

LOK SABHA
UNSTARRED QUESTION NO. 5467
TO BE ANSWERED ON 03RD APRIL, 2025

Customer-Centric Initiatives at the Retail Outlets

†5467. Smt. Shobhanaben Mahendrasinh Baraiya:

Shri Praveen Patel:

पेट्रोलियम और प्राकृतिक गैस मंत्री

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) the details of customer-centric initiatives at retail outlets through technology and services;
- (b) the number of retail outlets where automation systems installed by Oil Marketing Companies (OMCs) across the country since 2014, State/year-wise;
- (c) the details of skill development initiatives undertaken by OMCs for the skill upgradation of driveway salesmen/saleswomen at retail outlets;
- (d) the increase in the participation of women in driveway sales staff during the last five years and the current year, year-wise;
- (e) whether any initiatives taken by any OMC to include differently abled/physically challenged people as driveway sales staff and if so, the details thereof; and
- (f) the other measures taken by OMCs for the welfare of driveway sales staff?

ANSWER

पेट्रोलियम और प्राकृतिक गैस मंत्रालय में राज्यमंत्री
(श्री सुरेश गोपी)

**MINISTER OF STATE IN THE MINISTRY OF PETROLEUM AND NATURAL GAS
(SHRI SURESH GOPI)**

(a) Public Sector Oil Marketing Companies (OMCs) have taken various customer-centric initiatives at their Retail Outlets (ROs) which inter alia include:

Technology-Driven Initiatives: Automated Fuel Dispensing & Digital Payments through credit cards, contactless payment solutions (UPI, QR codes, mobile wallets), Radio-Frequency Identification (RFID)/Near Field Communication (NFC)-enabled fuel dispensing for seamless transactions and Automation of ROs which ensures Retail Selling Price updates, eliminates possibility of incorrect pricing for customers and short delivery, maintains depository of all transaction which helps in verification and redressal of complaints relating to short delivery/overpricing, automatic stoppage of nozzle sales when system detects low inventory or water presence in tanks at ROs etc.

Services oriented Initiatives: Loyalty and Rewards Programs which includes discounts, cashback and rewards points, 24/7 Customer Support, customer feedback applications allowing instant rating of RO facilities and services, Apna Ghar rest facilities with refreshment and vehicle parking for truck drivers and wayside amenities for highway travellers to refresh, relax and rest during long journey etc.

(b) Public Sector OMCs have completed automation at 72152 ROs during the period from FY 2014-15 to FY 2024-25 (till Feb, 2025). State-wise & year-wise details of such ROs are given at Annexure.

(c) Several initiatives have been taken by Public Sector OMCs to skill salesmen/saleswomen at ROs with an objective to enhance their skills, knowledge and competencies, ensuring improved service quality, operational efficiency and professional growth. The initiative adopts a holistic approach to capability building by combining classroom training for behavioural skill development with mobile app-based learning to deliver essential functional knowledge. This dual approach ensures a well-rounded learning experience, fostering both professional competencies and practical expertise. So far, more than 2,25,000 such salesmen /saleswomen have been trained by Public Sector OMCs.

(d) The year-wise details of number of women in sales staff during last five years and current year at Public Sector OMCs' Retail Outlets, are as given under:

Year	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25 (Till Feb, 2025)
Saleswomen at Retail Outlets	15863	18436	20519	22730	24709	27160

(e) and (f) The sales personnel at OMCs' ROs in the country are employees of the RO dealer/ operator and are appointed by such dealer/ operator. Dealers/ Operators take various welfare measures such as life and health insurance and pension plans for their sales personnel. OMCs' dealers have been employing Persons with Disabilities as sales personnel. So far, OMCs' RO dealers have employed more than 1600 Persons with Disabilities as such sales personnel.

In addition, BPCL has launched #SilentVoices to promote inclusivity at more than 400 ROs across India covering 80+ cities. Under #SilentVoices initiative, 550+ Speech & Hearing Impaired (SHI) individuals are employed by dealers at Retail Outlets.

Annexure referred to in reply to part (b) of Lok Sabha Unstarred Question No. 5467 asked by Smt. Shobhanaben Mahendrasinh Baraiya, Shri Praveen Patel for answer on 03.04.2025 regarding “Customer-Centric Initiatives at the Retail Outlets”

Number of Retail Outlets where automation systems installed by Public Sector OMCs across the country since FY 2014-15												
State/UT	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25 (till Feb 2025)	Total
Andaman & Nicobar	4	0	1	0	5	0	0	5	4	0	0	19
Andhra Pradesh	96	178	197	447	754	279	254	744	355	258	146	3708
Arunachal Pradesh	1	0	1	4	26	6	22	10	18	12	72	172
Assam	0	22	14	87	246	71	177	170	114	147	87	1135
Bihar	68	117	155	160	945	442	269	466	245	205	125	3197
Chandigarh	5	3	2	2	3	1	6	6	1	0	0	29
Chhattisgarh	26	73	93	214	403	190	145	233	240	184	137	1938
Delhi	4	15	8	0	20	3	44	20	4	6	35	159
Goa	10	11	16	43	53	35	1	42	6	11	61	289
Gujarat	162	139	219	416	664	325	260	486	553	225	282	3731
Haryana	130	136	135	307	851	251	215	521	188	180	239	3153
Himachal Pradesh	11	26	19	93	135	58	65	67	36	43	34	587
Jammu & Kashmir	16	18	21	31	170	52	41	137	30	62	44	622
Jharkhand	35	66	63	109	276	112	121	294	256	75	62	1469
Karnataka	215	188	208	490	882	438	243	810	569	375	570	4988
Kerala	118	154	125	286	419	176	283	120	168	121	174	2144
Ladakh	1	0	1	0	6	3	3	4	4	4	7	33
Lakshadweep	0	0	0	0	0	0	0	0	0	4	0	4
Madhya Pradesh	103	131	297	381	1085	519	322	789	625	406	262	4920
Maharashtra	215	292	271	571	1209	692	372	1177	622	490	485	6396
Manipur	0	0	4	17	47	6	5	18	40	28	5	170
Meghalaya	3	6	8	12	55	18	21	13	29	27	50	242
Mizoram	1	0	0	6	33	3	8	6	5	5	13	80
Nagaland	1	0	1	5	22	5	29	20	26	11	29	149
Odisha	62	76	72	103	453	184	295	337	232	115	87	2016
Pondicherry	4	5	1	1	21	1	4	4	4	7	52	104
Punjab	49	162	190	307	1263	404	250	381	157	105	147	3415
Rajasthan	153	158	229	390	1175	356	224	1074	498	375	393	5025
Sikkim	1	6	0	6	5	1	8	17	11	4	1	60
Tamil Nadu	139	252	370	555	1158	677	301	955	384	352	467	5610
Telangana	67	102	193	305	721	248	288	396	438	226	442	3426
Tripura	0	9	0	13	23	2	2	5	17	7	11	89
Dadra & Nagar Haveli and Daman & Diu	0	1	1	3	2	1	1	2	1	0	1	13
Uttar Pradesh	184	335	469	835	2452	731	543	1519	1070	770	833	9741
Uttarakhand	7	48	43	96	122	53	18	156	40	52	47	682
West Bengal	113	88	90	246	678	188	140	641	207	123	123	2637
Total	2004	2817	3517	6541	16382	6531	4980	11645	7197	5015	5523	72152

(Source – PSU OMCs)
