

# CARGO INSIGHTS



Volume-01 | Issue-08 | March 2023

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## SUSHANT NIGAM

Unsung hero  
of logistics

## FEMALE

Role models  
in logistics

Today's women  
Take on challenging  
roles with confidence

**Madhumita Tripathi**

Managing Director, Röhlrig Logistics-India



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**Dear Readers,**

"She is precious cargo, and should be treated as such."

We dedicate this issue to all the women who, through their persistence, dedication and hard work, broke barriers in field predominately dominated by men. We salute these women who looked beyond gender barriers and social stigma to extensively contribute to the expansion of the industry footprint in India. They have played a major role in taking the logistics industry to new heights and bringing about groundbreaking innovations.

This edition is packed with some amazing reads including views and thoughts of many experts, specialist and stalwarts of this industry, curated exclusively for you. We exclusively cover Madhumita Tripathi, Managing Director, Rohlig Logistics India, who talks about the barriers faced by women in this field and how she overcame them.

We, at Cargo Insights monitor in real time, the latest trends in industry, and conduct extensive research to provide you with the most innovative and advanced product-solutions as per your needs by bringing you the most spectacular reads, special featured articles and all in all developments of the cargo and logistics sector in real time.

I am grateful for my Editorial and Media Team for keeping their support and contributions to the latest edition.

LET'S CELEBRATE WOMEN EVERYDAY.

HAPPY MARCH!

**Jatin Sahni**  
Chief Editor



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# NEWS

## UP gov't's new logistics policy a boon for private sector

Uttar Pradesh government's new warehousing and logistics policy is aligned with the national goal of bringing the logistics cost down from 14% of GDP to 8% by 2030. It is also expected to bring India into the top ten countries in the Logistics Performance Index by 2030. It will optimise regulations, remove supply chain bottlenecks, and make the logistics sector a cost-efficient, integrated, sustainable, and flexible logistics ecosystem. The state government is promoting warehousing by providing incentives to the private sector. Besides the largest rail network in the country, a highway network is underway, and work on Inland Waterway has begun. Plus, the government is building an intersection of Eastern and Western Dedicated Freight Corridors between Dadri and Khurja. Combining everything will help UP achieve its USD 1 trillion economy target.



*Gati Shakti's Network Planning Group approves 3 rail projects, providing alternate routes between major cities in the country*

## Gati Shakti's Network Planning Group approves 3 rail projects

The Network Planning Group, which handles all logistics and connectivity infrastructure projects of over ₹500 crores investment, gave permission to add more lines between Aurangabad and Anka in Maharashtra. This addition will provide alternate routes to cities like Mumbai, New Delhi, and Amritsar from Bangalore, Hyderabad, and Nizamabad. The additional routes fall on the Aravali Dakshin Sampark Corridor. They are expected to add to the freight movement in the nearby industrial clusters. A part of the new move, the Bhadrak -Vizianagaram project, is bound to improve freight movement between southern and western Indian coasts. Meanwhile, the Ministry of Commerce and Industry organised the first National Master Plan regional workshop for west and central zones on February 20th to discuss infrastructure development and social sector ministries at the centre and state levels.



## MP Govt to build Vindhya Expressway between Bhopal, Singrauli

Madhya Pradesh Chief Minister, Shivraj Singh Chouhan, announced the building of the Vindhya Expressway to connect the capital city, Bhopal, with Singrauli. The announcement occurred while laying the foundation stones for constructing an airport costing around Rs 240 crore in Rewa. The expressway will be 660 kilometres long and have industrial clusters surrounding it, generating employment for around 1.5 lakh people in nearby areas. In the recent Global Investors Summit (GIS) in Indore, the Madhya Pradesh government received investment offers worth ₹2.88 lakh crores for the Vindhya region. It was the second-highest proposal after the Malwa region. Present on occasion, Union Civil Aviation Minister Jyotiraditya Scindia mentioned that the airport at Rewa was meant to handle 20-seater aircraft. Still, he has given the go-ahead for 72-seater aircraft. Development works worth ₹747 crores will take place in Rewa.



## India imported 1.4 million barrels per day of Russian Oil

India imported 1.4 million barrels per day (bpd) of Russian crude oil in January this year, a 9.2 percent jump from December 2022. The share of Russian crude was a meagre 0.2 percent due to unfeasible logistics before the country sent troops to Ukraine last year in February. When the rest of the world imposed sanctions, Indian importers bought discarded Russian barrels at discounted rates. That led to an increase in the overall crude imports from Russia. With this development, their share has jumped to 28 percent of Indian imports, followed by Iraq and Saudi Arabia. Of the 1.4 million bpd imported in January 2023, the Russian Sokol crude comprised 100,900 bpd. It was the highest after Sakhalin 1 field was recommenced under a new Russian operator.



## Commercial flight operators to setup SOP



Directorate General of Civil Aviation (DGCA) issued a circular on February 20 asking all operators to frame aerodrome-wise Standard Operating Procedures (SOPs), offer guidance to flight staff on 'no destination alternate' processes, and get it approved by the aviation authority. The circular offered guidance on policy implementation in compliance with CAR Section 8 Series O Part II. The process applies only to airports with more than one independent runway. All operators must sign an MoU with every aerodrome where they plan to take a 'no destination alternate' flight.

## Over 55,000 sq m of land allocated to CISF for Airport



Yamuna Expressway Industrial Development Authority (YEIDA) approved the allocation of 55,000 square metres of land along the Yamuna Expressway to house CISF for Noida International Airport's safety and security procedures. Yamuna International Airport Private Limited (YIAPL), the wholly-owned subsidiary of Zurich International Airport AG, which is also building Jewar airport, has received the allotment. The concession period for the contract is 40 years. Plot number GH-03A, Sector-22A, which is over 55,219 square metres big, has been kept aside from e-auction for development.

## India, Guyana to sign Air Services Agreement



The Union Cabinet has approved signing an Air Services Agreement (ASA) between the Government of India and the Government of the Co-operative Republic of Guyana. The agreement will facilitate seamless and advanced connectivity while offering commercial growth opportunities to the airlines of both nations. The two parties met in the Bahamas on December 6, 2016, during the ICAO Air Services Negotiations event. The ASA will become effective after both nations exchange diplomatic notes confirming that each party has completed the requisite internal procedure to enter the alliance.

# NEWS

## Air India to buy 250 Airbus, 220 Boeing planes in a historic deal

Air India created waves in the aviation sector by signing a breakthrough deal with Airbus and Boeing for 250 and 220 airplanes, respectively. Tata Sons Chairman Natarajan Chandrasekaran announced the deal

at an online session attended by Prime Minister Narendra Modi and French President Emmanuel Macron. The national carrier will buy 40 widebody A350 aircraft and 210 narrow-body planes from Airbus



and has the option to increase the fleet size. Its deal with Boeing is worth USD 45.9 billion and includes 190 Boeing 737 MAXs, 10 Boeing 777Xs, and 20 Boeing 787s. It can also buy 20 Boeing 787s and 50 Boeing 737 MAXs. This is Boeing's second-largest deal in quantity and third-largest in valuation. The carrier plans to buy over 2,000 aircraft in the next fifteen years.



## Bobba Group inaugurates a 75,000 sq ft warehouse

Amongst India's leading logistics companies, the Bobba Group inaugurated its tech-enabled 75,000-square-foot warehouse at Sonnappanahalli, Bellary Road, Bengaluru. The third-party micro warehouse is a state-of-the-art facility with advanced features like temperature control, a remote monitoring system, a cold zone with a 452-pallet capacity, and eight docking stations. As a result, it can fully manage the end-to-end supply chain, including micro-fulfillment. This warehouse, offering a robust cold chain management solution, is the first-ever such facility in North Bangalore. It is located along NH 44 (Bengaluru-Chennai Highway), 12 km from Bengaluru International Airport, and 25 km from the City Centre on MG Road. This facility is ideal for businesses as it provides excellent connectivity to the Bangalore City centre and cities like Hyderabad, Anantapur, and Kurnool.

## Boeing to invest ₹200 cr to build a logistics centre in India

Just ahead of its planned delivery of 220 airplanes to Air India, Boeing announced its plans to build a logistics centre in India. The location has yet to be decided. The centre will store spares to serve its Indian customers speedily, thus reducing the time an aircraft needs to be grounded awaiting spare parts. The company plans to add spares for military aircraft too. The announcement came after Boeing launched its Global Support Centre (GSC) in Gurugram to support the growing Indian aviation ecosystem. This centre will serve individual operational efficacy and safety enhancement projects for its airline customers, civil aviation regulatory authorities, and other industry stakeholders. It will also host technical workshops and projects to enhance aircraft reliability and performance and support adapting aircraft health management systems.





## Logistics Club of Bengaluru Summit 2023 scheduled for March 10

The Logistics Club of Bengaluru (LCB) has announced the Logistics Club of Bengaluru Summit 2023 & Beyond at The Taj, MG Road, Bengaluru, on March 10th from 6:30 pm onwards. Around 150 delegates and senior experts shall participate in this mega event next month, including the Chief Commissioners from the Bengaluru Airport and City Customs and representatives from BIAL Management. The upcoming Summit 2023 in March will provide an excellent opportunity to display products and services to senior government officials, bureaucrats, policymakers, the EXIM fraternity, big companies, and other logistics and supply chain stakeholders. In association with Tirwin Management Services, the LCB organised over 80 Dangerous Goods Regulations and IMDG training programs. It further hosted seminars and meetings with Logistics Skill Council (LSC), Custodians, Customs, and other authorities from the industry.



### TSAW Drones, DE Drone World sign MoU at Aero India



During the Manthan event, drone technology startup TSAW Drones signed an MoU with DE Drone in Bengaluru on February 15th. The deal happened at the recently organised Aero India 2023. This marks the beginning of a new partnership between the two companies to build and promote innovative drone solutions for many industries. The agreement will grant DE Drone World Solutions access to TSAW Drones' advanced drone technology and extensive field experience.

### Odisha govt reduces VAT on aviation turbine fuel



In a recent development in the ongoing nationwide drive to reduce Value Added Tax (VAT) on jet fuel, the Odisha government reduced the tax to one percent for any fixed wings flights, seaplanes, or helicopters at any airport, water aerodrome, heliport, or helipad included in the Regional Connectivity Scheme (RCS). This move applies to non-RCS aircraft at BPIA. Currently, the oil companies in RCS airports like Jeypore, Jharsuguda, Utkela, and Rourkela are selling ATF to RCS aircraft with a reduced VAT.

### After Air India, domestic airlines to order 1,200 aircraft



Many domestic carriers, led by Indigo, are set to place orders for up to 1,200 aircraft in the next 24 months to replace the existing fleet and meet the growing demand for air travel. Indigo was planning to order approximately 300 aircraft before the pandemic hit. However, the order size is likely to have grown to 500 aircraft now. Most Indian carriers operate up to 700 planes. Meanwhile, Air India's 470 airplanes will start delivery this year until 2032.

# NEWS

## Vietnam to build 30 airports, including 14 int'l, by 2030

The Civil Aviation Authority of Vietnam has submitted a new development plan to the Ministry of Transport, Xinhua, to boost aviation growth. It plans to expand the civil airports' network from 22 to 30 by the end of this decade, including 14 international airports in the country. There are currently ten international



airports in Vietnam, including the airport in Hanoi, the capital city, and the business hub, Ho Chi Minh. While Hanoi can handle 25 million passengers annually, the latter has an annual capacity of 28 million. The Civil Aviation Authority is currently developing The Long Thanh International Airport on the outskirts of Ho Chi Minh city. The airport has been under construction since 2021 to build a capacity of 100



## Indian exports to earthquake-affected Turkey impacted in the short term

The series of earthquakes in Turkey earlier this month have also impacted trade. The southern Turkey port, Port of Iskenderun, which caught fire in the quake, is being rebuilt. Exports from the port were paused, shipments diverted to nearby ports, and exports dwell time increased to above ten days. The operations in the central Black Sea and Mediterranean ports had stalled. Although industry experts don't foresee a long-term impact on the trade due to Turkey's long coastline of over 180 ports that have the trade going. Indian exports are expected to be affected in February and March but should return in April 2023. Commodities that make up 78 percent of the Indian exports to Turkey will grow normally, while 22 percent of the commodities will be impacted. Indian imports grew up to USD 2 billion in fiscal 2021-22.

## SIA's low-cost subsidiary, Scoot, to buy 9 Embraer E190-E2 Aircraft

Singapore Airlines' low-cost carrier, Scoot, signed an LOI with aircraft lessor Azorra to add nine new 112-seater Embraer E190-E2 airplanes. The aircraft is the latest edition of the Brazilian manufacturer Embraer's regional jets. It will help SIA Group to expand its network and support domestic demand for air travel. With this purchase, Scoot will become the first Singaporean airline to have this aircraft type in its fleet. The first aircraft will be delivered in 2024, and the rest eight will be progressively introduced by 2025 end. The fleet will be deployed on short- and medium-haul routes of up to five hours. The aircraft is 36.3 metres long (Nose to Tail), with a 33.7 metres Wingspan, and boasts a Maximum Cruising Speed of 0.82 Mach and a range of 2,850 nm/5,278 km.



## Turkish Cargo teams up with CargoAi to go digital worldwide

Turkish Cargo is now live on CargoAi's marketplace solution (CargoMART) for users in four countries. During the pilot period, CargoMART users in France, Spain, the Netherlands, and Singapore can book Turkish Cargo's new services TK SMART (general cargo service), TK PREMIUM, and TK URGENT (express cargo service) on all Turkish Cargo routes in real-time. "This will significantly increase Turkish Airlines' cargo revenue opportunities from a 360-degree perspective. By providing full visibility throughout the airfreight procurement process, we continue our mission to bring the best digital booking experience that CargoMART offers to our joint customers," says Matt Petot, CEO, CargoAi. Users of CargoMART benefit from searching for real-time schedules, bulk quoting, e-booking, the ability to track and trace each shipment, as well as CargoAi's Cargo2ZERO sustainable features to support the air cargo industry's decarbonization mission.



### Air India restarts flights between Milan and ND



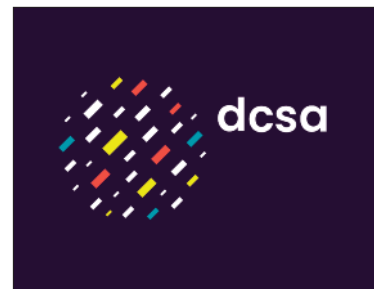
Air India has restarted flying between Milan and New Delhi four times a week, non-stop. The carrier plans to run this route every week on Monday, Wednesday, Friday, and Sunday. In November 2022, the national carrier announced starting flights from New Delhi to Vienna and Copenhagen on February 18th and March 1st. Air India operates 27 787 Dreamliners on European routes. With the launch of this route, Air India will fulfil a key element of their five-year transformation plan, Vihaan.AI, to strengthen India's global network.

### China Airlines hires IBS to upgrade cargo management



China Airlines signed an agreement with IBS Software to upgrade its cargo management system. The software company's SaaS-based iCargo platform facilitates synergies across domains like import and export operations, sales, revenue accounting capabilities, and air mail handling. The platform also provides automated technology for maximum operational output and efficiency and refined opportunities for sales management. In addition, with an advanced cargo management system, the airline will push for a quicker time-to-market for its products.

### 9 members of DCSA pledge 100% e-Bill of Lading adoption



The Digital Container Shipping Association (DCSA) announced that nine member companies have committed to a 50 percent conversion of paper Bills of Lading in the next five years and a hundred percent by 2030, as per the authority's standards. The move can push USD 30-40 billion in annual trade growth, save up to USD 6.5 billion in direct costs for stakeholders, improve sustainability, and enhance customer experience. Sea carriers issue approximately 45 million bills of lading annually. In 2021, 1.2 percent of this number was electronic.

# Today's women take on challenging roles with confidence

*In this special edition on Women in the Logistics industry, CargoInsights speaks to Managing Director, Röhlig Logistics-India, **Madhumita Tripathi**, about her struggles and victories over the last eighteen years and how women can make logistics their home.*

**Madhumita Tripathi**  
Managing Director  
Röhlig Logistics-India



**R**öhlig Logistics, founded in 1852, is a family-owned company headquartered in Bremen, Germany. They employ 2400 people worldwide and have offices in over 35 countries, serving as an international freight forwarder and providing end-to-end services. They specialise in air freight, sea freight, and contract logistics, which includes warehousing, project management, customs clearance, and road transportation.

Röhlig serves a diverse range of customers in a variety of industries, including pharmaceuticals, automotive, and perishables. The 170-year-old logistics conglomerate has many selling points, but service excellence is at the top of the list. "We believe in being in front of the client in good times and bad," Madhumita says. We are the ones who identify problems and propose solutions. As a result, our USP is service excellence. We believe in being with and in front of the client, offering greater flexibility and relevance based on their needs."

**Madhumita Tripathi's** journey began 18 years ago as one of the few female logistics professionals. "It's been an interesting learning curve," she recalls. Following completion of my MBA in International Business, my first placement was as a Management Trainee with a multinational in the freight forwarding domain in Kolkata. When I arrived, I discovered that my reporting manager was dealing with a number of issues in his branch at the time. So, on the second day, I was assigned to the job of an employee who had recently left. I was still learning business communication at the time, and I believe it was the best start I could have had."

"When you are an ambitious female in this industry, especially



with a degree, you are judged even more," Madhumita says of logistics being male-dominated. It is important how you handle logistics, truckers, brokers, or shippers yelling at you for late shipments or delayed documents. It's difficult but interesting because you want to leave your mark and prove your worth." She was given the opportunity to demonstrate her abilities in her career by handling various profiles. "I've done everything from customer service to operations, corporate sales, P&L, and key account management. It's been challenging but interesting."

Logistics companies deal with difficult-to-handle shipments every day. Madhumita reveals her share of such projects,

"We opened branches in Hyderabad and Visakhapatnam last year, where we got temperature-controlled shipments that had to go to South America. We tried to customise it to reduce the transit time. The shipment had to go to Valparaíso from Hyderabad. It would have taken 55-60 days to reach through ocean freight, and air freight would have been costlier. So we combined air and sea freight, reducing the cost by almost 45 per

cent and transit time by 35 days. It was a trial shipment and a risky proposition for us as we were trying to put our foot in the door in that sector. Nevertheless, we took up the challenge and executed the shipment. Now we have that client on board for regular movement. In our industry, cost and timing are very critical. In the supply chain, logistics is the last leg, so a lot of stress comes to the logistics department to execute within time limits with the lowest possible cost.”

After arriving in India late in 2009, Röhlig has come a long way. The company began as a joint venture with another Indian firm and became a Röhlig entity in 2015. “Not everyone knew Röhlig when I joined,” Madhumita says of the time she joined. As a result, we implemented numerous changes, including branding initiatives. We started with three salespeople in India and have since grown to a team of thirty. The network, however, was wary of the Indian market due to its price sensitivity and unpredictability. They desired to concentrate their efforts on developed markets such as the United States and China, which would have resulted in higher returns. So attracting the network to the difficult Indian market was a major challenge for us. We had to start from scratch and put together a team. We needed to put a lot of safeguards in place. As a result, we overhauled the entire Röhlig structure in India. That is how we could turn the Röhlig story around in India. We have now expanded into key markets such as Gujarat. We are also attempting to expand in the eastern belt, specifically in Bhubaneswar. We have plans for Chandigarh, Jalandhar, Coimbatore, Cochin, Jaipur, Jodhpur, and Udaipur, as well. ”



Everyone is focusing on diversity as a result of government initiatives such as Beti Bachao and Beti Padhao



**Madhumita Tripathi**, Managing Director, Röhlig Logistics-India

Along with business-related challenges, Madhumita had to carve her niche in this industry, which wasn't easy. She reveals,

“You have to be patient. I keep telling young, ambitious females that they must first follow their passion. If you have the right attitude, no challenge can hinder your growth. When I started in 2005, it was even more male-dominated. And when you are young, ambitious females, you are judged. We still judge a talent based on the years of

experience in that role. While experience matters, talent is a combination of attitude, skills, and ambition. So there have been many occasions where I was judged before being allowed to prove myself. I had to follow my passion, lead by example, and walk the talk. You may be able to present your ideas and throw weight around, but if you cannot make your hands dirty, things wouldn't really take place. I believed in not shying away when I didn't know something. There have

been occasions when I was given a P&L role overnight. My manager, who took the risk, knew I would stretch myself. So when I was given that role, I had to prepare well for the P&L, its elements, dive into the basics like key differences between EBITA and EBIT, and the business productivity.”

She used to spend hours learning the system with an ocean or air freight operators, which gave them confidence that she was one of them and not just there to supervise.

“People started accepting me,” she recalls. When I was given the position of branch manager in a multinational supply chain conglomerate in Mumbai, the undercurrent was unfavourable. People were hesitant to work with me because they didn’t know what to expect. But, within a month, I noticed a significant shift in their behaviour. It is critical to give the impression that you are one of them. You must understand your business and stick to your objectives. If we talk about equality, we should be prepared to face similar challenges as men. We can’t say that because we’re female, we can’t sit past a certain hour. Women may be physically weaker, but even with those limitations, we can accomplish much more. We cannot ask for special treatment because we are females.”

“In all my jobs, I have been blessed with very good managers,” she says of the help she received from industry leaders and her seniors. My achievements today would not have been possible without the challenges that have been thrown at me. They believed in me, and when they assigned me a task, they had to go up against a lot of people to help me.”

Madhumita acknowledges the



It is challenging but interesting because then you want to leave your mark




**Madhumita Tripathi**, Managing Director. Röhlig Logistics-India

government’s commitment to infrastructure development and diversity. “Today, we see many female leaders emerging in all divisions, including truck drivers. In addition to sales coordinators, telesales, corporate sales managers, and customer service representatives, we are now seeing females in sales product management and contract logistics, which is considered very rustic in freight forwarding. These positions require you to work on the shore, in

warehouses, and with a variety of people. Females, on the other hand, are not afraid. Everyone is focusing on diversity as a result of government initiatives such as Beti Bachao and Beti Padhao.”

“From 2005 to the present, I can see females at all levels, including branch managers and country-level positions,” she believes. Previously, the industry may not have trusted a female in a front-end role. This is becoming more common. But there is still a long way to go.” ●



# Female role models in logistics

*The women in logistics who have fought hard to advance and carve out a niche in this largely male-dominated field were interviewed by **Cargo Insights**. Up ahead...*

Over the past few decades, women have progressively grown within the logistics industry, just like their counterparts in many other professions. While this industry is still dominated by men, women are making progress and succeeding in key positions. The transportation and logistics sector is gradually altering this attitude, albeit there is still a long way to go. Currently, the sector is using a skill-based strategy to hire new employees. Having a diversified workforce with all the necessary knowledge has become essential for the success of logistics companies in an era where improved output is the primary goal of all organisations.



# Persevering for a better tomorrow

*Managing Director, Bertling Logistics, Sharmila Amin, shares her story and speaks up on how much the logistics industry supports women.*

Speaking on the pertinent question of male dominance in the industry, Sharmila shares that while the number of women in logistics is really very low, the problem is in understanding the value for shareholders, customers, and society that could be created with a better gender balance in the increasingly critical supply chain.

"Although the industry continues to be male-dominated, and the change you mention is painstakingly slow, we all persevere for a better tomorrow," she says.

She highlights that the ratio of Women to Men is roughly 1:4 or 25 percent of the workforce, and only 17 percent of partners in member firms are women. "I would like to invite more young women to challenge themselves to transform this industry."

Her journey to date has been as challenging as inspirational. She reminisces, "Executing difficult jobs excites me. Handling those jobs in the male-dominated oil and gas sector was a challenging professional move. The opportunity came when not many professionals were keen to work on the HBJ oil pipeline. I grabbed the chance to prove myself, persevered, remained steadfast, and eventually succeeded."

She pulls our attention to the advantages that women have in the logistics industry. "Women have a strong determination. However, their



**Sharmila Amin**  
Managing Director, Bertling Logistics

“Women’s ability to connect, lead people with compassion makes them stand apart

ability to connect and lead people with compassion and empathy makes them stand apart in logistics.”

Speaking on the pros and drawbacks of working as a woman here, Sharmila points out, "Being a woman in a male-dominated business has not been a major problem as I have earned the respect and confidence of my peers.

I achieved this because of inspiration from my seniors and colleagues, whom I respect deeply and derive strength from. Then, one gets a sense of achievement by becoming a pioneer in the field. The only major drawback is the lack of a fair amount of women’s representation in the field.

She believes that industry peers and business leaders encourage and mentor women. "Plus, the central and state governments have initiated many women-centric development programs. This has encouraged more women to contribute to the Indian economy and our industry."

Sharmila draws inspiration from her father. Talking about him, she opens up, "My father was one of India’s pioneers in the Construction Industry, and his role in my career success cannot be underestimated. I was eventually able to leave a mark. I also received knowledge and experience at Airfreight Limited and NS Guzder and Company that was crucial to my success."

Having opened the doors of opportunity for women in this field, Sharmila encourages the next-generation of female professionals to take up careers in this industry. She shares, "The work is hard but fruitful and rewarding. Being your own boss comes with responsibilities and the ability to take chances. But the satisfaction is greater at the end of the day. ●

# Greater inclusivity and female representation in Logistics

*Chandrakala Bobba, Director, Bobba Group, shares how women are emerging at the forefront of the logistics industry.*

**C**handrakala acknowledges the change in the situation of professional women in the past few decades. "This change is finally being witnessed in the logistics industry, with more women joining the industry. I have personally witnessed positive changes in our industry, and 'as they say, it's better late than never.' Logistics, warehouses, and freight have always been portrayed as a heavy and physically exerting industry. This has created an outlook that minimises women's chances of entering this field. However, women are increasingly playing a larger role in business today. There has been a positive shift in how women in business are perceived. The 'de-genderisation' of professions has played an important role in the rise of women professionals. I am glad I can witness this slow yet steady change."

Her journey has been as challenging as inspiring. She reminisces, "In my journey, no favours were granted, or mistakes overlooked just because it was a family business. As a young woman, I worked harder than my male colleagues to earn recognition and put forward my points. I faced situations where I was being talked over, especially while making a point in a meeting. I would be interrupted mid-way and lose my chance to voice my suggestions or opinions. All this just motivated me to break

the glass ceiling even harder. To overcome this, I began to work on my self-confidence and developed a growth mindset. Finally, I started setting small goals and worked towards achieving them."

"It may not have been a smooth journey, but we all learn and sharpen ourselves with time. All these steps made me more confident and helped me view myself as a strong young woman making her mark in the logistics industry."

She disagrees that women have advantages and doesn't subscribe to the idea of evaluating things based on gender. "When we begin to look at things without gender bias, we give a fair platform for all, which is paramount. Just as trust, respect, and dignity are earned, any position at work must be earned based on merit, not gender. Women naturally lead with inspiration and motivation to achieve their goals and instinctively carry forward the people they work with."

Chandrakala agrees there are drawbacks in the workspace for women, which are more situational than gender specific. "It all boils



**Chandrakala Bobba**  
Director, Bobba Logistics

down to how well we handle the setbacks and the situations life throws at us. Every situation has its own pros, cons, and learnings." Her list of pros for women in logistics includes increased representation, enhanced workforce flexibility,

and improved representation for female consumers. She shares, "Women in logistics means increased representation for the industry and an increased sense of inclusivity. This leads to more innovative solutions and ideas and an improved company culture overall. Moreover, women in logistics can help to bring a more diverse workforce to the industry, which can help to create more flexible and efficient business solutions. This can help to increase efficiency and overall productivity. Plus, having more women in logistics helps provide better representation for female consumers. This can help to drive more sales and profits for the business."

She also speaks up on the challenges for the female workforce in the industry, the top one being

gender-based discrimination.

"Women may face greater discrimination and exclusion than men in the industry. This can lead to a lack of confidence and, in the long term, fewer women in the profession."

As per her, the gender gap in the industry leads to limited access to resources like mentorship and career development. "This can cause a lack of progress and growth in the industry."

And then, not having a support system is another big disappointment for many women here. "Nothing should stop anyone from achieving their goals. And a supportive ecosystem is one of the main factors in this journey. This is true for those with families and children to take care of. The unconditional support of their family and/or partners is paramount to balance work, ambitions, and family life equally well."

Chandrakala talks of her journey and what helped her climb the ladder, "Being firmly grounded and not being shaken by any situation. This happens over time and with experience. I have grown up surrounded by highly motivated and ambitious people. This has enabled me to observe, listen, and learn much from them. To the extent that it became one of the main reasons for winning the right to talk and getting a seat in the boardroom."

The traits she considers inevitable for success are the art of listening and learning, being assertive, picking and choosing your battles, the power of voicing yes and no, differentiating right from wrong, and owning your actions.

She spills, "Communication is the key to everything. It helps avoid assumptions and delete perceptions. Everyone is right in



No favours were granted, or mistakes overlooked as I came from a family business



their approach, but who is left in the long process matters. Teamwork and passionate coworkers are significant to keep the project's momentum going. Giving all coworkers and team members a chance to see, a chance to be, loyalty and honesty, and a sense of discipline."

She asserts to the next-generation female professionals entering logistics, "I believe they should develop technical skills as it is important to understand the complexity of the supply chain,

transportation, and technology. Technology is evolving, and with the advent of robotics and the digitisation of processes, it is important to take short courses and keep abreast of the industry's technological changes. Ultimately, it is all about learning from the past and understanding current new trends to accommodate and balance our actions well. Change is the only constant, and how well we navigate through this change ourselves depends on all our preparations and experiences." ●

# Maintain a strong work ethic and stay ahead of the curve

*CEO, My Logistics Gurukul, Alpana Chaturvedi, speaks from her experience in the industry, encouraging women to have fun and maintain a work-life balance.*

**A**lpana believes that logistics was considered male-dominated due to the nature of work that includes lifting heavy-weight cargo goods and packages, driving heavy vehicles, using equipment like forklifts and heavy machinery, and working hours being 24X7. However, the working environment has undergone a sea change. She shares, "One can now see women working in warehouses, handling operations and sales portfolios. Women are leading logistics organizations, and the industry is gradually turning more gender-agnostic."

She opens up about her journey in the industry, "I was posted at a site office in my role as Airport Officer-Cargo, AAI. No transport was available, and the airport area was far from the city. It was difficult to get to the workplace, and there was a lack of amenities in the site office. But all my male colleagues were helpful and supportive. I also took a sabbatical while raising my family. I was being pushed between work and home, but I kept upskilling myself."

Women are more inclined towards service with problem-solving capabilities and strong business acumen. It makes them excel at Customer Service and fostering relationships. Alpana says, "There is a marked preference for



**Alpana Chaturvedi**  
CEO, My Logistics Gurukul



**Never stop having fun and maintain a work-life balance.**

women workers in Customer Service and Key Accounts Management roles. Women can be seen as great team players, leaders, and mentors. They are playing on the front foot and shining in Operations, IT, Warehousing, and leading large teams, services, and organisations. Companies nowadays have women-friendly policies such as flexible working

hours, provision of transport facilities, longer maternity leave benefits, work-from-home options, and childcare facilities at the workplace.

Alpana acknowledges the support received from the government and industry leaders. She mentions, "The system is positively geared towards women empowerment and skills development that will make them job ready. Employers also specifically ask for female candidates to fill specific roles."

Several factors led to her success in the domain. She shares, "One has to be passionate about one's work, accept changes wilfully, and remain ahead of the changing times. Being in training and L&D, I realise learning is not happening only in classrooms but from the environment and people around you. There is no substitute for hard work."

Alpana encourages the next generation of female professionals entering logistics, "There are lots of opportunities for females in the logistics sector. One can get into different types of roles, such as Operations, Sales, Customer Service, IT, Finance and Accounts, International Relations, and L&D, depending on one's skills, interests, and educational background. There will be avenues to meet people, get international exposure, and have opportunities to travel the globe." ●

# Expand knowledge and think creatively, to differentiate yourself

*Sarini Sachdeva, CEO, Ardour Worldwide Logistics, stresses that women need to focus on their goals and ignore the surrounding noise that tries to stop them.*

A self-made woman, who's climbed up the ladder despite all odds, Sarini acknowledges male dominance in the supply chain. "Yes, only 37 percent of the workforce is female, and women hold 14 percent of executive roles. Although there is still a long way to go. The industry is adopting a skill-based approach to recruitment. In a time when organisations aim at a better output, having a diverse workforce with all the required expertise has become indispensable for the success of logistics companies."

She joined this industry in 2000 when she was the only woman in the sales department. "I also came out to be the top performer within a year which made most of the sales persons (mostly men) very insecure. They would find reasons to let me down. I have seen that while very few men support you, more men discourage you and find a way to demotivate you. I decided to play deaf and concentrate on my work. There is an old saying, 'numbers talk, and bullshit walks.'"

Sarini firmly believes that a diverse workforce yields countless benefits, and the logistics industry is no exception. "Numerous scientific studies have shown that



Sarini Sachdeva  
CEO, Ardour Worldwide Logistics



So much scope for a career in logistics has made it easier for women to embrace it.

gender diversity in the workforce fosters collaboration, understanding, and tolerance and boosts competitiveness, productivity, and corporate social responsibility."

But there are many challenges women face in logistics. "Lack of flexibility and travelling away from home for long periods are reasons why the logistics industry can seem daunting to women, particularly those with small children. But there is so much scope in the careers available here that it is becoming easier for women to embrace it."

Sarini points out that hard work and a clear vision are the keys to success without getting involved in politics. "Do not deviate from the goal and focus on work. No man or woman can stop you from succeeding if you have a clear goal. I always believe that if you have great knowledge, no one can win over you. So we must remain apprised of the latest challenges in the industry and keep finding innovative solutions that can help the industry to grow."

For the emerging young women in the industry, she advises, "There will be a lot of times when you feel demotivated and undervalued, but you have the power to conquer the world with knowledge and dedication. These are two key words to success: keep thinking of innovative solutions and increasing your knowledge base so no man or woman can win over you." ●

# Strongly driven women have made it into logistics

*Coming from the promoters' family, **Padma Handa**, Director, Hans Infomatic and Sunrise Freight Forwarders, shares her views on what makes women more suitable for logistics.*

For someone who hails from a family of promoters and has three decades of experience in the industry, Padma believes there are very few women with essentially professional backgrounds to be seen in the logistics management domain.

"To my mind, the logistics industry continues to be male-dominated. Only a few women who belong to the promoters' family have risen to the higher echelons. Even in the middle and lower rungs, most companies continue to have less than five per cent women staff," she spills.

She sees that women are equipped for multitasking. "Mostly, it is strongly driven women who have managed to enter the logistics industry," she says.

Working as a woman in this industry has some benefits and drawbacks. As per Padma, an organisation's work environment is a substantial challenge and is a crucial drawback that needs improvement. The lack of a flexible work schedule is another debilitating factor.

"However, the pros are that a women's workforce boosts productivity and women in senior positions can positively impact a company's performance. They are also better at collaborative work and offer beneficial behavioural propensities. Moreover, they often lead with empathy, which has



**Padma Handa**  
Director, Hans Infomatic and  
Sunrise Freight Forwarders



A women's workforce boosts productivity.

proven to enhance profitability," she shares. She highlights how building healthy relationships and bonding with teams were crucial to her success in her line of work. For the next generation of female professionals entering logistics, Padma suggests joining logistics courses in good universities. "Society and accessible infrastructure are changing. Logistics is also increasingly technology-driven. The sky is the limit." ●



# Endure, persevere and embrace the excitement to achieve new heights

*Speaking on the breed of natural multi-taskers in logistics, Akanksha Gupta, National Key Account Manager - Automotive, Kuehne+Nagel India, shares what it takes to succeed here.*

For Akanksha Gupta, the journey in logistics began in 2011, and she's seen the industry change in the past decade. Speaking on the pertinent male dominance in logistics, she shares, "While the industry is still primarily male-dominated, it has evolved, and there has been a visible shift in the gender ratio. The scenario ten years back was much different."

She has seen individuals, managers, and organisations gradually focus more on being inclusive towards female talent hiring, even for senior roles. If given the opportunity to step up and take on more responsibilities in Kuehne+Nagel, I would gladly accept and deliver successfully", she says.

Moreover, adding women to the team is not just a trend or requirement but also beneficial for organisations. Akanksha believes women are naturally 'multi-taskers', which gives them an edge in any industry, especially logistics. "Household tasks of being family caregivers to the workplace role of managers enable women to be different and excellent workers. The higher emotional quotient also helps them empathise with their peers, subordinates, and customers, making them better colleagues, leaders, and partners."

Even for women, there are as many pros. Being a working female is challenging yet rewarding. Akanksha highlights the importance of always maintaining a work-life balance.



**Akanksha Gupta**  
National Key Account Manager-Automotive,  
Kuehne+Nagel

“In my experience, as long as you endure, persevere, and passionately embrace the excitement, nothing can stop women from aspiring for and achieving new heights.

“In the current dynamic environment, everyone has ambitious lifestyle goals. Being a working woman in India gives women the confidence and independence to make decisions and add to the family

financially, which keeps them positively motivated. However, it is always important to balance work and family time.” But the government and business leaders have realised the women's role and are rising to the occasion to lend adequate support. In fact, the President of India is the most powerful position and is held by a woman. "I have been very lucky to witness a growing mindset amongst the government and corporations to bring women to the forefront of decision-making. Today, most organisations are working towards bringing diversity to the workplace and encouraging women to participate equally towards economic growth," she shares.

Growing up the ladder in logistics can be challenging. But, for Akanksha, discipline and self-motivation have been her core strengths. "In my experience, the moment you aim high, the universe conspires to give you what you deserve. Working on upskilling myself to evolve with the dynamism and volatility of the logistics industry has kept me as a front-runner and rewarded me in my professional life," she spills.

Akanksha believes that our industry is undergoing a digital revolution, and we need to be curious, inquisitive, and motivated. "It is extremely important to focus on self-development. Leverage, learn and leap towards opportunities, and success will embrace you," she guides the women trying to carve their niche in this industry. ●

# Long way to go but we'll get there

*Country Manager-India, Air Logistics Group, Sakshi Gupta, shares why the mindset needs to change to bring more women to the forefront.*

**S**akshi agrees that patriarchy dominates logistics but draws our attention to the bright side. "Parallely, I must also agree that there is a buzz, and more women are being welcomed and encouraged by their male counterparts to join the trade. They are also being recognised and rewarded and reaching the top brass of the organisations, holding key management positions. It's a long way to go, but we will get there."

She believes the mindset, or male ideology, deters men from hiring more women in their organisations in our country.

"According to the UN, Indian women's workforces are under 23 percent, starkly contrasting the global median of 53 percent. It indicates that our current ecosystem is biased against women. We need to upskill and mentor women, ensure locational safety, equitable pay, and career growth opportunities."

She has been one of the fortunate ones not to face any discrimination. "Fortunately, I have been welcomed in the logistics trade, treated with respect, and given the right tools and opportunities to voice my opinions". However, she wonders why more women are not on the logistics table. Her view is that orders from a woman may be perceived as dominating. Still, she



**Sakshi Gupta**  
Country Manager-India  
Air Logistics Group



"Economies that prosper have empowered women to walk beside men, not behind them."

asks all ladies to wear their confidence as a badge of honour and move ahead gracefully. As per her, women bring many benefits to the table and receive in return in this industry. "Their soft and analytical skills, creative minds, out-of-the-box thinking, and dedication have been a boon to organisations.

Even during the pandemic, many organisations realised that women were delivering exceptionally well, adding a personal touch to their work, which comes naturally, even while working remotely and taking care of their domestic responsibilities simultaneously."

But despite the contributions, the drawbacks for working women are plenty. "Work-Life Balance gets disrupted, which can get very stressful for working mothers! Women's labour at home often goes unnoticed and unappreciated. Also, some jobs need to ensure a conducive and safe working environment. Plus, inappropriate working hours could be a major deterrent for most women which should be on the employers' radar to promptly look into."

She mentions that the government and industry leaders have a significant role in bringing women to the forefront.

"Hold organisations accountable for diversity and inclusion. We need to have insulated recruitment systems in our industry with an unbiased mind of the recruiter. We must believe in inducting women and giving them leadership roles and decision-making powers. Also, the government and other logistics bodies should draft policies to mandatorily have 30-40 percent of women hired, start audits to ensure companies meet this number and



ask them to generate gender-disaggregated workforce data. That's how we will see the change everyone is talking about and make the invisible visible. It's a proven fact that economies that prosper have empowered women to walk beside men, not behind them."

Her passion for her work shows how she talks about Air Logistics Group. "It does not seem like work when you fall in love with Mondays, and you love what you do." This is the energy Air Logistics triggered within me, which is the main reason behind my success, accompanied by unbridled ambition, utmost dedication, and support from my teammates."

She believes in being humble, a team player, motivating colleagues, and working together. "It's not a one-man show; it never was and never will be", she spills. For the next generation of female professionals venturing into this industry, Sakshi suggests, "Change the world within you to change the world outside. Every day is a fresh beginning that alters our lives. With so much changing around us, we need to become adaptable and agile in our thinking. Women need to break their barriers, which are their blocked minds, step out of their cocoons, and spread their wings as the Logistics sector has many verticals to offer. Get drenched in the Logistics Fountain; there is much to learn and grow here. Employment in the coming year shows an upward trend here, and women will be hired because they are creative & problem solvers. Being digitally savvy is necessary to bring change & more opportunities will open up, even working from your home's windows. No dream is too big to be achieved. So don't think, just begin. As perfection lies nowhere." ●

## Networking, an essential aspect for career advancement

*Co-founder, My Skills Academy, A Unit of Indus Group Company, Ananya Singh, lists the biases women face in the industry and how they can overcome them.*

Ananya points out the several biases that women face in the industry. She shares, "Women are often subjected to gender bias in the logistics industry, with many people believing that the field is unsuitable for them. In addition, there is often a lack of mentors who can help guide them in their careers and offer advice on overcoming challenges. Then, networking is an essential aspect of career advancement, but women in logistics face limited opportunities to network with peers and industry leaders. Women in logistics also witness stereotypes that they are not physically capable of performing specific tasks, such as lifting heavy boxes. Balancing work and family life is another challenge for women in logistics, as the industry often requires long hours and extensive travel."



**Ananya Singh**  
Co-founder, My Skills Academy  
(A Unit of Indus Group Company)

But despite these challenges, there are several strategies that women can apply to become leaders in the logistics industry and set an example for others.

Ananya reveals, "Women in logistics should actively seek mentors who can offer guidance and support, as well as sponsors who can advocate for their advancement. Moreover, networking is essential for career advancement, and women should take advantage of every opportunity to connect with others in the field. Then, there is the need to develop new skills and knowledge, particularly in emerging areas such as supply chain analytics and technology. Also, challenging gender stereotypes by actively seeking out typically male-dominated roles, such as warehouse management or truck driving, can help. Women must speak up and advocate changes in the industry that can help promote gender equality, such as more flexible work arrangements or improved maternity leave policies." ●

# Be a STAR when you face difficulty

*Director, Global Corporate Key Accounts, Asia Pacific, Saudia Airline Cargo, Vandana Singh, shares some great tricks about how women can make a difference and succeed.*

**V**andana's journey spans over three decades in the industry. She reminisces, "When I joined this industry, there were just a handful of women. However, when you follow your passion, you must be prepared to work hard and never limit your dreams. Both men and women who have become CEOs have shown tenacity and hard work. Regardless of gender, we are measured by the same criteria - the business success."

When faced with challenging circumstances, **Vandana** recommends, "Be a S T A R when you face difficulty. The S T A R method permits you to frame your behaviour, subtleties, and reactions to troublesome work circumstances.

**Situation:** Make sense of the specific situation and analyse the tough spot.

**Task:** List your to-dos to determine this.

**Action (or Approach):** Notice the activities you initiated.

**Result:** State how your approach prompted a great outcome.

My focus has always been on the quality and the efficiency, along with the commitment. Ensuring no one cuts corners has been challenging, as that spoils the reputation. However, the hurdles clear out when you stay focused and lead by example."



**Vandana Singh**  
Director, Global Corporate Key Accounts, Asia Pacific, Saudia Airline Cargo



Focus on quality and efficiency along with a commitment.

Speaking on the advantages women get in the industry, she says, "Logistics can provide great potential for women. The industry offers employment opportunities from practical tasks like sorting, packing, and delivery to extremely complex endeavours like strategy, development and

planning. The industry is getting more technologically advanced, making it easier for women to access as more physical jobs are done by automation."

**Vandana** believes women in logistics roles are more collaborative than their male counterparts. "Organisations display increased collaborative behaviour when working with women supply chain partners, maybe because of a higher expectation for cooperation. That's why, I feel, women show a higher efficiency and better negotiation skills."

She doesn't think working as a woman has any disadvantages. "Women in many countries work in the logistics and supply chain industry. You just need a sincere interest and conviction that you are at par with everyone else."

She appreciates the government for being supportive of women working in all sectors. For the new generation of females in the industry, Vandana suggests, "Always be self-assured. Not many women have ever worked in this sector earlier, but now go on and just do it! Networking at business events and joining groups provides advantages to all the women working in the logistics industry. Also, get a mentor and love learning. Keep marching, and you will succeed." ●

# Secret to a woman carving out her niche in any industry is, confidence

*Founder & Chief Growth Officer, Indicol, Niharika Jalan shares snippets from her journey and what it takes to carve your niche in logistics.*

**N**iharika feels that male dominance in logistics results from the prominence of blue-collar workers. "Initially, it was thought that men could manage this workforce the best. But things are changing now. At a recent supply chain conference, each panel of six had one woman. When I saw this, I realised this number could have easily been three. I know several woman leaders, managers, and change-makers in the logistics space."

She believes in the pros of being a woman in logistics. "When you see a woman in logistics, you take notice. The women in logistics will always champion other women. Women are natural multi-taskers, more diligent, sensitive, and loyal, lending much-needed business continuity. Ask any business owner, and each woman team member



**Niharika Jalan**  
Founder & Chief Growth Officer, Indicol

“Dig in, pull up your socks, and work at the ground level”

would be a top performer.”

But just like most women, Niharika has faced her share of challenges. She recalls, "Earlier, my biggest challenge was finding women-friendly utilities. They were normally a good kilometre trek away and not well maintained. The good news is in the last few years, this has changed. Now having gender-specific washrooms is a basic audit requirement. The drive for this has come from the customer side. Also, earlier, even at my own facility, the operator would see me from afar and take a U-turn as he did not want to talk to a lady. The labour would not know what to say or do when I spoke. But, all this went through a sea change when I was working at the dock for a whole day till almost 10 pm for our first institutional customer. The team knew I was not just a lady but a part of the team. They respected and listened to me. I know the respect I have earned at that time has made a huge difference."

For any woman looking to carve her niche in the space, Niharika shares her mantra, "Do not be afraid. Keep your chin up, be confident and carry on. Dig in, pull up your socks, and work at the ground level. Logistics is just like any other space, and you will succeed if you keep at it. If operations and supply chain get your blood running, if this is your passion, lady, you will be a rockstar! So come join the party!" ●



# Be gritty, and don't give up!

*Director, Operations Management, Indo-ASEAN, Cargo Partner Logistics, **Manisha Malhotra**, reveals how she overcame hurdles to grow up the ladder.*

A dedicated self-learner and an avid reader, **Manisha** agrees there is an ominous change emerging in our industry. "A study states that women now fill up 19 percent of C-level positions in the industry, up from 15 percent in 2021", she reveals.

Her journey was as challenging, with the biggest hurdle being finding a mentor to help and guide her career path. She overcame this by constantly self-learning and acquiring knowledge through a lot of reading. Still, she firmly believes in the benefits women bring to the logistics industry. "I feel that success depends on individual skills. Women are often raised to be multi-taskers and can keep many wheels spinning, which helps such a demanding industry."

Manisha agrees that the biggest advantage for a woman working in this industry is the different perspective she brings to the table, especially considering the multiple aspects of decision-making. But, at the same time, gender-based discrimination, unequal pay, stereotyping, and limited opportunities are some drawbacks for women in the industry.

She shares that things have started changing since the government is trying to build safe working environment regulations. "Business leaders, in the time of need, come forward as agents of change so that women would no longer think of logistics as a bastion of male dominance."

Some key factors that have helped her succeed in the industry include not accepting mediocrity, practicing continuous learning, setting clear goals, taking advantage of professional networking, seeking feedback, balancing work and life, leading by example, and remembering that 'Failure is yours; success belongs to the team.'

Manisha feels that women often give more but lose their grit and determination at the wrong time. She strongly advises the next-generation female professionals entering the logistics, "Be gritty and don't give up. Stay curious and keep learning. Mentor others." ●



**Manisha Malhotra**

Director, Operations Management, Indo-ASEAN,  
Cargo Partner Logistics



Biggest hurdle for a woman is to find a mentor to help, guide her career path



# Logistics, a great career choice for next-generation women

*Founder, Umanshi Marketing, Tamanna Gupta, reveals her journey to becoming a marketing leader, the challenges she had to overcome, and how other women can do it too.*

**T**amanna believes logistics is not the only industry that is primarily male-dominated. “Unfortunately, gender inequality in the workforce starts from the beginning, with fewer women completing college degrees, particularly in STEM fields. Thankfully, with the rise of new-age tech-enabled start-ups and more globalised work culture, women are making their presence felt across various industries, including logistics.”

She has worked with inclusive companies like Allcargo Logistics and Emiza Supply Chain, whose founders were progressive enough to appoint her to senior positions. “However, I experienced gender discrimination while working at a regional distribution center in Delhi. A male junior resigned within a few weeks of joining because he did not want to report to a woman senior. I chose to focus on being a competent, goal-oriented professional. I earned the respect of my male colleagues and the clients and proved that gender should not affect anyone’s professional abilities.”

Tamanna thinks women don’t get any advantages while working in logistics. “Women have a disadvantage due to working conditions, such as the lack of separate bathrooms and safety concerns, especially in warehouses in desolate areas. I experienced safety concerns when working at a warehouse on the outskirts of



**Tamanna Gupta**  
Founder, Umanshi Marketing

“Logistics is all about delivering; who, better than women, can “deliver”

Lucknow, where no transportation was available after seven pm. I was forced to ride on the back of a warehouse in-charge’s bike through a dark, dangerous road.”

She shares that no gender-related pros exist in any sector, specifically in Logistics. “Today, we are a marketing agency to 12+ logistics companies, including Liladhar Pasoo, Celcius Logistics, Alisped Logistics, Givven Logistics, and others. While we have only male clients and an all-women’s team

strategizing and leading these accounts, none have made us feel otherwise.” On assistance from business leaders, she shares, “As a marketing leader, I have seen that business owners, founding members, and leadership teams are more aware of the value that competent professionals can bring to their companies and are creating a gender-neutral work environment.”

Over the last decade in logistics, Tamanna has held diverse roles, from corporate sales to marketing communications. “As a marketing lead, my challenge was to educate the leadership teams on the importance of marketing and brand-building in the logistics industry. As sales head, I learned that good salespeople sell, but great ones show value.”

Ultimately, Tamanna is optimistic about the growth prospects in logistics, thus making it a great career choice for next-generation female professionals. “Don’t hesitate to roll up your sleeves and get your hands dirty because hard work is rewarded and respected across industries. I took on any task that needed to be done to achieve the company goals, whether it was visiting remote warehouses, personally meeting with customers in hot and crowded marketplaces, or even getting loading and unloading the trucks. At the end of the day, logistics is all about delivering, and who better than women to “deliver”? ●

# The voyage is the criterion

*Director, Sitara Shipping, Sanjam Sahi Gupta shares some interesting insights about women working in logistics, the perks and the challenges.*

**W**hile she accepts logistics is male-dominated, Sanjam points out, "However, nowadays, women participate more. What is missing is the presence of women in more senior roles. The logistics industry needs more role models."

She reveals her share of challenges in the professional journey. "When I started working in my business, customers didn't take me seriously due to my age and gender. So I had to work twice as hard, handling shipments with extra care to ensure they changed their mind."

However, Sanjam feels that since there are fewer women, it is easier to stand out and be remembered. She says, "This helps when it is time to get new meetings or bid for newer projects. People remember you, and it opens doors. I've never considered myself any different due to my gender. In fact, being a woman means we multi-task well and have a strong emotional IQ. Balancing



Sanjam Sahi Gupta  
Director, Sitara Shipping



I have never considered myself any different due to my gender.



home and work obligations can be a tight walk sometimes, but I have been lucky to have an extremely supportive partner and family."

She applauds the support received from International Maritime Organization (IMO) for her initiative called Maritime SheEO, where she runs a leadership accelerator program for women in maritime.

Sanjam shares that she is highly passionate about what she does. "I never do anything in half measures. While there is no substitute for hard work, you need to believe in yourself, be open to learning, and always listen to your instincts. Always be open to new experiences, rise up to challenges and accept the unknown. I have had incredible opportunities, often pushing myself beyond my comfort zone, but always helping me grow."

For the next generation of female professionals entering logistics, Sanjam adds, "Make plans but know that they will change. By being willing to try something new, you could end up somewhere unexpected and better. Realise that the journey is the destination.

Enjoy it. You will never have all the answers; you will always be a student. Embrace the opportunity to learn daily from each experience and everyone you encounter. There will be some good and some bad, but with each experience, you will learn something new." ●

# Industry sees a paradigm shift in gender distribution in last decade

*Alka Mantri, Managing Partner, Aarkesh Logistics acknowledges the advent of women on the corporate ladder, especially in the logistics industry.*

**A**lka firmly believes there has been a paradigm shift in the gender mix in the last 10-15 years. "Now, more females are making a career in logistics and supply chain. However, the relentless focus on diversity and inclusion in the last few decades, especially gender diversity, has borne fruit. Women are being identified as potential talent. Many organisations like to hire women only to create a healthy culture.

Globally, in 2010, women formed only eight per cent of the logistics workforce, steadily increasing to 20 per cent in 2018. In India, this number currently stands at approximately 15 per cent and is expected to reach the global average by 2023. Considering the focus and concerted efforts across the sector, we now witness women taking up senior and mid-management leadership roles."

Her learning phase was steep. She recalls, "I had to understand the nitty-gritty of the trade and indulge in extensive communication to keep all the stakeholders informed. But I have been blessed with a great team who supported me.

Alka shares that women keep the balance between the vendors and customers. "Their patience and calculated risks put every woman on the top. This



**Alka Mantri**  
Managing Partner,  
Aarkesh Logistics



Many organisations like to hire women only to create a healthy culture.



industry's main assets are people, and we must encourage and develop women at an early age to take their careers to the next level."

She doesn't find any drawbacks to working as a woman. "It opens up many avenues to explore and learn the trade apart from networking."

She also praises the government for ensuring this industry receives special status. "That's why the logistics policy was launched. Besides, many process improvements have been undertaken to speed up supply chain management. However, there is much to do, and this government is committed to easing things and facilitating business partners." Alka reveals the factors that led to her success. "Learning the trade dynamics, understanding processes, strong coordination between clients and service providers, managing the timelines, and knowing that you are hard-pressed globally."

Alka recommends making a career here for young women because there is much to learn and many growth opportunities. She adds, "You become stronger as a professional and capable of working under all conditions. You learn to take the next level challenges and grow up the ladder." ●

# Women can potentially form half of workforce

*With over 15 years of experience with brands like DTDC and Xpressbees, Niveddita Daash, Head, Learning & Development, Digital ITEs shares her journey of fighting to become an accomplished L&D professional in logistics.*

A woman in logistics growing up the ladder to become an accomplished Learning and Development (L&D) professional deserves kudos. Moreover, the industry in question has begun embracing women in varied profiles and senior roles. "With increasing automation and complexity of processes, many roles have changed and been created in the new era of logistics companies where females are joining the workforce in large numbers." She's seen the trend steadily evolve; women break the proverbial glass ceiling and play an important role in this industry. But reaching such heights is never easy. "The major difficulty I faced during my tenure in the logistics companies as an L&D professional was with the infrastructure & transportation. Hubs are usually situated on the outskirts, and commuting is a significant concern. Also, branch offices usually have small premises. So, a separate washroom for males & females is unavailable. Usually, there is no permanent housekeeping staff. So, hygiene goes for a toss."

Speaking on the advantages women get while working in logistics, Niveddita highlights the growing demand for individuals with strong analytical and technical skills and a strong orientation towards process adherence as our industry becomes more data-driven and technologically advanced. "Globally, in any process-



**Niveddita Daash**  
Head, Learning & Development,  
Digital ITEs

“Logistics encompasses various job roles, thus providing women with many career options

driven industry, women perform better than men and have lower attrition levels. Plus, the rotational shift helps maintain the work-life balance for women." But there are pros and cons for women here. While she identifies the various career options logistics provides women, like transportation, warehousing, and supply chain, she also spots the cons.

"Despite the growing importance of diversity and inclusion in the

workplace, women in logistics still face gender bias and discrimination, particularly in male-dominated areas of the industry." She feels women can potentially form 50 percent of the country's workforce, and receiving recognition from the government and industry leaders has been a major support. "If women are not hired, you miss them from the pull. Therefore, both government and leaders are willing to hire females. As per government norms, organizations have framed various policies for the safety and security of female employees." Networking and relationship building has always defined how the logistics industry thrives. Niveddita acknowledges that building relationships with industry professionals can help provide support, information, and opportunities for growth. She shares, "Effective communication is crucial and involves stakeholder coordination and collaboration. Logistics demands the management of complex systems; success requires high accuracy and attention to detail." For the next-gen female professionals, Niveddita suggests attending industry events and connecting with other women to build your network. "Stay updated on industry trends by reading industry publications and attending conferences and seminars. Plus, having a mentor can provide guidance, support, and advice as you navigate your career." ●



# We are an exciting industry for young personnel, especially women

*Kale Logistics' Head of Marketing, **Rajni Patwardhan**, reveals what the logistics industry can do to attract young talent and encourage more women to join*

Among the few women heading marketing, especially for an IT company, **Rajni** opens up about her experience working in the Port Community Systems (PCS) or Single Window (SW) environment and the wider maritime sector. She says, "When I moved to the Maritime IT industry, it was the beginning of the IT revolution. Kale Logistics Solutions is the pioneer in designing next-generation single window systems. There was immense scope from the marketing side to create markets, drive adoption, and sustain it. This prospect highly attracted me."

She agrees that the industry is male-dominated, "Look at the terms used like sea-men, unmanned, and master, which tell you that this industry was designed for men. Considering that women currently make up 2 per cent of the global maritime workforce, it is fair to say there is room for improvement." She firmly believes women bring specific abilities and that we will definitely miss 50 per cent of the entire talent pool if we don't make this industry attractive to women. "We are facing a severe shortage of talent. Women can bring balance as they are good with



analytics, logic, and data." Rajni points out that the gender pay gap, the 'Bro' culture, lack of family support and mentorship, and low awareness of women-centric professional programs are holding women back.

"At the grass-root levels (from schools), IT technology as a career for women is seldom discussed. The onus for promoting it lies with bodies like the International Maritime Organization (IMO), federal governments, the Ministry of Shipping and Education, and private organizations. Plus, mentoring is another great strategy to help close the gender gap in business leadership." She feels the maritime industry needs to encourage the next generation to join our industry. "The industry never marketed itself to the young talent. We must build on our brand and become more visible to young people, ensuring we are at the top of their minds when choosing a career. We are an exciting industry for young personnel,



**Rajni Patwardhan**  
Head Marketing,  
Kale Logistics Solutions

especially women, to consider workplace conditions, family friendliness, and flexible working hours." Rajni asserts that elementary schools and universities can get female leaders to participate in ground-up youth events and career fairs to educate young women about a career in logistics. Moreover, companies can organise "Open Houses" by women for women to seek mentorship, coaching, and internship opportunities.

She foresees, "IT is the undisputable future, and the maritime industry will thrive like others. The industry is ready to become more inclusive, and gender diversified. Initiatives like IMO's SheEO can empower women. Kale is promoting women's workforce in a big way with flexible work hours, work-from-home options, on-the-job training, merit-based recognition, and work-life balance, and encouraging women to return after sabbaticals. Today, nearly 40 per cent of our workforce is women and they definitely contribute significantly." ●



Today, Kale's 40 per cent of the workforce is females, who contribute significantly

# Look beyond gender and have an efficient workforce

*The industry veteran, Malay Shankar, CEO, ProConnect, spearheading ProConnect Supply Chain Solutions speaks his mind about what the industry can do to become more gender-neutral.*

The logistics and transportation industry has traditionally been male-dominated due to its unorganised nature. As such, the logistics sector has never been an attractive career option for women despite being able to deal with complex and challenging situations. Even today, very few women have risen to the ranks and have done exemplary work in this industry. However, with technology adoption in operations, which are quite complex, we find more women showing interest in logistics.

While very few women are keen to take up



**Malay Shankar**  
CEO, ProConnect

sales operations in this industry, they are at the forefront when it comes to managing the supply chain. If we see the entire logistics ecosystem, we will find women in complex operations, from customs clearance to cargo operations to inventory management at the warehouse level, et al.

The increase in technology adoption has made it easy for women to join the logistics

ecosystem. If we look at the D2C and B2C segments today, women are also part of the last-mile delivery. Initiatives like gender parity and inclusion have significantly brought women into the mainstream logistics sector. However, a lot needs to be done to get the right talent into the industry.

While striving for inclusion is one way to bring more women into the mainstream, there is a need for organisations and educational institutions to train women for the complex roles in this sector. Once we build that confidence among women to take up all types of roles in the logistics ecosystem, we will see many women proactively becoming a part of this sector. Today, the disruptions we are witnessing in the logistics and supply chain ecosystem will require a large pool of talent to efficiently run the businesses. Hence, it is time to realise that we need to look beyond gender and have an efficient workforce. ●



# Women can confidently decide on bureaucratic issues with much ease

*Dr. Pushendra Pratap Singh Country Head of Asia Shipping, talks about the importance of ensuring women's safety to build a more gender-neutral workforce.*

**A** revered industry veteran, **Dr. Singh** was always passionate about connecting with people from an early age. He reminisces, "This predilection inspired me to join sales at the beginning of my career in logistics. I like to associate with various customers, vendors, airlines, carriers, and overseas partner networks, which quenched my thirst for socialising and communication."

He acknowledges women's exceptional role in our country's economic and social development. "The shipping and logistics industries, too, witnessed colossal progress over the years. Several womenfolk flourished and became successful in medium and senior management roles."

He agrees with the challenges women face in logistics, like the difficult office timing while meeting deadlines. "Sometimes, the women's workforce is required to work odd



hours, which become agonising due to family and social pressure. Further, men can easily perform field-related work at airports or in ICDs, while women's workforce is usually confined to the office. To deal with irregular work schedules, flexi-timing can be implemented. Alternatively, issuing laptops instead of desktops can assist women in leaving the office on time."

He suggests several steps to attract more females to work here: "Women's safety is a fundamental requisite to retain them. Steps like strict exit timings, open discussions, and enforcing zero tolerance policies can attract and retain more women."

Dr. Singh points out the natural



**Dr. Pushendra Pratap Singh**  
Country Head,  
Asia Shipping International Transport

abilities that make women ideal candidates for the logistics workforce. "Women have a natural instinct to speak politely and can calm down after exerting work. They have contrasting perspectives and viewpoints, enabling them to confidently decide on bureaucratic issues. Multitudinous tasking skill fabricates them with managing several issues at one time."

Speaking on the misconceptions surrounding women, he says, "Women can only perform well in Customer Service department, Human Resources or Accountancy is a big misconception people have in mind. However, in contemporary times, the female workforce has extraordinarily exceeded all departments."

In near future, Dr. Singh foresees a significant proportion of senior management positions being filled by women. "They are educated, independent, confident, enthusiastic, fearless, tech-savvy, and add high value to the business," he shares. ●



Women's safety is a fundamental requisite to retain them. Steps like strict exit timings, open discussions, and enforcing zero tolerance policies can attract and retain more women.



# Free eye-check-up camp for drivers organised by DCBA and Rotary Club of Vaishali

From February 14 to February 16, 2023, the Delhi Customs Brokers Association (DCBA), in collaboration with the Rotary Club of Vaishali and Icare Eye Hospital, Noida, organised a Free Eye Check Up Camp and the distribution of free spectacles for valid driving license holders at the Transport Building of ICD TKD, New Delhi. The eye check-up camp was a success, with approximately 200 drivers from various transportation and logistics companies taking advantage of the service.

Commenting on this welfare program for the greater good of the international trade and logistics industry "Our association is duty-

bound to accelerate the growth of the country's Exim trade supported by seamless transport and logistics services," said Puneet Jain, President of DCBA. The ambitious PM GatiShakti National Masterplan has significantly emphasized logistics operations, with the necessary speed and support systems in place. As a result, it is critical for the industry to prioritise driver health in order to ensure safe transportation."

Furthermore, Devendra Singh Bhadoria, Hon. Secretary, DCBA, stated that the event, which was held during the association's Golden Jubilee year, was very successful in terms of its goal of reaching out to

needy truck drivers, who are vital elements of the entire supply chain and logistics operations. As a part of the end-to-end logistics industry, the Delhi Customs Brokers Association is committed to working for the well-being of truck drivers in any way possible. "We sincerely thank the Rotary Club of Vaishali, Icare Eye Hospital, the CONCOR team at ICD TKD, and the ICD Transport Operators Association for their help and collaboration in making this camp a huge success." Bhadoria also stated that more such programs will be held at other ICDS in the Delhi NCR region, as well as the IGI Airport Cargo Terminal in New Delhi, in the near future. ●

# Ahmedabad hosted 12<sup>th</sup> Executive Committee Meeting of FFFAI

**O**n February 10 and 11, 2023, the Ahmedabad Customs Brokers Association team hosted the 12th Executive Committee (EC) Meeting of the Federation of Freight Forwarders Associations in India (FFFAI).

The Federation's office bearers and representatives from 30 member associations from across the country attended the EC Meeting. The FFFAI Members discussed a range of business-related topics at this 12th EC Meeting, including customs, taxes, CBLR, EDI, ports and shipping, coastal and inland waterways, ICDS, and airports. The FFFAI's plans for skill development and training, a women's wing, and a youth wing were also discussed during the EC meeting. The majority of policy proposals under ease of doing business, infrastructure development, and digital transactions highlighted customs trade facilitation initiatives.

Also, the FFFAI-IIFF (Indian Institute of Freight Forwarders) shall lead activities in the logistics sector for training and development, including FIATA Diploma courses and an introduction to e-learning. FFFAI felicitated the member associations and members for their efforts.

**Samir J. Shah**, advisor at FFFAI, also gave a presentation on "Business Continuity Planning" that



focused on best practices and standards for the benefit of the members and highlighted how to handle issues in the future.

The World Customs Organisation's (WCO) 2023 topic for International Customs Day, "Nurturing the Next Generation: Promoting a Culture of Knowledge-Sharing and Professional Pride in Customs," was highlighted by **Shankar Shinde**, Chairman, FFFAI. The IFCBA, a group of international

customs practitioners and specialists, is particularly interested in this topic.

In order to help the trade members and professionalize the logistics industry, Shinde remarked, "FFFAI will be delighted to push this further." He added that the trade will benefit from the suggestions offered to the Ministries, Government departments, and stakeholders in terms of lowering costs and dwell times. ●

## Export of Commodity Groups in January 2023

Sl. No.	Commodities	(Values in Million USD)		% Change January 23
		January 22	January 23	
<i>Commodity Groups exhibiting positive growth</i>				
1	Electronic Goods	1359.25	2114.15	55.54
2	Oil Meals	101.95	151.79	48.89
3	Oil seeds	92.20	114.15	23.81
4	Iron Ore	229.86	278.14	21.00
5	Rice	826.23	981.58	18.80
6	Fruits & Vegetables	236.51	270.98	14.57
7	Cashew	37.99	41.92	10.34
8	Tobacco	64.94	71.05	9.41
9	Ceramic products & glassware	282.67	305.98	8.25
10	Petroleum Products	4579.63	4946.63	8.01
11	Marine Products	550.12	586.51	6.61
12	Other cereals	120.06	124.77	3.92
13	Spices	268.72	278.91	3.79
14	Tea	58.50	60.70	3.76
<i>Commodity groups exhibiting negative growth</i>				
15	"Cotton Yarn/Fabs./made-ups, Handloom	1388.94	869.26	-37.42
16	Jute Mfg. including Floor Covering	46.83	30.85	-34.12
17	Plastic & Linoleum	844.27	584.12	-30.81
18	Carpet	144.59	104.95	-27.42
19	Coffee	92.26	69.83	-24.31
20	Man-made Yarn/Fabs./made-ups etc.	503.01	396.77	-21.12
21	Gems & Jewellery	3243.04	2617.80	-19.28
22	Mica, Coal & Other Ores, Minerals including	430.75	365.62	-15.12
23	Meat, dairy & poultry products	347.41	301.32	-13.27
24	Engineering Goods	9321.27	8408.17	-9.80
25	Handicrafts excl. hand made carpet	176.03	161.95	-8.00
26	Leather & leather products	400.35	378.06	-5.57
27	Organic & Inorganic Chemicals	2510.06	2395.29	-4.57
28	"Cereal preparations & miscellaneous	205.47	197.76	-3.75
29	RMG of all Textiles	1546.82	1492.98	-3.48
30	Drugs & Pharmaceuticals	2046.44	1992.82	-2.62

(Source: Ministry of Commerce & Industry, Government of India)

# Import of Commodity Groups in January 2023

Sl. No.	Commodities	(Values in Million USD)		% Change January 23
		January 22	January 23	
<i>Commodity Groups exhibiting positive growth</i>				
1	Newsprint	20.40	47.70	133.82
2	Project goods	182.86	409.25	123.81
3	Iron & Steel	1810.69	2222.05	22.72
4	Professional instrument, Optical goods, etc.	455.06	554.54	21.86
5	Petroleum, Crude & products	12354.77	14672.58	18.76
6	Pulp and Waste paper	187.41	222.24	18.58
7	Transport equipment	1559.78	1762.79	13.02
8	Vegetable Oil	1855.47	2001.15	7.85
9	Wood & Wood products	563.72	605.72	7.45
10	Textile yarn Fabric, made-up articles	204.86	207.68	1.38
11	Machine tools	396.31	401.56	1.32
12	Coal, Coke & Briquettes, etc.	2602.27	2616.74	0.56
13	Artificial resins, plastic materials, etc.	1765.80	1768.31	0.14
<i>Commodity Groups exhibiting negative growth</i>				
14	Silver	635.15	113.98	-82.05
15	Gold	2383.49	697.03	-70.76
16	Sulphur & Unroasted Iron Pyrites	59.98	21.33	-64.44
17	Pearls, precious & Semi-precious stones	2294.98	1614.43	-29.65
18	Cotton Raw & Waste	35.81	28.83	-19.49
19	Electronic goods	7634.82	6218.74	-18.55
20	Metaliferrous ores & other minerals	894.45	731.92	-18.17
21	Organic & Inorganic Chemicals	2668.69	2253.57	-15.56
22	Non-ferrous metals	1828.13	1566.03	-14.34
23	Dyeing/tanning/colouring materials	346.82	311.29	-10.24
24	Fruits & vegetables	245.99	227.41	-7.55
25	Medicinal & Pharmaceutical products	700.00	653.76	-6.61
26	Leather & leather products	80.51	75.25	-6.53
27	Chemical material & products	933.08	887.56	-4.88
28	Machinery, electrical & non-electrical	4031.69	3931.29	-2.49
29	Pulses	217.88	214.44	-1.58
30	Fertilisers, Crude & manufactured	1589.64	1572.19	-1.10

(Source: Ministry of Commerce & Industry, Government of India)

# TRAFFIC HANDLED AT MAJOR PORTS

*(DURING APRIL TO JANUARY, 2023\* VIS-A-VIS APRIL TO JANUARY, 2022)*

Sl. No.	Ports	April to January Traffic		% Variation Against Prev. Year Traffic
		2023	2022	
	SMP, KOLKATA			
1.	Kolkata Dock System	14092	12533	12.44
2.	Haldia Dock Complex	40162	34749	15.58
3.	TOTAL: SMP, KOLKATA	54254	47282	14.75
4.	PARADIP	109282	93649	16.69
5.	VISAKHAPATNAM	61632	56768	8.57
6.	KAMARAJAR (ENNORE)	36340	31299	16.11
7.	CHENNAI	41060	40004	2.64
8.	V.O. CHIDAMBARANAR	31395	28458	10.32
9.	COCHIN	28010	28245	-0.83
10.	NEW MANGALORE	33712	31179	8.12
11.	MORMUGAO	13776	14901	-7.55
12.	MUMBAI	52814	49404	6.90
13.	JNPA	68774	63006	9.15
14.	DEENDAYAL	115700	107451	7.68
	<b>TOTAL:</b>	<b>646749</b>	<b>591646</b>	<b>9.31</b>



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# TRAFFIC HANDLED AT MAJOR PORTS

(DURING APRIL TO JANUARY'2023\* VIS-A-VIS APRIL TO JANUARY '2022)

PORT	TRAFFIC PERIOD	P.O.L. (Crude, Prod., LPOILNG)	Other Liquids	Iron Ore Incl. Pellets	Fertilizers		Coal		Containers		Other Misc. Cargo	TOTAL	% VAR. AGAINST 2021-22
					FIN.	RAW	Thermal & Steam	Coking & Others	Tonnage	TEUs			
<b>SMP.KOLKATA</b>													
Kolkata Dock System	TRF APRIL-JAN.'2023	257	891	32	289	10	-	2257	7099	478	3257	14092	
	TRF APRIL-JAN.'2022	275	406	-	235	24	-	1343	7096	480	3154	12533	12.44
Haldia Dock Complex	TRF APRIL-JAN.'2023	8152	3933	420	55	341	-	17475	1697	85	8089	40162	
	TRF APRIL-JAN.'2022	8430	4286	924	181	315	95	10706	2855	141	6957	34749	15.58
<b>TOTAL: SMP,KOLKATA</b>													
	TRF APRIL-JAN.'2023	8409	4824	452	344	351	0	19732	8796	563	11346	54254	
	TRF APRIL-JAN.'2022	8705	4692	924	416	339	95	12049	9951	621	10111	47282	14.75
<b>PARADIP</b>													
	TRF APRIL-JAN.'2023	30865	1614	13738	460	4102	39806	11565	164	10	6968	109282	
	TRF APRIL-JAN.'2022	28368	1650	16237	340	4147	23909	11497	162	8	7339	93649	16.69
<b>VISAKHAPATNAM</b>													
	TRF APRIL-JAN.'2023	13350	1670	11509	1259	1251	11555	4385	6845	423	9808	61632	
	TRF APRIL-JAN.'2022	11671	1713	11964	991	1267	7367	4139	7127	421	10529	56768	8.57
<b>KAMARAJAR(ENNORE)</b>													
	TRF APRIL-JAN.'2023	4038	108	-	-	-	18560	1536	8956	464	3142	36340	
	TRF APRIL-JAN.'2022	4082	115	-	-	-	15472	1735	7596	394	2299	31299	16.11
<b>CHENNAI</b>													
	TRF APRIL-JAN.'2023	11693	1226	113	-	255	-	-	23937	1240	3836	41060	
	TRF APRIL-JAN.'2022	9229	951	-	-	208	-	7	26047	1350	3562	40004	2.64
<b>V.O.CHIDAMBARANAR</b>													
	TRF APRIL-JAN.'2023	257	1006	25	622	675	8140	4293	12296	615	4081	31395	
	TRF APRIL-JAN.'2022	317	841	25	283	625	6271	4035	12926	656	3135	28458	10.32
<b>COCHIN</b>													
	TRF APRIL-JAN.'2023	17911	438	-	-	129	-	-	8319	580	1213	28010	
	TRF APRIL-JAN.'2022	17890	422	-	-	259	-	-	8580	615	1094	28245	-0.83
<b>NEW MANGALORE</b>													
	TRF APRIL-JAN.'2023	22287	2003	1781	452	66	3206	878	1980	139	1059	33712	
	TRF APRIL-JAN.'2022	18966	1971	3222	250	87	2872	386	1937	127	1488	31179	8.12
<b>MORMUGAO</b>													
	TRF APRIL-JAN.'2023	481	241	1712	75	-	2301	6204	28	3	2734	13776	
	TRF APRIL-JAN.'2022	423	149	2649	36	-	1415	6169	176	13	3884	14901	-7.55
<b>MUMBAI</b>													
	TRF APRIL-JAN.'2023	31338	1396	5043	227	107	5413	-	200	19	9090	52814	
	TRF APRIL-JAN.'2022	30382	1384	5668	278	124	4442	290	214	20	6622	49404	6.90
<b>J.N.P.A.</b>													
	TRF APRIL-JAN.'2023	2699	2596	-	-	-	-	-	62396	4985	1083	68774	
	TRF APRIL-JAN.'2022	2687	2356	-	-	-	-	-	57305	4700	658	63006	9.15
<b>DEENDAYAL</b>													
	TRF APRIL-JAN.'2023	51702	9838	741	3334	93	18387	355	7125	413	24125	115700	
	TRF APRIL-JAN.'2022	49934	9229	675	3340	266	17031	533	7219	412	19224	107451	7.68
<b>ALL PORTS</b>													
	TRF APRIL-JAN.'2023	195030	26960	35114	6773	7029	107368	48948	141042	9454	78485	646749	
	TRF APRIL-JAN.'2022	182654	25473	41364	5934	7322	78874	40840	139240	9337	69945	591646	9.31
% Variation from previous year		6.78	5.84	-15.11	14.14	-4.00	36.13	19.85	1.29	1.25	12.21	9.31	



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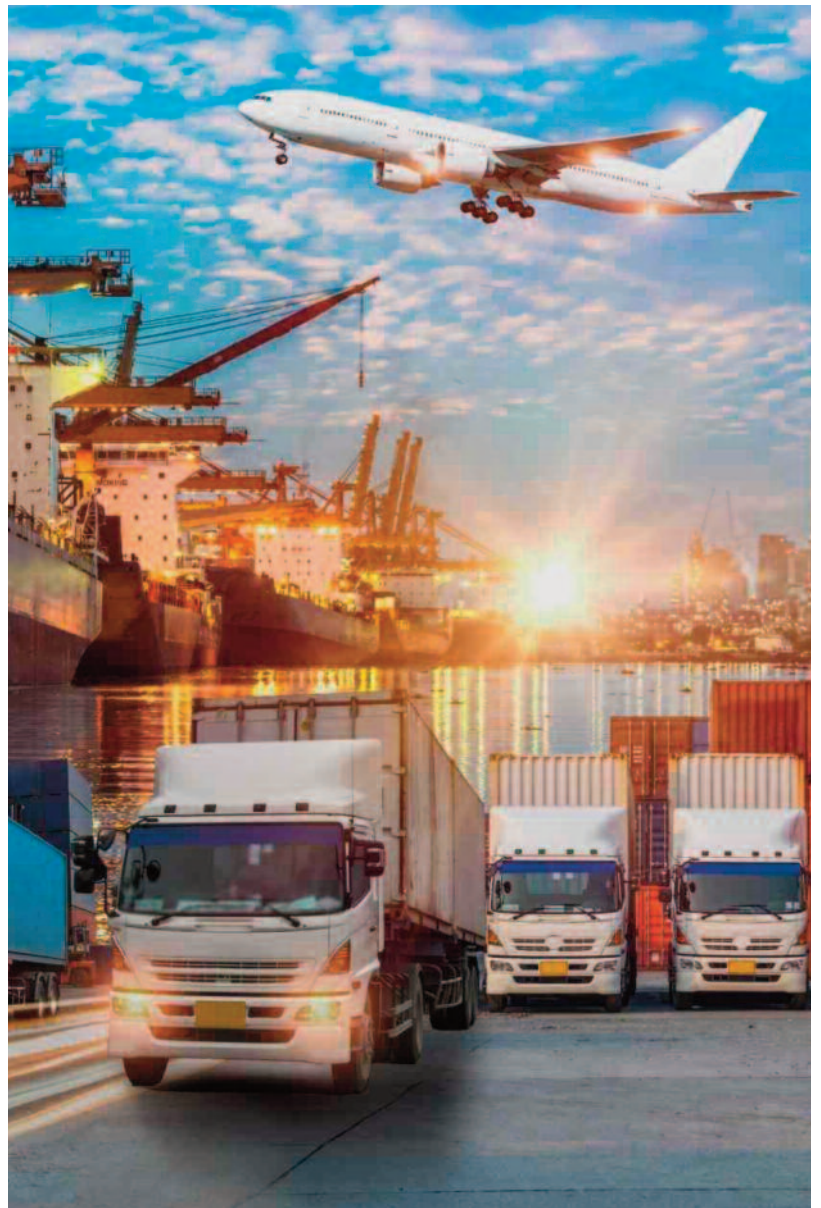
# Logistics Club of Bengaluru Summit'23 scheduled for March 10<sup>th</sup>

*Around 150 senior representatives from the logistics industry are expected to grace the occasion with their presence. The event will be held at the Taj, MG Road, Bengaluru.*

The Logistics Club of Bengaluru (LCB) has announced the Logistics Club of Bengaluru Summit 2023 and Beyond at The Taj, MG Road, Bengaluru, on March 10th from 6:30 pm onwards. Around 150 delegates and senior experts shall participate in this mega event next month, including the Chief Commissioners from the Bengaluru Airport and City Customs and representatives from BIAL Management.

Focusing on the diffusion of logistics knowledge, the LCB has supported the cargo industry with various achievements. In association with Tirwin Management Services, the LCB organised over 80 Dangerous Goods Regulations and IMDG training programs. It further hosted seminars and meetings with the Logistics Skill Council (LSC), Custodians, Customs, and other authorities from the industry.

LCB has also organised joint programs with Steamer Agents Association, FIEO, EEPC, AMTOI, ACFI, FKCCI, FISMEE, and Logistics Skill Council. It has also been updating daily circulars and trade notices for the industry and bringing various stakeholders on a single platform. The upcoming Summit 2023 in March will provide an excellent opportunity to display products and services to senior government officials, bureaucrats, policymakers, the EXIM fraternity, big companies, and other logistics and supply chain stakeholders.





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# Sushant Nigam

## Unsung hero of logistics

*While there are many well-known, influential, and famous people who have received recognition for their noteworthy accomplishments and are still receiving it, let's not forget the many others who have made significant contributions and had a positive impact on their families and communities without receiving any honours or recognition on a global scale, much like warehouse workers are the unsung heroes of the modern economy.*

Each hero is equally significant. They both found the inner strength to continue. We honour the heroes who have paved the road for us, both the "sung" and the "unsung." We frequently consider those well-known personalities who have left a lasting impression on history. Those who are unsung heroes in our own lives don't get enough credit, sadly. Consider a period when a hero who went unnoticed helped you feel hopeful and resilient. Was it a professor, a preacher, a friend, a superior, or a relative? This is the moment to honour the unsung heroes.

**CargoInsights** covers one such hero in every issue, and this time we wish to bring to light the story of **Sushant Nigam**, International Air Cargo & AEO Consultant, Executive Director, Air Cargo Agents Association of India. He is also a consultant with International Air Cargo and AEO. Prior to retirement, he held various positions with Central Board of Direct Taxes, Ministry of Finance, Government of India; Air India cargo department; Airports Authority of India (AAI) cargo department; and Delhi International Airport (a GMR Group

of Companies) as General Manager-Commercial (Cargo)

### Career inspiration

After being hired by Air India, I had the dream of working in a posh, air-conditioned office in the city or at the airport, with elite-class co-workers. However, when I arrived in the cargo warehouse, I was horrified to see the cargo packages, pallets, and trolleys scattered everywhere, loading and unloading activities going on, a loud noise level, the hustle and bustle of customs clearance, dust, and other things. Nevertheless, after working there for a few weeks, I had a change of heart. I began to look forward to working days and nights, and it eventually became my life's love. I now take advantage of any opportunity to be somehow connected to the air cargo domain.



**Sushant Nigam**  
International Air Cargo & AEO  
Consultant, Executive Director,  
Air Cargo Agents Association of India

### Challenges

Working in the cargo domain at airports has always demanded prolonged working hours, irrespective of holidays or festivals. The work required error-free and time-sensitive operational services. One comes across a new challenge every day and has to find a

solution on an immediate basis, protecting the interests of the customers, facilitators, service providers, and regulatory bodies.

Sincerity, dedication, and thorough domain knowledge pertaining to stakeholders such as EXIM players, airlines, custodians, transporters, regulatory bodies, and their compliances are some of the important qualities required to succeed in this industry. Empathy among all stakeholders is required to assist each other in the successful completion of the entire supply chain to ensure a win-win situation for all.

## Memorable moments

In my profession, I've been lucky to see a lot of special moments. But there are a few significant and noteworthy ones in which I, as a service provider, significantly contributed to ensuring smooth transitions at Delhi Airport. The first occurred on May 1, 1986, when the Airports Authority moved all of the foreign airlines from their own warehouses at the then-Palam Airport to a common-user integrated cargo terminal at the newly built IGI Airport. Second, when AAI privatised IGI Airport on May 1, 2006, GMR's DIAL took control. After three years of support, all AAI officials returned to their home company on May 1, 2009, and the management had to ensure that cargo operations ran smoothly with relatively few resources.

## Evolving industry

It has been possible to stay current with the newest trends and technologies in the cargo and logistics industry by taking part in a



One comes across a new challenge every day and has to find a solution on an immediate basis, protecting the interests of the customers, facilitators, service providers, and regulatory bodies.

variety of webinars, conferences, cargo publications, government meetings, personal interactions, etc. There have been many informative platforms that have made this possible.

Despite the fact that the industry has changed dramatically over the last five decades, a few packages of international cargo were transported in a staff coach from Connaught Place in New Delhi to the then Palam Airport for upliftment. Manual handling and physical documentation have given way to automated handling and online documentation. The

availability of various forums for all stakeholders to interact and collaborate has helped India excel in the global market. Every change introduced by each stakeholder, including regulatory bodies, has been welcomed by all players.

## Work-life balance

In all honesty, whether one works from home or an office, functioning in the air freight industry requires a lot of commitment. Due to the intense time constraints of one's job, one could have to miss holidays, festivals, and other family gatherings. Even though it is exceedingly challenging, many nonetheless manage to balance their personal and professional lives. The Corona pandemic provided the best illustration of concentrating on one's profession, as logisticians showed their commitment to the world by keeping the supply chain's wheels turning to assure prompt supplies of life-saving medications, vaccines, everyday necessities, etc. I salute each and every one of them.

My advice to the people in this industry is that sincerity, dedication, hard effort, regular training, etc., are a few mantras that both new hires and potential applicants should keep in mind and put into practice. There are numerous prospects for a respectable career in this constantly expanding area. ●



## Shankar Shinde

Appointed Chairman of the International Federation of Customs Brokers Associations (IFCBA) during its Board of Directors Annual General Meeting held on February 8th, 2023. **Shankar Shinde** was unanimously elected by the Board. He is currently the Chairperson of the Federation of Freight Forwarders Associations in India (FFFAI) and has earlier held the position of Managing Director of IFCBA. The organisation chairs the Private Sector Consultative Group (PSCG) of the World Customs Organisation (WCO). FFFAI as an Apex body of Customs Brokers in India plays a pivotal role in customs clearance on cross border, recommending best practices in International Export Import trade. It is pertinent to mention that IFCBA chairs the Private Sector Consultative Group (PSCG) on World Customs Organisation (WCO).



## Jitesh Shetty

ECU Worldwide, Allcargo's global unit, has appointed Silicon Valley technology venture capitalist Jitesh Shetty to head its digital platform, ECU 360.

**Jitesh** will lead strategy and technical transformations while working closely with startups and digital 3PL businesses to develop the technical niche for ECU 360. Jitesh will report to the Chief Digital Office of Allcargo Group, Vaishnav Shetty.

Speaking on occasion, the CEO of ECU Worldwide, Tim Tudor, said, "His experience in the Silicon Valley with startups and investors will help us drive platform and service innovation, engage with startups more closely, and scale up or work with them across India and worldwide."



## Stéphanie Hervé

GEODIS has made new appointments at the Group Level. **Stéphanie Hervé** has been promoted to Group Executive Vice President, Contract Logistics. She will join the Geodis Group's executive committee to strengthen the management team working with Marie-Christine Lombard, the CEO of GEODIS. Stéphanie Hervé began her journey in the industry as a logistics solution designer at FM Logistics in 1996. She joined GEODIS as Group Head of Engineering and Solution Design in 1998. Then she assumed further operational responsibilities in France and other nations from 1999. She started heading the contract logistics general management in Spain, France, and Morocco since 2007, and in 2018, she was appointed Chief Operating Officer for the Western Europe and Middle East Africa region.



## Ken Allen

The carrier-focused logistics technology platform, Parcelly Group, has appointed **Ken Allen** as Chairman of the Board. Ken is a veteran in the industry, having 36 years of experience with Deutsche Post DHL Group and as CEO of DHL Express between 2008 and 2018.

Speaking on his joining, Parcelly Group CEO and Founder Sebastian Steinhauser shared, "I met Ken first in 2018 when Parcelly had just started its partnership with DHL Express UK. We recently received DHL's prestigious "Last-mile Innovation of the Year" award. Ken's expertise across all areas of the industry, from a macro level to micro technical detail, is truly inspiring."





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