

# Girl Power

Women's International Shipping and Trading Association (WISTA) India, helps attract more women to the maritime industry and also supports them in management positions.

Empowerment, mentoring, education and offering a platform to network are just a few of the things that WISTA provides as it seeks to include more women in the maritime industry.

Students at the collegiate level are made aware of the opportunities in the industry as WISTA delivers talks and conducts both formal and informal career counselling sessions.

The organisation also conducts several workshops and takes not just members but other junior ladies as well on visits to various ports such as Nhava Sheva, Hazira, Chennai, Mundra and Krishnapatnam.

At the ports, the top management including the CEO spends time with the group, updating them with respect to expansion plans and other relevant details. CFS visits, too, are organised to understand the ground realities and impart a better understanding of procedures.

So far, workshops have been held on topics ranging from chartering and arbitration, sale and purchase of ships, marketing, managing customers and customs clearing to supply chain management and talks on softer skills such as etiquette and dress codes in the corporate world. Distinguished academics and industry professionals such as Mr. Shanbaugh, ex-Transchart and Professor Murty of SP Jain Business School are among those who have spent their time, imparting their knowledge and experience. WISTA has also instituted awards for girl toppers at Narottam Morarjee Institute of Shipping and gives them an opportunity to be a part of the organisation.

Ever since the successful launch of WISTA India in 2012, its President, Ms. Sanjam Sahi Gupta's vision has been to spread its reach within the subcontinent. The first step towards this was achieved when WISTA was launched in Sri Lanka on July 3, 2014, and in Georgia in 2016.

Today, apart from mentoring the younger generation and providing a voice for women in industry forums, WISTA also pursues and supports the creation of both national and international business relationships among its members.



Ms. Sumeet Sahi, Joint Secretary, WISTA India.

In 2016, the first WISTA Asia-Pacific conference was held in Colombo with several ladies participating from India and overseas.

Also a platform that shares the challenges faced by the exim trade with respect to inadequate infrastructure, congestion, strikes, etc., which it addresses jointly with the authorities, WISTA is happy that AMTOI's extended board has initiated steps to establish a pan-India network called CILA (Confederation of Indian Logistics Associations). CILA comprises national trade bodies and will seek to promote skill development programmes, a cargo community system and digitisation which will connect all service providers and users across India.

Today, WISTA India has over 100 members and along with the support of AMTOI who has taken WISTA on its extended board, the aim is to increasingly promote the contribution of women to the maritime industry.

*This article has been authored by Ms. Sumeet Sahi, Joint Secretary, WISTA India*

# Women's Empowerment

International Women's Association launched in Indian maritime capital

- Nishit Doshi



**There are many exciting opportunities for women in the maritime world, including in ship broking, freight forwarding, logistics, ship owning and ship management. WISTA India will serve a platform for women to share their knowledge, experience and contribution in making women more prominent in the maritime industry": WISTA India President**

**T**here would not be any men in the maritime industry if there were no women in the world. Behind every successful man there is a woman- one of the reasons for this theory is because the woman gives birth to man! And, although the overwhelming majority of attendees at shipping events are men, this was not the case at the Shipping Corporation of India's auditorium in early December, where the majority of participants were women.

This show of strength emphasising women's empowerment in the shipping fraternity was evident on December 7 when the Women's International Shipping & Trading Association (WISTA) was formally launched in Mumbai, India's maritime capital. Women are playing important roles in all segments of the maritime industry and their presence and scope will only grow in future- the launch of WISTA India has only cemented this fact.

*Maritime Matrix* supported WISTA even before its launch in India- your comprehensive monthly shipping journal already featured WISTA Personality Katharina Stanzel in its December 2012 edition.

Led by the young and dynamic Sanjam Sahi Gupta- Director of Sitara Shipping- as its Founder Member & President, WISTA India's Executive Committee consist of: Sumeet Sahi, Director of Sitara Shipping and Astral Freight Forwarders, Rukhsana Vohra, Director, Sai Maritime & Management, Anjali Kumar, DGM,

# Asserting maritime power at International Women Leadership Forum

| Nishit Doshi |

**K**anika Dewan, Group President, Bramco, and Founder of KA Design Atelier, and Shantha Martin, CEO-Indian Subcontinent and Middle East, Allcargo Logistics, were clearly the 'leading maritime ladies' at an exclusive conference and awards function held to recognise and honour leaders and innovators in various fields.

The Women's International Shipping & Trading Association (WISTA) was the event's Supporting Association. The function,



Sharmila Banerjee  
Chairperson of IWLF

