WOMEN IN LPG: A CATALYST FOR CHANGE

PREETI ARYA
BHARAT PETROLEUM CORPORATION LTD
“She remembered who she was and the game changed.”

– Lalah Deliah
**WOMEN IN INDIA**

**Lakshmi**

*Goddess of Fortune, Wealth, & Prosperity*

- **Abode**: Vaikuntha, Vishnu’s chest
- **Mantra**: नमः विष्णुस्वरूपेण वनस्पतिः।
- **Mount**: Elephant, serī and garuda (rarely horse)
- **Festivals**: Navaratri, Dhwali, Lakshmi Puja, Varalakshmi Vratam/Mahalakshmi Vrata

**Personal Information**

- **Consort**: Vishnu
- **Children**: Kamadeva
- **Parents**: Sati (father), Toranini (mother)

**Other names**: Sri Devi

**Affiliation**: Devi, Tridevi, Mahalakshmi, Kamalabahuni (or Kamala Mahavidya)

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**Saraswathī**

*Goddess of Knowledge, Music, Art, Wisdom and Learning*

- **Abode**: Brahmakoka
- **Mount**: Swan, and rarely peacock
- **Region**: South Asia, Southeast Asia, Tibet, Japan and Nepal
- **Festivals**: Vasant Panchami

**Saraswathī by Raja Ravi Varma**

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**Durga**

*Goddess of Victory, Victory of Good over Evil, The Invincible One, Fierce form of Mother Goddess*

- **Affiliation**: Katayanī, Parvati, Ardha Parvati, Lakshmi, Shakti, Chandika, Tripurasundari, Durgā, Mahamaya
- **Weapon**: Chakra (discus), Shāla (conch shell), Trishula (Trident), Gada (mace), Bow and Arrow, Skārimāt and Shield, Ghanta (bell)
- **Mount**: Tiger or Lion

**Durga Mahishasura-Mardini, the Slayer of the buffalo demon**

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**Sanaskrit**: दुर्गा

**Bengali**: দুর্গা
The silent LPG revolution
A record leap: LPG cylinder now used by 89% households in India

By Sanjeev Choudhary, ET Bureau | Updated: Dec 04, 2018, 10.46 AM IST

NEW DELHI: Nine out of 10 Indian homes now use cleaner cooking gas, a record improvement over just about five in 10 homes four years ago, as a result of the Modi government’s relentless effort at popularising cleaner fuel and subsidising subscription to poor families.

State oil companies, pushed by the oil ministry, have added record 10 crore consumers since April 2015, expanding the active consumer base by two-thirds. This has increased access to cooking gas, or liquefied petroleum gas (LPG), to 89% of the country’s households by October end, a sharp jump from 50.2% on April 1, 2015.

The increased LPG coverage has primarily been driven by the government’s determination to take cleaner fuel to more and more homes, which forced state oil companies to reach out to potential customers and simplify subscription process. A subsidy for fresh LPG connection to poor families helped fuel demand.
Govt releases over 6 crore free LPG connections under Ujjwala Yojana; target revised to 8 crore

Pradhan Mantri Ujjwala Yojana was launched on May 1, 2016, with a target to give 5 crore connections by March 2019.
WOMEN IN LPG- DIVERSE!!

- Paradigm Shift from Men Dominance to Women Tolerant.
  - Plant
  - Sales
  - Network
  - Customers
"A strong woman is both soft and powerful"

SPEECH QUOTE
A NEW LEADERSHIP UNLEASHED

- A large number of women enrolled as LPG Distributors.

"I am a woman and I am proud of myself"
Smt. GOMA SAGAR, M/s. Sagar Gas Agency, Khondia, Rejehaton

All that we can say or rather give Smt. Goma Sagar is an army salute, because she is absolutely deserving of that praise and admiration. She is definitely an epitome of bravery and heroism.

M/s. Sagar Gas Agency (LPG) has been associated with BPCL from the year 2000 and has a remarkable consumer base of 32,152 and counting. Her agency caters to an area of around 25 kms.

"Don't give up."
Mala Mohan
M/s. Sri Venkatachalapathy Agencies, Chennai

Mala Mohan is a confident, dynamic and strong woman. She has the capability to turn any challenge into an opportunity and come out victorious. As most of our other iron ladies who's inspiring and enlightening journeys have joined us with new fervor and renewed hope.

Here is another life changing story shared by Mala ji to enable us to look at life with positivity and a never give up spirit. M/s. Sri Venkatachalapathy Agencies began its service in the year 2000 and since then there is no looking back.
UNIQUE INITIATIVE-UJJWALA SURAKSHA MITRA

**WHO??**
GROUP OF DEDICATED LADIES ENGAGED:
FROM LOCAL SELF HELP GROUPS
EDUCATED AND TRAINED IN LOCAL LANGUAGE

**WHAT??**
VISIT VILLAGES/INTERACT WITH NASCENT BENEFICIARIES/APPRISE THEM ABOUT USES & SAFETY AWARENESS ABOUT HEALTH BENEFITS SINGLE POINT CONTACT FOR ALL LPG NEEDS

**WHY??**
VILLAGE WOMEN NOT COMFORTABLE IN INTERACTION WITH MALE
SPREADING SAFETY AND SECURITY BREAKING COMMUNICATION BARRIERS USER CONVENIENCE Boosting confidence

**How??**
IDENTIFICATION / TRAINING AND HAND HOLDING ROLE ENRICHMENT
NEW IDENTITY, NEW BEGINNING

- Women are flaunting new found identity.
LPG Panchayats are organized, bringing women together on knowledge platform.
NO COCOON!!

- Stepping out of home for newer experiences
NO COCOON!!

- Stepping out of home for newer experiences
NO COCOON!!

- Stepping out of home for newer experiences
SOCIETAL RESURRECTION!!!

- Bringing Home the change
  - From Goddess to Goddess
THANK YOU!!

THERE IS NO FORCE MORE POWERFUL THAN A WOMAN DETERMINED TO RISE