

Winning an Award for Driver Management!

Ms Tanvi Naik, Director, Reema Transport Pvt Ltd

Reema Transport; a mid-sized transporter who started its journey in 1983 has now grown to be one of the well know Pharma Transporters in India. What helped us in this steady growth? Our proud and happy team, not to mention the happy drivers who play a critical role in the entire business activity. This is not what we claim but also what the prestigious Mahindra Transport Excellence Awards 2015 believe. We are proud to be the National Award Winners for the "Outperformance in Driver Management" category at the aforesaid awards.

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Mahindra TRANSPORT EXCELLENCE AWARDS 2015



Anand Mahindra, Chairman and Managing Director of Mahindra & Mahindra Ltd., Dr. Pawan Goenka, Executive Director and President – Automotive & Farm Sector – Mahindra & Mahindra Ltd., Rajan Wadhwa, Chief Executive – Truck, Power Train Division and Head – MRV, Mahindra & Mahindra Ltd., Nalin Mehta, CEO, Mahindra Truck & Bus Division, Rajesh Mangal, Sr. VP Sales & Marketing, Mahindra Truck & Bus Division, Rajeev Malik, Sr. General Manager, Marketing, Mahindra Truck & Bus Division with all the winners of Mahindra Transport Excellence Awards 2015

Mahindra awards excellence in transport sector

Cont'd from page 26: Ms Naik - Top 3 Things we do for our Drivers;



We believe in what we do and take every human asset seriously. This is one of the primary reasons for us to be known to excel in man management in this industry, only because the top management is directly involved in day to day human relations activities.

1. Driver's Day: Yes, Women, Brothers, Fathers, and Mothers we all have a day then why not Driver's day too. They play an important role in each and everyone's life - Knowing or Unknowingly. We at RTPL celebrate not only the Drivers Day (17th September) but also a whole week as "The Driver's Week". This is mainly because all of our drivers can never be at the same place at the same time. This is the day when we recall the dedication and hard work put in by the drivers and appreciate them with certificates, gifts and monetary benefits with the support of our vendors and partners in this business. We would specially like to thank Eicher, Ashok Leyland, Carrier, Bosch etc. for supporting and partnering us in this endeavour.

2. Statutory Benefits: Many of us don't know but we being a part of the corporate world enjoy the benefits of Provident fund, Gratuity Insurance covers, ESIC, ex gratia etc., but many drivers do not receive the same. How can we distinct between a driver and a regular office employee? They are the bread winners of our Road Transport Fraternity and deserve every right. At RTPL we do not differentiate between drivers and the other employees and drivers enjoy equal benefits as other employees.

3. "Chaalak Se Malaak": Inspired by the prestigious Mahindra Transport Excellence Awards, this concept is a new ray of hope for our Driver's. Our vehicles that are loan free and around 4 years old are considered for transferring the ownership to one of our drivers. The criteria for selecting such drivers is based on

the following parameters:

- A** - Sufficiently long years of service with the company.
- B** - Dedication, integrity towards their work and responsibilities.
- C** - Proven performance during their service period.
- D** - Drivers who have handled the vehicles with great care and passion despite being mere drivers.
- E** - An inherent desire to become "Chaalak Se Malaak".

This makes him a proud owner of a truck which goes a long way in improving his own performance, better vehicle maintenance due to ownership and finally a happy customer!

Driver Mentor schemes, Driver bonus schemes, Regular Driver trainings, etc. are the other various things to add up to. And of course it could not have been done without the support of the OE vehicle manufacturers, Refrigeration vendors, and other business associates and suppliers.

Our Road transport Industry being appreciated is such a new phenomenon that even after participating in the Mahindra Transport Excellence Awards for three years and winning on two occasions for having achieved something, we are all the more eager to do and perform better and achieve even greater success in future.

Such awards not only support and appreciate our hard work but also encourage us to do more and more better. Our company now has a better brand value due to this recognition in driver management practices and in cold chain management which contribute towards our corporate social responsibility towards this fraternity which drives the nation.

We now have high expectations to live up to and exceed one step at a time.