



WINLPG

Women in LPG



Priyanka Shaw

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“ONCE A MOTHER IN ONE FAMILY IS EDUCATED, SHE CAN EDUCATE AND PROTECT HER ENTIRE FAMILY.” THROUGH MY JOB I WANT TO PROMOTE WOMEN AS THE ROLE MODEL FOR EVERY HOUSEHOLD, A WOMAN WHO CAN COOK, WHO CAN NURTURE HER FAMILY, WHO CAN WORK AND TAKE DECISIONS INDEPENDENTLY AND ONE WHO CAN ALSO RULE THE WORLD.’

Priyanka Shaw

Meet the Role Models

WINLPG Role Models introduce successful individuals in the LPG industry and gives an insight into their career path, their challenges and their advice to fellow WINLPG members.

I was brought up as an only child in a family of school teachers, my parents have been my inspiration and support system throughout my journey. I studied for my degree in Bachelor of Pharmacy during which I became the Cultural Management Secretary where I must have developed my passion for leadership. I pursued MBA from Indian Institute of Management, Indore in 2016. During this time, I faced many challenges, always striving to be the best I could in the male dominated environment. In 2018, I joined Indian Oil Corporation Ltd as a Marketing Field Officer in LPG. My job responsibilities include commissioning of new LPG distributors, market forecasting, maintaining regular supplies in liaison with bottling plants, monitoring sales, inspecting distributor operations, and educating distributors.

In addition, I am the District Nodal Officer of two districts; a member of Indian Pharmacy Graduates' Association; and a member of the organising committee of the National Seminar on Research and Development and Pharmaceuticals. In my off hours, my boxing gloves are my best companion and I also love choreographing classical fusion dance.

Being an employee of a Fortune 500 company where more than 350 women are in LPG business today, I feel privileged to be able to become an example for other women in the industry and pave the future road for them.

As per one of the LPG case studies, 80% of decision makers are men but 80% of consumers are women. My motto is to change the above scenario and to educate women to be able to utilise their perspective in decision making which aligns with the WINLPG Network's mission to support and help empower women by mentoring and coaching. I personally feel that creating an important network channel and communicating with women through knowledge exchange workshops will help to attain gender parity.

“If I cannot inspire myself, I won't be able to inspire others” – is my core value. I work in an environment where I have tremendous field work and competition. However, this has strengthened my resolve to be an example for other women in LPG industry who are afraid to face such challenging environments. ”

Priyanka Shaw

SIX KEY QUESTIONS

What is your goal today?

'Give me a place to stand and a lever long enough, and I will move the world'—where 'place' refers to the LPG industry and 'lever' refers to women's empowerment. I want to convert this world to a greener environment for a baby to breathe and a pollution-free place for a baby yet to be born. I strive to promote diversity in the LPG industry and in a period of 15 years from now I aim to lead to a 50% increase of women employed in the industry.

Did you have a mentor and how did this help?

True learning begins at home. My parents gave me the roots to stand tall and strong. They have taught me to fight my battles alone and have imbibed strong managerial skills which keeps me going.

Describe your Pathway?

I still consider it as an exponential learning curve. Every person I have met till now has taught me valuable lessons throughout. My focus has always been in encouraging women in rural areas to use propane as an alternative fuel and being a friend, philosopher, and guide to my LPG distributors and helping them to creatively attain their full potential. There is a huge scope of women in LPG industry but very few people are aware of it and this change can only be brought if women like us can unite together and take an oath to be a Global Voice of the LPG industry.

What does leadership mean to you?

To set an example for others, motivate them to attain their goals, and support them during tough times is the true meaning of leadership. Being a leader, one should make everyone believe that a dream is not what you see in sleep, but it is something which doesn't let you sleep.

Did you face any specific challenges?

I am often told that I am the 'boy' in the family. Boys, not girls, are the ones naturally expected to do well and provide for their families. My forever unanswered question is "Why can't I be the 'girl' in the family and be equally supported?" Such is the situation in our industry as well. As a woman the main obstacle is that it requires 100% more work to win over the respect, but it's high time that we as woman support one another to take the stand to be heard in what's generalised as a male dominated society.

What three pieces of advice would you give to someone embarking on their career with LPG?

In the toughest situation try to be the coolest person, it will save life. There will be many challenging fronts in LPG industry, but accepting challenges as a means of learning is the best way forward.

Honesty is the best policy. One who is honest to her work, can do wonders.

Love your work and give 100% to it, if you win you win, if you lose you learn.



#WINLPG



Women in LPG Global Network

www.wlpga.org