हूँ, निश्चित रूप से इसके बारे में जानकारी देकर उन सबसे अनुरोध करूँगा कि वे अपनी तरफ से पर्यावरण प्रदूषण को नियंत्रण करने के लिए कंपनी के प्राधिकृत, अच्छी गुणवत्ता वाली 2टी ऑयल का ही उपयोग करें।



प्रतिक्रिया

जर्नीज़

पाठकगण सर्वेक्षण

1. आप जर्नीज़ कितनी बार पढ़ते हैं ?

- सभी अंक अधिकतर अंक कोई अंक नहीं

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

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

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

विषय कवरेज :
पढ़ने में आसानी :
लिखने की शैली :
लेआउट और रूपरेखा :
छायाचित्रण :

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

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

5. जर्नीज़ ने मुझे इसके लिए प्रेरित किया :

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

7. भारत पेट्रोलियम के साथ आपका क्या संबंध है ?

- कारोबार सहयोगी ग्राहक स्टाफ अन्य

8. व्यक्तिगत जानकारी

नाम :
आयु : जेंडर :
प्रदेश/क्षेत्र :
सीसी नं.: संपर्क नं.:
ई-मेल :

कृपया अपना फीडबैक निम्न पते पर भेजें :

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

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