

Transport Excellence Awards 2011

Presented by Mahindra Navistar; Print Partner - The Economic Times



The winners of Mahindra Navistar Transport Excellence Awards 2011 with the dignitaries

Mr. Nalin Mehta, MD, Mahindra Navistar Automotives Ltd. opines on the awards



started our preparations in September. Being our first time and working under a tight schedule, we have learned a great deal. Next year we expect manifold entries and would like to start earlier.

The Driving Intent

The aim was to recognise the invaluable contribution of various stakeholders in the transport ecosystem to the economy. Be it transporters, drivers, *dhaba* owners, financiers or not-for-profit organisations, all stakeholders have been unsung heroes in the success story of the Indian economy. Going forward, we will continue to strengthen this first step taken in celebrating excellence in transport, which will surely have a multiplier effect and cross-pollinate success stories.

The Perceived Outcome

We have about 3,000 trucks on the road today, along with 900 service points. In a short period, we have made a very good start. Many other organisations have taken 2-5 years to reach where we have reached in a year's time. We definitely want to partner this industry. It is not about our trucks or anybody else's trucks, our sights are further and these awards truly aim to create a place in the heart of the transportation industry. We believe that this ingress will work best for our business in the long run. We are extremely happy with today's evening. I think the relationship has become much stronger. I received at least 20 hugs from transporters today and I'm very happy about it.

The transport industry is one of the least recognised industries although it forms the backbone of the economy. Customers have informed us about the lack of recognition for their work by the people. That gave us an idea to create a forum to recognise all the hard work performed by this industry. We strive to build a great relationship with the industry through this initiative. We truly believe that selling trucks is not enough; we should be an organisation about trucking and not just trucks. With this philosophy, we created the trucking ecosystem awards, which will be organised every year.

An Apt Venue

In some ways, Delhi is the hub of the transportation industry, housing a lot of players. Through these awards, we wanted the transport industry to be recognised by the senior members of the government, thus Delhi became our preferred choice.

A Laborious Job

You are witnessing the results of three months of our hard labour today. We

Award Process

Receiving Applications

After Mahindra Navistar Automotives Ltd (MNAL) conceptualised the Awards, a prospectus was created and sent to thousands of transporters. A website was created and emailers requesting target-groups to login were sent out. Various transport forums were contacted, for instance, the All India Truck Congress meeting held in Delhi enabled MNAL to connect with almost 2,000 transporters present there. The company set up stalls in such forums to enable transporters to apply.

A list of the top 2,000 transporters in India was also created, and representatives were sent to meet them personally. In this way, entries were solicited from almost 1,000 fleet operators and 700 drivers. Other entries were collected in a unique manner. For short-listing *dhabas*, MNAL approached the top six trucking centres and interviewed 20,000 drivers plying mostly on the Golden Quadrilateral corridors. They were asked which their favourite *dhabas* were and why. Once this data was crunched, about 100 *dhabas* clearly emerged as the favourites. A team was then dispatched to these *dhabas* to interview their owners and film their facilities. These videos were presented to the jury.

The Judging Process

A three-step judging process was then commenced. The process started with a screening jury evaluating and filtering all qualifying entries. Then, an expert sub-jury evaluated entries by scrutinising nomination forms and through interviews, to select the top two regional winners for each category. The national jury finally evaluated the nominees from regional winners and those with the highest jury votes were declared as national winners. The entire process was supervised by Ernst & Young.

In Essence

Truly, these Awards have set a new precedent for the Indian transport sector in recognising and rewarding the efforts of its key constituents. It is hoped that the Mahindra Navistar

Excellence Awards 2011 will go a long way in motivating the younger stock of entrepreneurs to perceive the logistics and transport industry as an attractive avenue that receives its due recognition.

Enriching the Roots of the Indian Transportation Sector

By encouraging progress at the grass roots, the Mahindra Navistar Transport Excellence Awards 2011 is poised to foster growth in Indian transportation

for their efforts. In a bid to change this and encourage this vital sector, Mahindra Navistar Automotives Ltd (MNAL), part of the US\$ 14.4 billion Mahindra Group, felicitated and awarded such unsung heroes of the Indian transportation industry. The event, a glittering recognition of the sector's achievements and progress, was reminiscent of MNAL's values with themes such as Out-performance, Excellence, Innovation and Changed Leadership in the Transport Ecosystem. Prominent transporters and *dhaba* owners from across the country, as well as 38 winners emerging from the entire spectrum of the transport ecosystem witnessed the industry-defining, first-ever Mahindra Navistar Transport Excellence Awards 2011, in partnership with Zee News.



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Truck in a lucky draw. Cash prizes were awarded to both regional and national winners. Mr. Nitesh Agrawal of DARCL Logistics Ltd made history by winning the first-ever 'Youth Transport Personality' Award. The Awards, being an annual phenomenon are expected to greatly benefit

The Pertinence

Inspiration is beautiful; especially when it rises amidst the most unlikely odds. Indeed, our winners possess the mettle to beat the odds—each with a unique story of success to narrate. Yet, they all share a common set of values too. They are all impassioned to achieve personal excellence by 'Accepting No Limits' and 'Alternative Thinking' and

'Driving Positive Change,' much like Mahindra's thought-provoking 'Rise' initiative. The Awards saw the recognition of achievers in several pioneering categories. Fleet owners, youth transport personality, fleet drivers, commercial vehicle financiers, highway *dhabas* as well as not-for-profit entities were all pitted against the best in their respective fields. Overall, 15

the Indian transportation industry by encouraging it to push boundaries and register rapid progress.

The Reward

As a fitting reward for their triumphs, our winners were graced by the presence of titans like Shri. Praful Patel, Honorable Minister of Heavy Industries & Public Enterprises, Government of India, who was the Chief Guest for the evening. Personalities like Mr. S Sundareshan, Secretary, Ministry of Heavy Industries & Public Enterprises; Mr. Anand Mahindra, Chairman, Mahindra Navistar Automotives Ltd, and Vice-Chairman & MD, Mahindra & Mahindra Ltd; Dr. Pawan Goenka, Director, Mahindra Navistar Automotives Ltd and President, Automotives & Farm sector, Mahindra & Mahindra Ltd; Mr. Nalin Mehta, MD, Mahindra Navistar Automotives Ltd as well as Mr. Barun Das, CEO, Zee News Ltd were also present at the intimate ceremony.

Shri. Praful Patel not only congratulated the winners and presented them with awards, but also persuaded them to work towards better future of the industry by promising support from the Ministry for the betterment of the nation as a whole.

Indian transportation has largely been an unorganised sector, where road operators are perceived to be at the bottom rung of the logistics pyramid. It is a tough field of work that needs service providers to brave harsh environments and embrace an abnormal lifestyle, sparing little regard to work hours or family life. For modest incomes, these cogs of the industry continue to provide an irreplaceable and pivotal service, and remain underappreciated

OK is No Longer OK

Ages ago, the abbreviation OK was written on trucks to mean 'on kerosene.' This tradition has continued until today, and in some ways indicates how stagnant the industry has become. Mahindra Navistar's philosophy is now 'OK is no longer OK'. It indicates an attitude to do things better and different. It is not a brand slogan; but a credo of the organisation. The Awards also follow the philosophy that OK is no longer OK and compels industry stakeholders to strive for more.

Similarly, Mahindra Navistar trucks consider the smallest requirements of drivers and adequately fulfil them. Such considerations elevate products above 'OK.' Never in trucking history has a dealership comprised a drivers' lounge where drivers can rest at night. Multi-lingual call centres equipped to converse in seven languages and staffed with tech-savvy people can now aptly respond to the driver's queries. In case assistance is still required, a mobile workshop stocked with required parts sets out to help the driver. All these novelties reflect our philosophy of 'OK is no longer OK.'

Providing Impetus



Shri. Praful Patel, Honorable Minister of Heavy Industries & Public Enterprises, Government of India

Shri. Praful Patel seemed delighted to be part of this one-of-a-kind event and encouraged the industry players with his motivational speech.

The Minister took note of the achievements of the Award winners whose relentless pursuit for excellence gave them a winning edge and encouraged similar drive and approach through his keynote address. In the context of current economic conditions, he stressed on a need to invest today to emerge victorious in the future.

He explained, "It is very important to imbibe industry imperatives such as innovation in technology, enriching partnership and transforming workforce that defines the path to prosperity."

The audience held their breath as he selected the winner through a lucky draw and presented Mr. Abdul Ghani of Professional Automotives Ltd a brand new Mahindra Navistar MN25. It has magically transformed the driver from a "Chalak to a Malak." Finally, his hardwork and dedication towards his company has paid off.

Drawing Inspiration



Mr. Anand Mahindra, Chairman, Mahindra Navistar Automotives Ltd, and Vice-Chairman & MD, Mahindra & Mahindra Ltd.

"I am truly delighted and inspired today by the stories of out-performance that we have all heard; and the question I am asking myself is how can we make this out-performance continue growing strength to strength and be sustainable?"

One mode of course is the time-honoured tradition of passing the business from father to son and these days, a daughter, as the case may be. A large section of our transport partners happen to be self-made individuals who started from humble beginnings and went on to build a business and a very prosperous life, starting with only one truck."

Establishing an Emotional Connect



Dr. Pawan Goenka, Director, Mahindra Navistar Automotives Ltd and President, Automotives & Farm sector, Mahindra & Mahindra Ltd.

Mr Goenka explained the prime motive of the event was to bring respect to the people who contribute to this industry. He stated, "A lot of people are looked down upon in the transportation industry—the drivers and *dhabas*—so we thought we would bring them some respect." He added, "These people significantly

contribute to our country's economy and do not get recognised in any forum—and that was the idea behind doing it—to create an emotional connection with the ecosystem of the transportation industry.

On the idea of presenting cash awards he said, "We presented cash awards to drivers and *dhabas*. Our idea was that as we were already spending a certain amount of money on this event, it made sense to put aside a small portion of the budget for cash awards which could make a lot of difference to them."

"This award function outperformed itself because we embarked on it with a view to recognise those people in the transport industry who normally get ignored. We were overwhelmed by the response we received from *dhabas*, fleet drivers and not-for-profit organisations. We are very pleased with the result of the award function—the way it was appreciated is really outstanding," he concluded.

Mahindra Navistar Transport Excellence Awards 2011 Winners' List

Category/Theme	Regional Winner	National Winner
Fleet Owner Accepting No Limits	North: Kataria Transport Service East: InLand Road Transport Pvt. Ltd. West: Globe Eco Logistics Ltd. South: Shuratrans	InLand Road Transport Pvt. Ltd.
Fleet Owner Alternative Thinking Award	North: Agarwal Packers and Movers West: Artee Roadways Ltd. South: Cargo Wings	Cargo Wings
Fleet Owner Driving Positive Change Award	North: Agarwal Packers and Movers West: Siddhi Vinayak Logistic Ltd. South: Janta Roadways Pvt. Ltd.	Siddhi Vinayak Logistic Ltd.
Youth Transport Personality of the Year 2011	-	Mr. Nitish Agarwal, DARCL Logistics Ltd.
Fleet Driver Accepting No Limits	North: Mr. M D Tariff, DARCL Logistics Ltd. West: Mr. Manoj Kumar Pal, South: Mr. Michael, Shuratrans	Mr. M D Tariff, DARCL Logistics Ltd. Navigators Logistics Pvt. Ltd.
Fleet Driver Alternative Thinking	North: Mr. Awadesh Kumar, DARCL Logistics Ltd. West: Mr. Sudhir Kumar, Bhoruka Logistics Pvt. Ltd. South: Mr. P Selvaraj, Namakkal Transport Carriers Pvt. Ltd.	Mr. Sudhir Kumar, Bhoruka Logistics Pvt. Ltd.
Fleet Driver Driving Positive Change	North: Mr. Abdul Ghani, Professional Automotives Ltd. West: Mr. Bhim Singh, Singh Golden Transport Company South: Mr. M Adam, My Home Industries Ltd.	Mr. Abdul Ghani, Professional Automotives Ltd.
Commercial Vehicle Financier Accepting No Limits	-	SREI BNP Paribas
Commercial Vehicle Financier - Alternative Thinking	-	Kotak Mahindra Bank Ltd.
Commercial Vehicle Financier - Driving Positive Change	-	HDFC Bank Ltd.
Highway Dhaba	North: Jeet Hotel East: R K Food Point Dhaba West: Hotel Ajwa & Guest House South: Akbar All Dhaba House	R K Food Point Dhaba
Not-For-Profit Entity - Accepting No Limits	-	Transport Corporation of India Foundation
Not-For-Profit Entity - Alternative Thinking	-	Lokmanya Medical Foundation
Not-For-Profit Entity - Driving Positive Change	-	Sangli Zilla Transport Association
Super Outperformer Driver of the Year 2011	-	Mr. Abdul Ghani, Professional Automotives Ltd.



Mr. Abdul Ghani from Professional Automotives Ltd. receiving keys of a brand new Mahindra Navistar MN25 from Shri. Praful Patel, Honorable Minister of Heavy Industries & Public Enterprises, Government of India