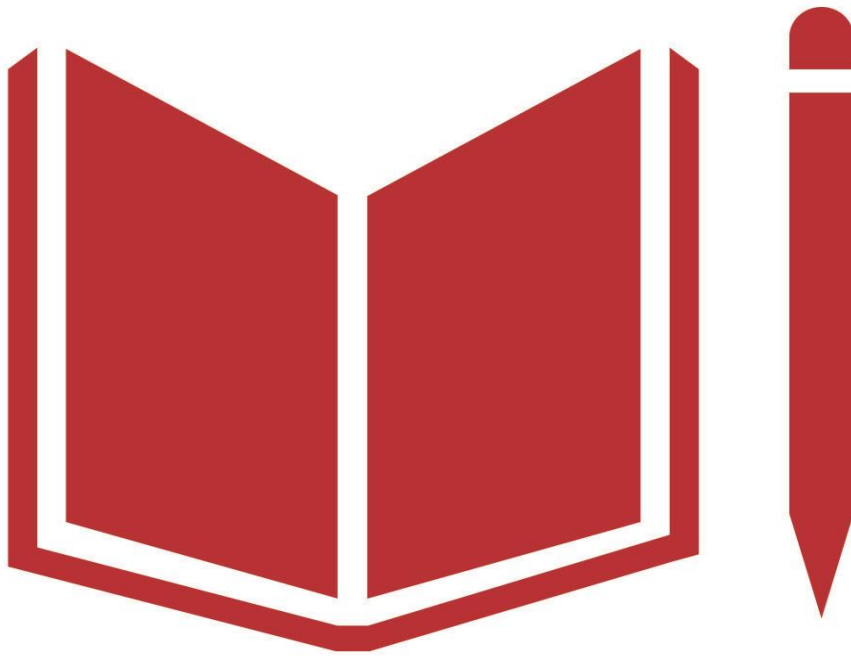


# 4 QUALITY EDUCATION



LOVELY PROFESSIONAL UNIVERSITY  
PHAGWARA, PUNJAB

[www.lpu.in](http://www.lpu.in)

## Sustainable Development Goal 4

Executive Development Program

(2023)

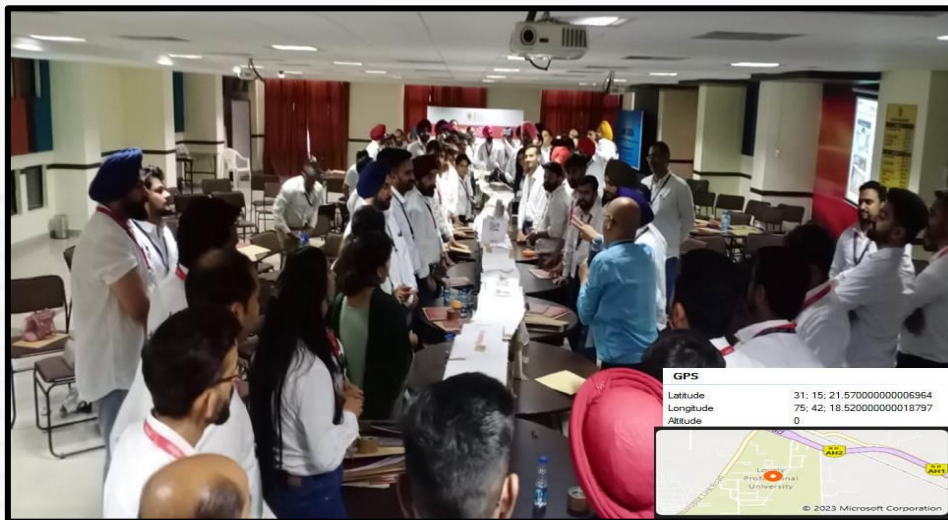
## Executive Development Program

To deliver high-quality instruction and foster sustainable development, Lovely Professional University aims to establish itself as a premier global forum for learning and development, renowned for advancing the professional excellence of both academic and administrative professionals. During the 2022-2023 session, the university conducted numerous executive development programs in a hybrid format due to the pandemic. These programs covered a range of modules, including Leadership, Life Skills, Business Development, Talent Management, Family Business Management and Technical Skills.

Executive development program titled **GOOD TO GREAT: The Path to High performance Culture** for executives of Jujhar group was conducted for executives of Jujhar Group by Lovely Professional University on 21<sup>st</sup> may 2023. The need for the program arose as the leadership team of Jujhar Group attended a similar program at the University and felt the learnings from their experience were useful to take the organization to the next level.

The program was divided into three sessions:

**Session 1. One Team One Vision:** The participants were sensitized to work in alignment with the Vision of the organization which is to be among the most admired organizations across the nation.



**Bridge the Bridges activity by participants**

## Session 2. Passion & Engagement at Workplace:

The session aimed at developing a deeper sense of purpose, workplace engagement and re-igniting the passion at workplace. The participants were posed with scenarios that brought out the forces prevailing in VUCA world.

**Session 3. Accountability for Leaders:** This session focussed on creating a culture of accountability by sharing best practices for leaders. Story Telling, Karaoke and Music and Team Games were used as a pedagogy to create positive beliefs for the participants. The participants expressed a rejuvenated response for addressing the challenges as one team and group synergy will take them to higher achievements.



### LPU Team addressing strengths of Jujhar Group

**Management Development Program on Invisible to Visible: Being Assertive** was organized by Human Resource Development Center and Mittal School of Business, LPU for Aspiring Entrepreneurs, Corporate Professionals Faculty members and Research Scholars/Students from 04<sup>th</sup> May to 10<sup>th</sup> May 2023.

The program aimed at developing assertiveness in the participants so that they can communicate their views, feelings, and needs to others in a respectful manner. The deliberations focused on the Increasing



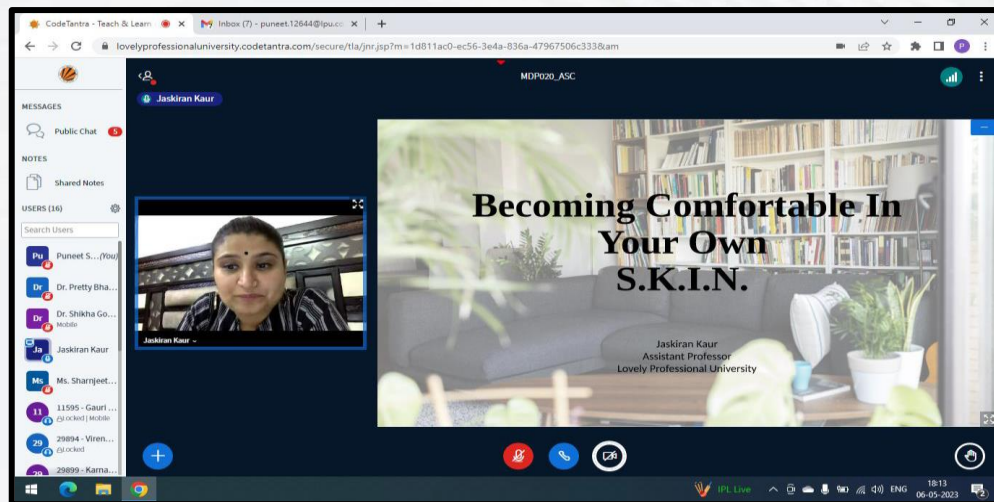
leadership effectiveness Quotient. Addressing assertiveness issues for stepping up the leadership position, Practicing assertive behaviors to value oneself and developing a positive self-image for a balanced life.



The focus pointers were:

- Understand “AAP”
- Attitude Renewal
- S.K.I.N
- Good Ideas and Good People
- Permission to be Real “You”
- Leading a Balanced Life

As a project the participants discussed about three situations in which they were invisible and they used assertiveness to make them visible.



**Management Development Program: L.E.D. 2.0 – Leadership Excellence Discovery** was organized by Lovely Professional University for Jujhar Group at Dharampur, Himachal Pradesh on 11<sup>th</sup> June 2023. The program aimed at preparing the participants to develop strategic plan for FY-2023-24 and execute the action plan with a focused approach and synergy with the team.

The participants were exposed to sixteen different type of personalities, perspectives of balanced scorecard and importance of team work and synergy through team building activities. The deliberations stimulated self-learning amongst the participants who actively participated in the program. The schedule carried a multi-pronged approach that included instructor led sessions, group discussions and audio video based situational analysis.

**The Focus pointers were:**

- Understanding 16 different types of customers (Myers Briggs Type Indicator Test).
- How to Communicate with Diverse Personality Types
- The Four Perspectives of balanced scorecard – Customer, Financial, Internal Process & Learning & Growth
- Translating Strategic Goals into Performance Objectives
- Team work and inter departmental synergy



### Management Development Program: L.E.D. 2.0

**PRAGATI: Capacity Building Program for Driveway Salesmen (DSM) of BPCL** were conducted from 23<sup>rd</sup> November 2022 to 30<sup>th</sup> November 2022. A series of Capacity Building Programs were held for the driveway salesmen of BPCL in LPU campus in which participants from all around the state of Punjab went through activity-based training sessions which aimed at customer service excellence by inculcating feeling of pride in work, wearing uniform and association with BPCL. As the front-line team members of the organization, they are made aware about the digitalization process and other aspects of customer service to match the vision of constant pursuit of customer service excellence.

The focus pointers were:

- **PARICHAY:** An ice breaking session to make the participants comfortable and interactive.
  - **MAIN BPCL HOON:** A feeling of taking pride in work, wearing uniform, association with BPCL, association with the dealership & winning customers' trust. An activity based session comprising of activities like The Filling Station, My Uniform - My Pride and Front End Commandos: Role plays based on real time situations.
  - **DUS KADAM:** The DSM acknowledges the importance of DUS KADAM, a standard operating protocol to attend the customer and will apply in his/ her Pump. The steps are as follows:



1. Supervisor has to Guide vehicle to Pedestal
2. DSM will guide for stopping at Right Position
3. DSM will Greet the Customer with Smile
4. DSM will Show Zero to the Customer
5. DSM will Fill the Fuel Carefully / Attentively
6. DSM Will Show the Final Reading
7. DSM will Clean the Fill Point / Wind Screen
8. DSM will Collect the payment Politely
9. AUTO BILL will be provided to all 4 Wheelers and to two wheelers on demand.
10. DSM will thank the customer, request for Re-Visit again and also offer free Air Service.

**TECHNICAL SESSION:** Orientation on UFILL, SBI BPCL Card, Online payments and Lubricants sale promotion so that DSM can make the customer aware about the digitalization process of BPCL and benefits of lubricants thus reducing the service time and improving profitability.



**PRAGATI: Capacity Building Program for Driveway Salesmen of BPCL on November 23, 2022**



**PRAGATI: Capacity Building Program for Driveway Salesmen of BPCL on November 24, 2022**



**PRAGATI: Capacity Building Program for Driveway Salesmen of BPCL on November 30, 2022**

It was conducted in a participative environment giving opportunities for open discussion and hands-on learning. The participants observed that the program gave them new insights on the topic and was relevant for enhancement in quality of skills required for Customer Service Excellence. Capability Building & Induction of Soft Skills: Management Development Program (MDP) was organized by Lovely Professional University for the Indane Distributors, Hissar Area Office at Hissar on 14<sup>th</sup> march 2023. The program aimed at preparing the participants to improve the brand identity through business development



strategies and leadership skills of digital era. The program was spread over 3 sessions in which the resource persons deliberated upon strategies for business growth. The participants were exposed to techniques and benefits of digital marketing, digital payments, branding and bench marked best practices to achieve their professional and personal goals. The deliberations stimulated peer learning through group activities. The schedule carried a multi- pronged approach that included inputs, group discussions, audio visuals, situational analysis, role plays and finally presentations by the participants illustrating their findings.

**The Focus pointers were:**

<b>Session</b>	<b>Topic</b>	<b>Sub-topic</b>
<b>S1</b>	LPG Scenario	<ul style="list-style-type: none"> <li>● Why Capability Enhancement!</li> <li>● Future of LPG</li> </ul>
<b>S2</b>	Leadership and marketing strategies	<ul style="list-style-type: none"> <li>● Competitive Leadership Strategy and Techniques</li> <li>● Expanding the market and defending existing market share</li> <li>● Significance of digital marketing</li> <li>● Non-Fuel Revenue</li> <li>● Awareness about Mandatory Inspection</li> </ul>
<b>S3</b>	Handling Digital Payments and Brand Identity	<ul style="list-style-type: none"> <li>● Awareness of various digital payment options</li> <li>● Benefits of digital payments</li> <li>● Launching &amp; Brand Identity - Potpourri of products (Composite, Chhotu, NANOCUT, XRATEJ, NDNE)</li> </ul>



**PRAGATI: Capacity Building Program Capability Building: Management Development Program (MDP) for IOCL Indane Distributors: March 14, 2023**

The program received active participation from Indane Distributors, Hisar Area Office. The participants observed that the program was outcome oriented and gave them new insights on the topic. **‘I got to know more about marketing skills and endorse our product’**, said Mr. Vishal Lamba, Owner of Barwala Gas Service. It was relevant for enhancement in quality of leadership and marketing strategies. They were also impressed by the subject expertise of the resource persons. It was crafted to meet the training needs stated by the client.



### **Capability Building & Induction of Soft Skills: Management Development Program (MDP) for IOCL Indane Distributors: March 14, 2023**

Dealer Capability Building Workshop titled 'Utkarsh- Learn & Grow' was inaugurated at Lovely Professional University-Human Resource Development Center by Mr. Santosh Kumar, Executive Director I/C(RETAIL), BPCL, Mumbai and Dr Manish Gupta, Registrar, (Admin), LPU on Oct. 18, 2023. LPU resource team trained the participants on their transformative journey towards growth and excellence. 'Utkarsh - Learn and Grow' Management Development Program for BPCL Retail Outlet Dealers dawned with a serene and invigorating Yoga and Meditation session, setting the stage for a day of profound learning. Mr. Mahendra Kumar K, Country Retail HR General Manager, BPCL congratulated the synergistic collaboration BPCL and Lovely Professional University to create a motivated and aligned dealer network of BPCL. He envisioned a future where these dealers would implement the insights gained to drive their businesses forward, ultimately contributing to BPCL's continued success.





**Some Glimpses of Utkarsh - Learn and Grow' Management Development Program for BPCL Retail Outlet Dealers**



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