

Vijay path

News & Topical views : V-Trans World

July - August 2022, Vol.17- Issue 04



**TRUE
INDEPENDENCE
IS TO RISE
ABOVE
ALL CHALLENGES.**



Other Divisions:



Jai Hind friends,

Wishing you all a very happy 75th Independence day of the nation, the great country where we all live in. The joy of independence is ineffable, so many have sacrificed everything they had so that we can live in a free country, let's value it and ensure we build a nation that they say, their sacrifice was worth for it.

Our business is gaining momentum post the COVID slowdown, now things are coming back on track. We could reach 90% achievement on the revenue front, despite putting all the efforts. Operation cost is a big concern. From April to June we could not optimize our operations cost to the desired level, though being one of the best in the industry, our targets are higher. As we offer competitive rates, the high cost of operations impacts the bottom line, and the NP targets at both VT & VX weren't met.

This has alerted us to swing in quick action and a lot of measures are taken. The July numbers look good, and hopefully excluding one or 2 dull months due to seasonality, the rest of the year will be as per our target.

The aggressive market penetration and strategic efforts in some targeted business areas will push the revenue towards the AOP target of 40% growth. The formation of specific action teams and ATR-based review is helping in the fast movement towards the goal.

The operations team has taken it on themselves to optimize the operation cost further, even the business team is now determined to sign up the business that fits in our cost structure, as also on lane balancing. With proper reviews and data crunching, ops team has identified the areas for cutting the cost in a phased manner.

Friends, on July 15th & 16th, we had the annual meet in Mumbai, almost after 3 years. For the strategy adopted and priority selected, we named the meet RISE – Remove Impediments for Success & service Excellence. Other than the Key Note address delivered by self on organizational priorities and major objectives, we had a senior professional Dr. Krishnan, who took a session on the VUCA world and how to be ready for change. The national managers, Regional managers, and the functional managers also presented their parts respectively. It was great to have met most of our senior team members in person after a long time. We covered an interesting part of being accountable v/s being responsible and have included an article about it and the meeting RISE in the issue.

We are looking forward to taking the work ahead as brainstormed in the meeting – RISE and are confident to surpass the targets.

Best Wishes,
Mahendra Shah



PEOPLE PROFILE



Rajiv Bhattacharya (COO - V-Xpress)

In this issue of people profile, we are featuring the Chief Operating Officer of V-Xpress, Mr. Rajiv Bhattacharya.

An established professional with over 3 decades of rich experience, Mr. Bhattacharya has served in leadership positions at various companies such as Eureka Forbes Limited, Safexpress Pvt Ltd, TNT Express, USB Express, and Shohoz, including his stints at Dubai & Dhaka. His expertise skill areas are heading the country & profit center, managing the business operations, and organizational transformation.

He is associated with V-Xpress since November 2019 and has helped in its growth journey, due to his vast experience. The new vigor, revised strategies, and adoption of the industry's best practices & processes have given direction to V-Xpress to become a new organization, and Mr. Bhattacharya along with

Mr. Aditya Shah, CEO- V-Xpress, has played a key role in it.

He is highly energetic, a Change Agent, and is known for his ability to envision and create successful outcomes in complex and multi-cultural environments. Has previously turned around the under-performing business and enhanced the value of operating business units through process improvements focused on best practice identification and implementation.

He is blessed with a great family and is ably supported by his wife Susmita Bhattacharya who is an HR professional but currently a home-maker and carries a passion for art & design. His elder son Rushil Bhattacharya is pursuing his final year Bachelor in Product & Industrial Design from Srishty College of Art & Design, Bangalore and Younger son is joining his B-tech in Biotechnology from SRM college of Science & Technology, Chennai.

He loves travelling, playing drums & photography.

His life philosophy is – “Be passionate in whatever you do, as passion brings energy, thoughts and honesty at everything you do.....”





Over 140 senior team members from across India, the Management and the senior corporate team,

were present for the meeting held in Mumbai on 15th July 2022. And the excitement was clearly visible on the faces, the energy level and the cheerfulness could be felt in the environment.

We know the tough times of COVID taught us the importance of technology in all aspects. One of the most transformed areas was virtual interactions. It brought a lot of conveniences and allowed us to connect with wider audiences at ease.

However, the charm, excitement, warmth, and bonhomie of in-person meeting is something that cannot be denied. To meet our all India senior team and to let the colleagues cum family members meet each other, we held our national annual meet at Mumbai, on 14th, 15th & 16th July.

On 14th July, a special full-day session was conducted for the critical project MGM, This meet was designed to constructively review the performance and to provide insights and guidance to the team comprising of MGM – which is the regions of Mumbai, & Gujarat.

And on 16th July the quarterly review for functions and regions was conducted.

As the group's philosophy we say that at V-Trans, every day has to be better than yesterday, to keep growing when you are already at a certain level, requires more awareness and removal of the barriers in the route of service excellence, hence the meet was named RISE - Remove Impediments for success & service excellence



CMD's Address with key notes during the session

RISE the theme meeting was held on 15th July where the entire national team was present, with the keynote address from CMD was there at the start followed by an exercise from Dr. Krishnan and later the presentations from the national managers.

RISE was started by the CMD by welcoming all for an in-person gathering after almost 3 years, and he began with a small breathing exercise for relaxation, which was a great experience as per the feedback shared by all participants. Further, he deliberated on the theme of the meeting, and the 4 pillars of the group i.e. core purpose, vision, values, and quality policy. Mentioning that the group has all the elements for success, he emphasized that in the last couple of years the growth was impacted and we need to pull up the efforts to cover up the slowed pace. Aptly explaining the subtle difference between accountability and responsibility, he also stressed that a culture of being accountable is to be adopted. He highlighted the key priorities where he wanted the team to focus. In the later part, he spoke about the Vijayant project and the benefits it will have for all, and also on the ESG aspect, and how we are moving in an aspiring way in being ESG compliant.

We had the privilege to have Dr. Krishnan in our meeting. He has a work experience of 3 decades across the Manufacturing, IT, ITES, and Infrastructure industries covering diverse functions. He has worked in leadership positions in companies like TVS Group, Wipro Technologies, DELL International Services, and GMR group.



Dr. Krishnan addressing the gathering

DR. Krishnan, took an interesting session with colleagues for discussing the VUCA world and the importance of being ready for the change. He used a video film of the bestseller book, "Who moved my cheese", for making the session engaging and explained nicely that change is

RISE - THE ANNUAL MEET 2022

inevitable and we all will have to be ready for the change. Keep a check on the environment and surroundings and be proactive, break the inertia and embrace the new world, as it may have bigger opportunities.

The national managers presented their part where they highlighted how the current actions are in sync with the organizational priorities presented by the CMD. The corporate heads and the regional manager also shared their respective areas of achievement and improvement with key highlights.



All the attendees witnessing the event

RISE - THE ANNUAL MEET 2022



Incidentally, 15th July was also CMDs birthday which was celebrated with enthusiasm by the entire team.

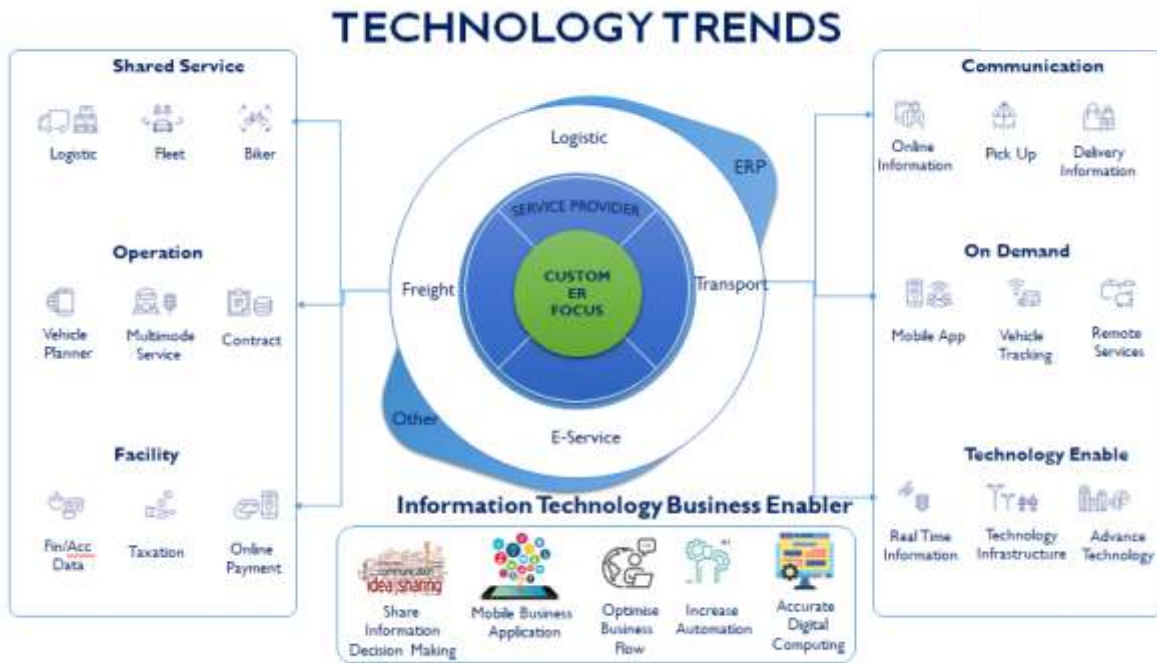


Directors of the Group



Team V-Trans

The brainstormed solution for the evolving technology trends, and the logistics needs of clients, is the new ERP of V Trans group – Vijayant.

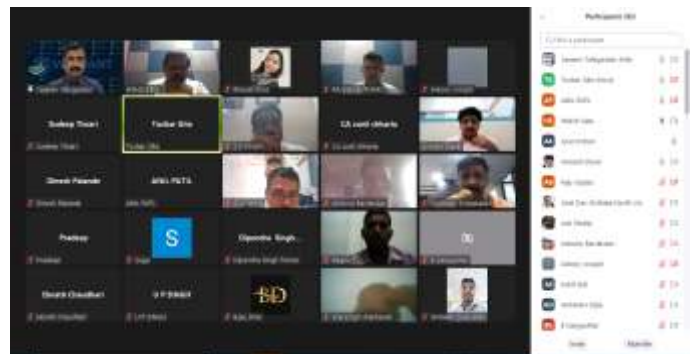


V- Trans group is always at the frontline when the discussion is on technology. Staying ahead of time, we are almost ready with our new ERP Vijayant, with a final level touch-up going on. Getting a new ERP is one thing and training people appropriately on it, is another.

For the first level of awareness of our colleagues, about Vijayant, we organized an awareness program. Also greatly supported by CMD Mr. Mahendra Shah, in all his interactions with the team in past 6-8 months, he has ensured to speak about Vijayant to the team.

Here we are covering the scientific phase-wise designed training program for this mega project -

- In First phase our senior team understood the ERP Vijayant and thereafter real training started. It was termed as “Train the Trainer” (TTT) series, where approximately 70 senior team members from across functions and geographies were trained. As on day, the TTT phase is already completed.
- For TTT we also started the assessment test for ensuring the desired proficiency level of the users, and for those who have completed it successfully, we are awarding them with a recognition certificate.
- Post TTT, we have started our second level training where these trained Trainers from TTT, will be imparting training to the second level.
- This will be a regular and repeated exercise with the objective to cover the last person and solve the last doubt or question.



OPERATION COST OPTIMIZATION

With V Trans group's mantra of driving excellence, it is a regular drive to enhance the service quality and bring the cost down. We keep finding effective ways to have the money saved while executing quality operations.

Cost optimization is a **business-focused, continuous discipline to drive spending and cost reduction while maximizing business value**. And in the context of logistics, cost of moving goods from one place to another is a critical cost component any industry. The Logistics Cost significantly defines the selling price of any product. There are both kind of costs in operations some fixed and some variable. Combined of both the costs, there are some factors that impact the overall cost significantly.

- 1. Fuel costs:** for being 45-50% part of the cost, it is an important element. As fuel prices are deregulated, any situation in the geo-political scenario makes the fuel prices go up.
- 2. Variable pay / Manpower cost:** Due to the shortage of drivers and labourers, there is a cost pressure for managing the manpower.
- 3. Uncertain demand for freight:** Market dynamics, vehicle owners & vendors are the main driving factors, behind the freight rate fluctuations. Sometimes a false scarcity is being created for rate hike.
- 4. Vehicle capacity:** Vehicle capacity and permissible limit by the laws, plays an important role in the total cost.
- 5. Government regulation:** Motor Vehicles Act, 1988. Road Transport Corporation Act, 1950. Carriage by Road Act, 2007, and norm like BS VI, has an impact on the cost.

5 ideas to Reduce Transportation Cost -

- 1. Right routes for movement of material with proper handling:** For having the cost-optimized, a well-studied route for each location with minimized transshipments is a must. Priority to be given to direct routes that help in reducing the Cost and even give better transit time. Route planning saves the cost for Running Expenses & Loading and Unloading as these two heads together consist of almost 57% of the cost.
- 2. Vehicle monitoring:** With new age technologies, a vehicle can be monitored throughout the route, ensuring that it is following the right route or not, on falling short, the driver can be called.
- 3. Ensure regular vehicle maintenance:** Vehicle maintenance is extremely critical and helpful. We have a planned vehicle checking system that helps our vehicle to reach to destination without any breakdown.
- 4. Eliminate failed deliveries:** Sometimes the vehicle is reached to destination and there is no one to take the deliveries. This dilutes entire efforts and adds extra expenditure. Proper coordination should be done to avoid this.
- 5. Right at the first time:** If the operational activities are done correctly, at the first time, a maximum of DEPS cases can be avoided, and also great cost savings can be achieved.

India's economic development has increased its demand for consumer goods. However, the rising cost of logistics has created a lot of pressure. To tackle this, we need to develop a comprehensive strategy to increase the efficiency and competitiveness in logistics and transportation to bring down the overall cost.



THE 75 YEARS' JOURNEY OF OUR NATION

AZADI KA AMRIT MAHOTSAV

When the first prime minister of independent India Mr. Jawaharlal Nehru said, at the stroke of midnight, when the world sleeps, India will awake to life & freedom, to today, where it is on its way to becoming 3rd largest economy in the world. India has done a lot; the world has acknowledged the superpower in various ways. Coming out of the economic crisis of the 1990s to handling efficiently the global catastrophe like COVID-19, India has shown its mettle to the world. The country became saviour for many by helping and giving indigenous Vaccines, staying at par with the biggies of the global map.

Some interesting facts, highlighting how far have we come, though there is a long path of success paved for India.

- 26 Lakhs Crores ₹ to 253 Lakhs Crores ₹ GDP and with the vision of the prime minister Mr Modi, well on its way to be 400 Lakhs Crores ₹ by 2025
- The forex reserves from a meagre ₹1,029 crore in 1950-51, to ₹ 46.17 lakh crore – the world's fifth-largest.
- From 4 Lakhs KM of roadways in 1950 to 64 Lakhs KM in 2021, and presently we are seeing the fastest highway construction taking place, owing to the Minister-in-charge Mr. Nitin Gadakari.
- Rural electrification – remarkable penetration took place in the area and as per the government data, 100% of India's villages have the access to electricity.
- From the tiny figure of ₹ 256 crores of FDI to a record 6.5 Lakhs Crores ₹ 2020 – 21, with the opening up of the economy and growing up of the Indian markets.
- From being heavily dependent on import due to the plundering rule of the British to being the largest producer of Milk, Cashew Nuts, Coconut, Tea, Ginger, Turmeric, & Black Paper and also the second largest producer of wheat, rice, sugar, & groundnut, the agri-economy of India has grown significantly.

With enhanced spending power & per capita income, increased literacy, and a much better life expectancy rate, India has traversed a journey from being a starving nation that was purposefully inflicted with the Bengal famine to now being a food basket for the world at large.

A boisterous economy where the infrastructure across all parameters is growing from strength to strength.

With a visionary PM at the helm, and projects such as Atmanirbhar Bharat, Make In India, Gati Shakti, and a boost to start-ups & entrepreneurship, India is steadily growing towards greater glory.



ACCOUNTABILITY AND RESPONSIBILITY

There is a thin line between Accountability and Responsibility, but the 2 have a significant impact on the overall performance of the team. To understand the difference and why one has to take accountability, let us first see what do these terms mean.

While responsibility refers to someone's duty to carry out a task to completion, accountability generally refers to what happens after something has happened. Accountability is therefore concerned with the consequences of someone's actions, rather than their initial duty to carry these actions out. So a responsible person's focus is more on the given/assigned task and not on the final results, whereas an accountable person focuses on the final results, and to achieve that if he has to do more than the assigned role, he would do that.

When those in a leadership role are focused not only on what they're responsible for but also accountable for how their own actions contribute to goal attainment, great things happen.



Responsibility and accountability are two terms that are often considered synonymous and are used interchangeably. However, they actually have distinct meanings. It is important to understand the differences between responsibility vs accountability in order to assess who fits where in the office structure and/or when clarifying assignments to a given project.

The picture shared here explains the mind-set of different people, those who want to find a reason for not getting the thing done will be in constant search for Blame, Excuse & Denial whereas those who are determined to achieve the results will be in the mind set of taking full ownership, accountability & responsibility. In the annual meet RISE, CMD sir also shared a short video and spoke about it. He also emphasized that people should take full accountability of the role that they have. We are giving the link of small video, used by the CMD to explain the difference, please watch it by clicking here. <https://www.youtube.com/watch?v=Qe323dmrj0g>

BUILDING UP THE SENIOR LEADERSHIP TEAM

Our group is growing constantly and there is a vision and long-term strategy aligned for further boosting the growth. One area of focus in the growth strategy is to further develop the big regions of Gujarat and North (north & east). To further strengthen the existing leadership team of these regions, we have got 2 proven professionals in the team as General Managers in both regions. Mr. Chandrakant Makadia as GM – Gujarat and Mr. Vikash Shekhar as GM – North.



Mr. Chandrakant Makadia

Designation : General Manager | Region : Gujarat | Joining Date : 15-07-22

Mobile : 7486012727 | Email id : gm.gujarat@vtransgroup.com



Mr. Vikash Shekhar

Designation : General Manager | Region : North-1, North-2 & EAST | Joining Date : 03-05-22

Mobile : 7208095240 | Email id : vikash.shekhar@vtransgroup.com

NEW JOINEE AT V-TRANS GROUP FAMILY

Sr	Name	Designation	Region	Division	Joining Date	Mobile	Email Id
1	Arun Kumar S	Regional Sales Manager South	Karnataka	V-Trans	11-07-2022	9558148782	arunkumar@vtransgroup.com
2	Kunal Chakraborty	Sr. Manager	East	V-Trans	11-07-2022	9903263626	kunalchakraborty@vtransgroup.com
3	Ramesh Kumar Jha	Regional Sales Manager-North	North -1	V-Trans	07-07-2022	9350357153	rameshjha@vtransgroup.com
4	Mohammad Sayeed	Manager Sales	North -2	V-Trans	20-07-2022	6358744772	sayeed@vtransgroup.com
5	Prem Shankar Nahar	Area Manager	North -1	V-Trans	13-07-2022	9352365497	premshankar@vxpress.in
6	Suresh Mishra	Regional Manager	Gujarat	V-Xpress	01-08-2022	9324924636	sureshmishra@vxpress.in
7	Jacob Mathew	Regional Operational Manager	APT	V-Xpress	25-07-2022	8688416661	jacob@vxpress.in
8	Goutam Barik	Manager – VA & ESP	Mumbai	V-Xpress	20-07-2022	9322843639	goutambarik@vxpress.in
9	Chinapa Reddy	Regional Operations Manager	Chennai	V-Xpress	23-06-2022	72088 46409	chinnapareddy@vxpress.in

PARTNERS IN PROGRESS - V-TRANS ASSOCIATES

In continuation to our new series which was started from the previous issue, we are featuring our associates, whose contribution counts a lot for the success story of V-Trans.

One such "Partner in Progress", is **Mr. Dinesh Rameshbhai Banjara**. He is associated with V-Trans since 2004 and has more than 20 vehicles with us.

The family started with V-Trans, with a basic job. Grand mother and mother of Mr. Banjara used to run a handcart back in 90s, and today they own over 20 trucks.



Mr Dinesh Banjara with his family Mother ' Father / Brother and cousin, His Mother and Grand Mother was associated with VT long back for delivery of materials with handcart at Sarangpur Branch

About his association with V-Trans", he says, "We are associated with V-Trans for a long time and it gives us immense pleasure and it is really proud for me to be the part of this reputed and esteemed organisation. Our entire family including my grandfather, father, myself and my uncle are associated with V-Trans with different profiles, so its our 3rd generation" working with the group and also we are proud in saying that we grew as the organisation grew with time.

He further added "V-Trans is the most reputed, single window logistics solutions company. It is a professional company and has one of the best cultures to deal with people whether employees or vendors like us. All the directors of this company are very kind-hearted, respectful, and highly supportive to us. We have learned a lot from them.

Mr. Banjara is a man with passion, that is why he loves the Core Values of V-Trans, which is Be Passionate, Be Visionary, Be Human, Be Reliable, and Be Ethical. According to him these values help not only in organizational development but it also strengthens the people who adopt it. These values are in fact success mantras, he says.

ACHIEVEMENT OF V-TRANS FAMILY

It's with enormous delight we are highlighting the feats achieved by the talented kids of the V-Trans family.



Jason Vincent

Jason Vincent - Son of our colleague Mr. Vincent Rosario from the Karnataka region. Has completed SSLC (ICSE) with 92.16%.

Lisa Vhora - a teenage genius daughter of our colleague Mr. Mohmmadshafi S Vhora from the BIC (V.V. Nagar) Baroda region. Has completed SSC with 90.44 % from Gujarat Board.



Lisa Vhora

Congratulations on passing the board exam. May you keep achieving such outstanding success. We wish you success in higher education & career.

Congratulations!



The Eagle and The Crow

Once upon a time there lived a crow on a banyan tree. Everyday he used to watch with utter wonder the acts of an eagle. The eagle was used to stay a big tree that grows top of the mountain. He used to swoop down from there get hold of a rabbit and fly up again to the nest for its food.

The crow was amazed by the feat of the eagle.

One day, he was so excited that he wanted to imitate the eagle. So up he flew as high as he could. From there, he began to swoop down towards the rabbit. He came down and down. But alas, he could not control himself. He crashed on the ground and broke his beak.

Moral: Thoughtless imitation will end in danger.

Missing Number Puzzle

2	3	5
17	12	8
23	?	38

Ans Option -

A) 30

B) 25

C) 27

D) 28

CONVENIENCE. TRUST. EXCELLENCE.



WE USE NEW-AGE TECH TO DELIVER AGE-OLD VALUES.

V-Trans, the leading integrated logistics solutions provider has put in place the latest ERP and digital technology to monitor, manage and control every link in your supply chain. Right from booking branch to delivery branch, ensuring your consignment reaches on-time, and in good shape.

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Other Divisions:  