

**SPECIAL
ISSUE**

CARGO & LOGISTICS MAGAZINE

eCARGOLOG

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TRANSPORTATION OF MEN, MATERIALS - BY 2020 AND BEYOND



GOOD NEWS FOR INDIANS

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FIXED BETWEEN RS. 2,000
TO RS 2,500 ONLY! **5**

TRUCKERS STRIKE

SUPPLIES CONTINUE TO
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नितिन गडकारि
NITIN GADKARI



मंत्री सड़क परिवहन राजमार्ग एवं पोत परिवह
भारत सरकार,
परिवहन भवन, नई दिल्ली-110 001
MINISTER OF ROAD TRANSPORT
HIGHWAYS & SHIPPING
GOVERNMENT OF INDIA
PARIVAHAN BHAVAN, NEW DELHI-110 001

Do No. 1521 /VIP/MRT&H.Shp/2015

Date :- 25 SEP 2015

I was glad to receive your invitation to attend the inauguration programme of the conclave being organized on Transportation of Men, Materials – by 2020 and Beyond at Hotel The Residency Towers, T Nagar, Chennai on September 25, 2015 but I regret my absence as I could not attend the convention due to pre-decided engagements.

I will be happy to extend my best wishes to the inaugural programme and was pleased for choosing the theme which is directly related to large chunk of masses related with the field of transportation. I am sure that the convention will come out with some concrete solution on the problems from the sector and give guideline to the related ones.

Again, I extend my best wishes to the convention and wish success to the hard efforts of the organizers and assure to be among you people in the future and be part of the event to share the views of each other.

With Regards I

Yours,

(Nitin Gadkari)

Shri V Ravi,
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DEAR READER

August, September, were hectic months, for Me and Ravi.

We had to run like ace sprinters, to tie up everything for our Mega Event, The Seminar, on Transporting Men and Materials 2020 and beyond, proposed to be inaugurated by Shri.Nitin Gadkari, our Union Minister for Transport and Shipping, on September 25, finally held in The Residency Towers, T.Nagar, after being let down by 3 hotels, in the last minute. The tiring exercise of fixing up the venue, the chief guest, chairmen and speakers of technical sessions, looking into the audio, video, photo, recording arrangements, co-sponsoring associations, designing and setting up the back drop, fixing the menu, mementos and shawls for speakers, setting up the reception desk and fixing up the compere, welcoming and seeing off the dignitaries, taught us many interesting things. In the process, we decided that we learnt many things, in a short span of 2-3 weeks, that we decided to professionalize this experience, by forming PREM, an event management company. We have got a first assignment also!

Closely co-operating with us were Srinivasan, well known PRExpert and Image Management Guru and Mr.Sugumar, experienced President of TN Lorry Owners Federation, whom I fondly renamed as 'KamarajSukumar' and welcomed, by all his association members and Sukumaran of Madras Business School. Added to this, the Minister, some speakers, excused themselves, for unavoidable reasons. To replace them and juggle around with a set of speakers made Ravi and me nearly giddy. But persons like Mr.Puntambekar, Sr.V.P

of Shriram Group, Mr. Sridhar, AVP of NTC Group and Mr.K.Raghuraman, Executive Director (Retd.), of PNB, rose to the occasion and efficiently handled their roles. Our thanks go to them and Sri. Natarajan, Senior Director Shriram Group, who made his group a Gold Sponsor!

Of Course, NTC Group followed them, as Silver sponsors and gave us some surplus, to go ahead, with our Super Mega Event, Green India, with Green Energy, Green Buildings, Green fields and Green Ideas, in December, with Sri. Piyush Goyal, Union Minister for power and energy, being approached, for inauguration. It is planned to be a Super Mega Event, in a huge hall, with 50-60 exhibitors, 20-24 speakers, 6 Chairmen and over a 1,000 attending it, with typical south Indian Lunch, followed by high Tea.

Our events, intended to educate and enhance the skills of truck, bus drivers, cleaners, mechanics, building supervisors, engineers, masons, carpenters, electricians, plumbers, field workers, tractor



R. PRASANNA VENKATESAN
Editor

drivers, mechanics, agricultural staff, will keep going, with an Institute being formed, with leading experts and businessmen, and this will be continuous.

The remarkable and redeeming feature of this Transport Seminar was to propose the founding of an Institute for Transport for Training our Men and Managers, in them. Details of this proposal are also given, elsewhere.

Keep watching this space in www.greenindia.amawebs.com and www.ecargolog.in for all details.

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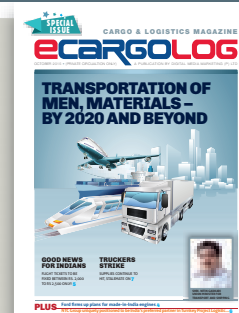
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OLA PARTNERS SHIRIRAM GROUP FOR CNG CAR FINANCING FOR DRIVERS



TAXI aggregator Ola has partnered with Shriram Automall India and Shriram Transport Finance Company (STFC) to enable exchange of diesel cars and financing for CNG cars in the city.

Ola has been expanding the fleet of CNG vehicles on its platform following the crackdown on diesel taxis plying in the Capital after court orders. The SoftBank-backed company has over 25,000 cabs registered in Delhi on its platform. "Drivers will benefit from efficient exchange mechanism and optimum price advisory for their old cars through Shriram Automall as well as attractive finance schemes with convenient repayment options from Shriram Transport Finance Company," Ola said in a statement. The company expects thousands of drivers in Delhi to exchange their diesel vehicles for CNG vehicles over the next few months under this scheme, it added. The Delhi High Court, in its July 29 order, said the court cannot remain a "bystander" while an online taxi aggregator "pollutes the city". Ola has tie-ups with car manufacturers like Maruti, Hyundai, Mahindra and Toyota for facilitating car purchases for its driver partners. "We are committed to ensuring CNG adoption on our platform in Delhi. Over the past few months we have come up with various initiatives to increase the number of CNG vehicles on our platform," Ola Chief Operating Officer Pranay Jivrajka said.

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CONFERENCE EVENT



DISCUSSION SNAPSHOTS

SHRI. PRAVIN PUNTAMBEKAR inaugurated and presided over the first session and spoke on the role of Shri Ram group in aiding and guiding the Transport Industry and its stakeholders.

MR. S.KRISHNAN dealt on hydrogen and gas fuels and their electric bus.

MR. P.GOPI dealt with his electric car for carrying 2-14 people and also materials, with nice slides. .

MR. G. SRIDHAR explained how NTC ran a big fleet of trucks and how it took care of its drivers and staff.

MR. R. SUGUMAR explained the hard life of truck drivers and lack of on road facilities, for them.

MR. K. SRINIVASAN explained the role of public relations and grooming for all in the truck industry.

PROF. DR. S M SHIVA NAGENDRA from I.I.T. Madras, dwelt at length on fuel efficiency for vehicles and the research he is involved with Urban India Research

MR. PRASAD DAVIS an International business consultant, associated with many Chambers of Commerce in the capacity of Secretary, Board Member outlined on International Business.

MR. R.SWAMINATHAN outlined the importance of logistics and planning in the Transport Industry.

MR. K.RAGHURAMAN outlined the role of banks, in the industry and the norms followed by them.

MR. A.VASISTER outlined his idea of call Trucks, styled as GoGo Trucks, like call taxis, avoiding all hazels to locate a truck, by just a telephone call

MR. K.THAYUMANA SUNDARAM emphasized the importance of insurance for Transports and the help of brokers, in getting the best rates.

In his keynote address **MR. R.PRASANNA VENKATESAN** stressed the importance of training, grooming and educating the drivers for saving fuel and precious lives.



SHRI.R PRASANNA VENKATESAN



SHRI.PRAVIN PUNTAMBEKAR



SHRI.S.KRISHNAN



SHRI. P. GOPI



SHRI.G. SRIDHAR



PROF. DR. SHIVA NAGENDRA



SHRI.R SUGUMAR



SHRI.R SWAMINATHAN



SHRI.K. RAGHURAMAN



SHRI. PRASAD DAVIS

SPEAKERS OF THE CONFERENCE EVENT



SHRI.K.THAYUMANA SUNDARAM



SHRI. K SRINIVASAN



SHRI. A VASISTER

NEWS

CENTRE BUILDING 10,000 KM ROAD NETWORK IN NORTHEAST: NITIN GADKARI



NITIN GADKARI

UNION TRANSPORT MINISTER NITIN GADKARI today said the central government is constructing 10,000 km of roads in the northeastern states at a cost of Rs 50,000 crore.

"The Centre is laying 10,000 km wide road network in the tribal-dominated northeastern states at a cost of Rs 50,000 crore. Efforts are also on to build a rail link across the seven states of the northeast region," Gadkari said at the inauguration of a three-day

Lauding the work of the Ashram, Gadkari said what cannot be done by the government is being done by the Ashram.

FORD FIRMS UP PLANS FOR MADE-IN-INDIA ENGINES



FORD MOTOR CO. has identified India as one of the countries where it will manufacture two families of engines, code-named Panther and Dragon, which will power several of its products globally, according to two people familiar with the development.

From 2017, made-in-India Panther engines will be fitted in sport utility vehicles (SUVs) such as the Endeavour in India, while Dragon will power all the company's small cars made here. Panther will also power a multi-utility vehicle in India that Ford plans to develop to compete with Toyota Kirloskar Motor Pvt. Ltd's Innova.

Detroit-based Ford also plans to invest as much as \$800 million in India as it looks to integrate its two entities in the country.

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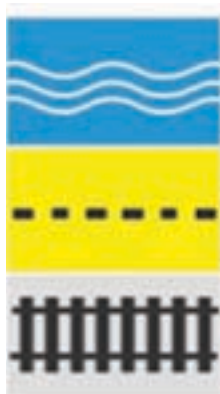
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GOOD NEWS FOR INDIANS: FLIGHT TICKETS TO BE FIXED BETWEEN RS. 2,000 TO RS 2,500 ONLY!

GOVERNMENT OF INDIA is planning to bring a new scheme following which it may fix price of flight tickets between Rs 2,000 to Rs 2,500. The aviation ministry has been trying to match the air fares with rail fares in the country. However, the above mentioned scheme might be applicable only in small towns and cities.

Mahesh Sharma, the junior minister of aviation, was quoted as saying, "We have a 300-million-strong middle class population and most desire to fly at least once in their lifetime. It is possible if we make the fare in a bracket of Rs. 2500 for an hour-long flight." "Our airport charges will be reduced; we will ask the states to reduce value added taxes (VAT) and other taxes on

such flights. We will ask the airlines to take a fare cut," he added. If approved, the new scheme will come into effect from April 2016. However, airlines officials refused to comment on the government's proposed plans. It has been reported that all airlines operating in the country would be asked to bid for routes that connect small towns to cities. Prices of flight tickets would be fixed between Rs 2,000 to Rs 2,500. Government of the country would pay the extra amount, i.e. the difference between actual cost per ticket and the fare. However, the extra money, which the government will pay, will be collected from passengers on profitable routes. Passengers, who will fly in profitable routes, would be charged a 2 per cent cess.

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They function with the aim of closing the gap between demand and supply of economical and transparent mini truck services to make relocation and logistics easy. With a fleet of 150 odd mini trucks available for hire and rent. Their legally verified truck drivers and transparent pricing model make the process of packing, moving and delivering fast and efficient.

SHRIRAM EXCELS!



SHRIRAM Transport Finance, part of Shriram conglomerate has seen them making several innovations while they stood at the very edge of Organized Finance. The Banks and Institutions were guided by the Economists' vision; the Small Truck Owner who always fell on their blind side was given the miss.

With a track record of about 30 years in this business, they are among the leading organized finance provider for the commercial vehicle industry with a focus to provide various credit facilities to STOs. Also added passenger commercial vehicles, multi-utility vehicles, three wheelers, tractors and construction equipment to

our portfolio, making them a diversified, end to end provider of finance solutions to the domestic road logistics industry. Besides financing commercial vehicles (both new and pre-owned) they also extend finance for tyres, engine replacement and working capital. Provide ancillary services such as freight bill discounting besides offering co-branded credit cards.

Their pan-India presence through our widespread network of branches has helped in our overall growth over the years. As on March 31, 2015, they have 741 branches, 776 rural centers and tie up over 500 private financiers across the country.

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K.CHANDRAMOHAN
CMD, NTC GROUP



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As India's economy is growing at higher levels, the demand for project cargo logistics is estimated to scale new heights aggregating for a higher growth in the coming years. NTC is poised to carve off a large slice of this burgeoning market and play a leading role in the development of India's infrastructure.

Project cargo handling services by the NTC Group includes transportation of high value specialized

equipment like oil field equipment, power plants, wind mill components and other over dimensional cargo that cannot be containerized.

Project cargo handling is a specialized activity that involves packaging and transportation of cargo from factory to project site through multiple mode including customs clearance, project registration, route survey etc. Adding to the stringent demands of this business is the fact that each contract in this segment is unique in terms of nature, size and value of the items and therefore the logistics requirements have to be customized to suit specific customer requirements.

NTC undertake detailed, intricate planning and technical expertise is required to successfully execute the movement of such equipment. And the project cargo business has the necessary asset portfolio (Trucks, Special Trailers etc) and manpower to successfully execute such projects. NTC has been successfully delivering several challenging projects comprising overseas consignments to India and vice versa.

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ADANI PORTS INKS PACT WITH L&T FOR KATTUPALLI PORT OPERATIONS

ADANI Ports and Larsen & Toubro (L&T) today said they have inked a pact to oversee operations of Kattupalli Port in Tamil Nadu.

"Adani Ports (Adani) has entered into a non-binding Memorandum of Understanding with L&T Shipbuilding (L&T) for evaluating the operations of the port at Kattupalli, Tamil Nadu, with effect from October 2015 for one month," Adani Ports and Special Economic Zone (APSEZ) said in a filing to BSE.

"Adani shall be responsible for EBIDTA gains and losses arising from the port operation for this period," the filing said. L&T, in a separate filing, said the shipyard will continue to be managed and operated by L&T Shipbuilding.

The development comes amid reports that Gautam Adani-led Adani group is likely to take over the operational and management control of L&T Kattupalli International Container Terminal near Chennai to strengthen its presence on the east coast.

APSEZ in June got Kerala government's nod for developing the Rs.4,089-crore Vizhinjam International Deepwater Seaport project.

The Ahmedabad-headquartered group, which already operates the country's busiest port at Mundra in Gujarat, has bagged the order with an estimated cost of Rs 4,089 crore with 4-year timeframe for commissioning of the project.

Chairman Gautam Adani had then said, "It is a strategic location being very close to international shipping route and has the potential to become the biggest transshipment hub in the region."

APSEZ also operates ports in Mundra, Hazira, Tuna-Tekra (Kandla) and Dahej in Gujarat, Dhamra in Odisha and specialised coal handling facilities in Mormugao in Goa and Visakhapatnam in Andhra Pradesh. It is setting up a container terminal at Ennore in Tamil Nadu.

APSEZ is part of the Adani group, which is one of India's leading business houses with revenue of over USD 10 billion.



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Trust etc. CarrieALL Carts are plying for nearly 10 years at Bio-con, Taj Hotels, Polaris Software etc. Good value for money for customers and total customer satisfaction is what drives us. We believe in building long term relations with all our customers.

DAY 4 TRUCKERS STRIKE: SUPPLIES CONTINUE TO HIT, STALEMATE ON

TRANSPORTERS continued with their strike for the fourth consecutive day today, hitting supply of goods to various parts of the country with the stalemate still on.

The strike has been called by the All India Motor Transport Congress (AIMTC) demanding scrapping of the present toll collection system, which it says is a tool of harassment for truckers while it is seeking a one-time payment of taxes and simplification of TDS procedure.

"We will continue our strike for a toll barrier-free India till the government comes out with some practical solution. We are not against paying toll but are demanding that it be levied annually," AIMTC President Bhim Wadhwa told PTI.

Wadhwa said the body has sought Prime Minister Narendra Modi's intervention to the issue and would meet Road Transport and Highways Minister Nitin Gadkari on Monday for some practical solution as electronic-toll system suggested by him was not a practical solution.

Gadkari, however, said, "Government cannot scrap toll as half of about 325 toll booths pertain to private parties which may seek huge claims from the gov-

ernment which can run to Rs 2-3 lakh crore."

Earlier, he appealed transporters to call off the strike promising e-tolling system pan-India by December for seamless flow of traffic.

However, the truckers refused to call off the strike terming it as an impractical solution.

Talks between a delegation from AIMTC and Secretary, Road Transport and Highways Vijay Chhibber, yesterday, failed to arrive at any conclusion.

Meanwhile, supply of goods to various parts of the country continued to be affected. Supply of essential goods such as milk, vegetables and medicines has been kept out of the purview of the indefinite strike, called by AIMTC. AIMTC said the cumulative loss to the truckers in four days was estimated at about Rs 6,000 crore while the loss to the government could be more than Rs.40,000 crore.

AIMTC claims to have 87 lakh trucks and 20 lakh buses and tempos across the country under its fold. According to reports from states including Tamil Nadu, Rajasthan, Punjab, Haryana, Bihar and Uttar Pradesh, goods supply was impacted.

Another trucker's body, All

India Transport Welfare Association (AITWA) has decided to keep away from the strike.

On the other hand, Indian Foundation of Transport Research and Training (IFTRT) said AIMTC's suggestion to fix annual toll is not rational.



BHIM WADHWA, PRESIDENT OF AIMTC

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ASHOK LEYLAND VERSA

HINDUJA flagship firm Ashok Leyland plans to launch a fully electric bus 'Versa' in the country by 2017.

The 36-seater bus, which is being showcased at the 4th Bus and Special Vehicle Show here, can go 90 miles in one charge and is a zero emissions vehicle.

"Depending upon the regulations, we expect to launch this vehicle in the country in the next two years," Ashok Leyland Vice President, Buses, T Venkataraman said.

The vehicle comes as a completely built unit (CBU) from the company's UK based arm Optare.

Elaborating on the features of the bus, Venkataraman said the bus emits zero noise and consumes just one unit of electricity for covering a distance of one kilometer.

"With increased awareness and sensitivity around environment safety and carbon footprints, the timing for the introduction of an electric bus is optimal. Versa is ideally placed to help deliver on our government's commitment to make urban transport efficient and reduce our country's carbon footprint," Venkataraman said.

The company is one of the largest providers of electric and hybrid buses in the world and this electric vehicle would

help India move up the path of "efficient, comfortable, responsible and sustainable urban transport", he added.

In a move to boost electric vehicles sales in the country, the government has earmarked Rs 1,000 crore for the National Electric Mobility Mission Plan for the next two financial years.

When asked about the strategy for the domestic market, he said the company is focusing on 8-12 tonnes bus segment in the country.

"We currently have around 22 per cent market share in the 8-12 tonnes bus segment and we are looking to scale it up to 25 per cent in the forthcoming fiscal" Venkataraman said.

The company, which has over 60 per cent market share in above 12 tonnes bus category, aims to put different products in the market to cater to various requirements.

"The country is huge, so different applications are required. Some customers need CNG based products, some require vehicles with smaller wheel base and then there are products for feeder services," Venkataraman said.

Commenting on the export plans, he said the company is looking at requirements in the Australian and South African markets.

FLASH NEWS The All India Motor Transport Congress has called off its nationwide strike after having a meeting with union transport minister Shri. Nitin Gadkari, on the 5th October, evening.

Sources said that the meeting was "positive" and the transporters were satisfied with most of their demands being looked into.

The strike had entered its fifth day on Monday and affected transportation of raw material and other goods across the country. It caused a national loss of Rs 20,000 crore a day for the government while transporters incurred losses to the tune of Rs 3,700 crore, sources said.

Courtesy:TOI

Views of Abdul Majeed, Partner, PriceWaterhouse India and auto expert, on the SIAM sales figures.

"Demand for vehicles will increase further with low inflation, cut in interest rates, improved customers sentiments, new launches at competitive pricing coupled with healthy growth projected in the Indian economy".



EXCLUSIVE

SMALL TRUCK OPERATORS NEED ADEQUATE OVERALL SUPPORT: P.P. PUNTAMBEKAR

The Modi-led NDA Government has its priority for growth. The Prime Minister has successfully drawn up a strategic plan of action to take the economy to a higher growth trajectory by 2020. This, despite the mounting challenges being faced by the economy.

This observation was made by Mr. P.P. Puntambekar, Sr. Vice President, Shriram Transport Finance Co. Ltd., in his keynote address at the one-day conference on "Transportation of Men and Materials by 2020 and beyond..." organized by Ecargolog.

ARE WE FUTURE READY?

He said the economy has to be necessarily geared to overcome the challenges and meet the 2020 action



**P.P. PUNTAMBEKAR,
SR. VICE PRESIDENT,
SHRIRAM TRANSPORT
FINANCE CO. LTD.**

plan objectives. The transport sector has already started showing signs of recovery. Many of its problems have been solved for paving the way for its steady growth.

MODERNISATION IS THE KEY TO SUCCESS

Today, after China, India is the largest truck-populated economy in the world. However, a large volume of 10-year-old trucks are plying on Indian roads. This is in striking contrast to the average age of five years for trucks operating in Europe. Official statistics reveal that there are 50 lakh over-aged vehicles in India. Hence, a phased upgradation of vehicles is absolutely essential to solve the problem. The Government should also consider a VRS for over-aged trucks with a view to modernising the existing fleet.

THE 'UNsung HEROES'

Mr. Puntambekar further said the other major issue faced by the Indian road transport industry is the utter neglect of small truck operators who contribute almost 80 per cent of road transport. Financial institutions and banks are quite indifferent to these 'unsung heroes' who approach them for loans to buy trucks.

Again, realising the problems faced by truck operators, the younger generation is not keen on to join the driver community. This has led to a 40 per cent driver shortage in the country. Since the vehicles are produced with advanced technology, proper training is required. In developed nations, the driver deserves his dues by being called the 'Captain'.

SHRIRAM GESTURE TO DRIVERS

Mr. Puntambekar further disclosed that by driving the vehicles for 18 hours a day for the sake of money, many drivers are sacrificing their precious life. It not only causes various health problems but also leads to death due to fatigueness. As a human gesture to the driver community, Shriram Transport Finance has taken a new initiative by offering 100 mobile clinic vans at major transport centres by tying up with the well-known pharma giant Wockhardt. In order to provide proper education to the driver community, the company is also running a scholarship programme. By attaching greater importance to the road transport community, the company has clearly proved its strong bond with it.

Courtesy: MOTORINDIA

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*As on June 30th, 2011. **Retail Finance-Auto-November 2010 - CRISIL **Report on Commercial Vehicle Finance, June 2011-Dun & Bradstreet.

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