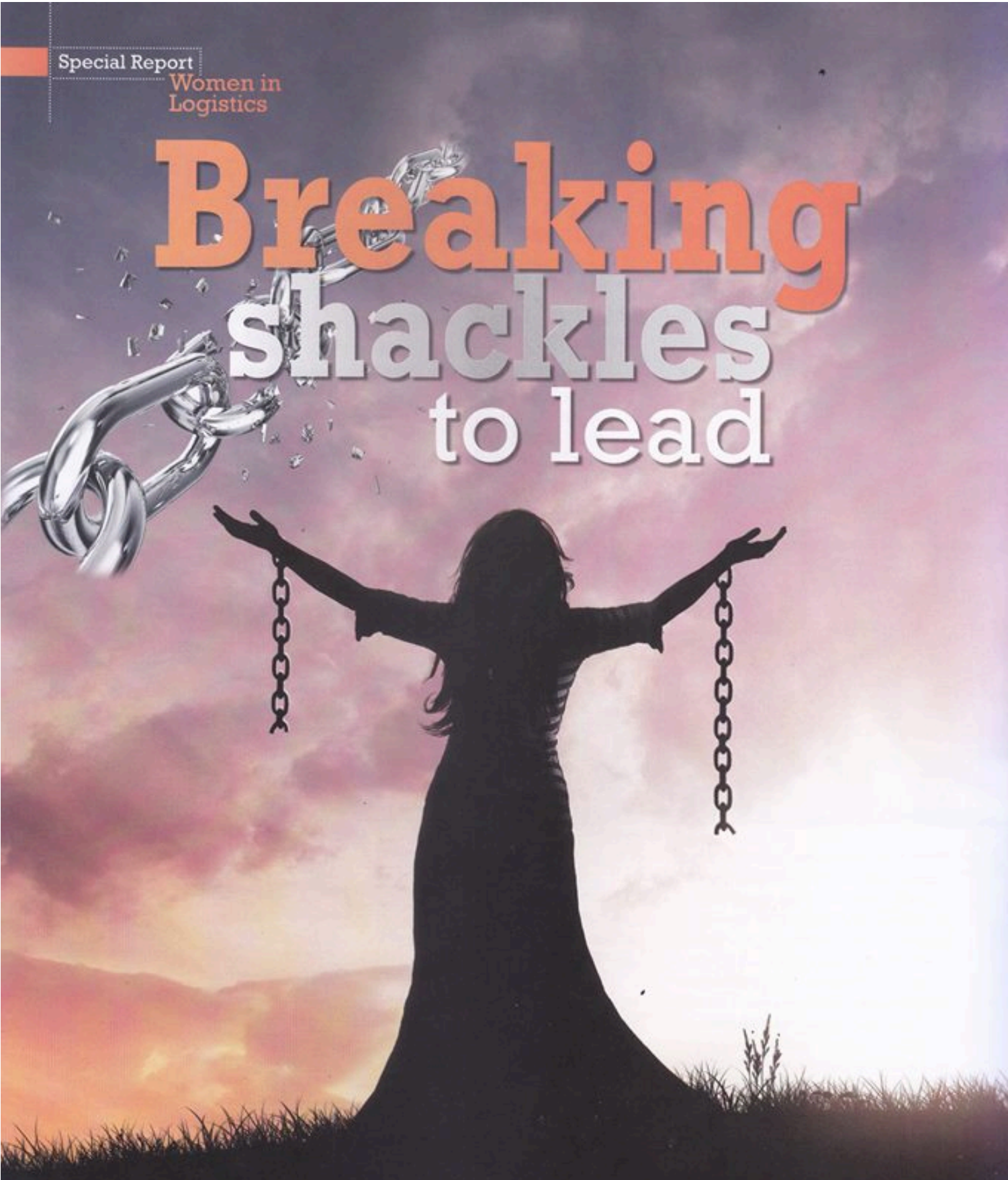



Breaking shackles to lead



Despite the fact that logistics industry is a growing sector, it has over the years seen less number of women joining the industry. Today wind of change is blowing through the sector and women are proving their mettle and are playing key roles to transform the industry.

 Shreya Bhattacharya



Logistics industry needs to increase its efficiencies in order for us to be on par with other countries, be cost effective in order to compete globally. This entails attracting the best talent to the industry. If we don't have women participation, straightaway 50 percent of the available talent pool is unavailable

Sanjam Sahi Gupta
Sitara Shipping

with more women directors on board outperformed others with a minimum of 16 percent in return on sales and 26 percent return on investment. The study, thus, highlights the importance of gender diversity and also the natural ability of women to connect instantly and do negotiations.

As Philu Pereira, Managing Director, PV Agencies Freight Forwarders, puts it, "Inclusion of women in this industry will surely improve the dynamics of the industry. You cannot deny the fact that women have better administration and communicating skills."

"In the logistics industry, customer satisfaction is the main focus. This can be achieved with better understanding, communication skills, multi-tasking, relationship management and acumen to analytical problem solving skills. Women always strive for excellence. They are very creative and open to change. Also their sensitivities always prompt them to see beyond and solve complex problems with much ease."

Pereira, who started her career with a Custom House Agent was awarded Custom House Agent License in 1992, empowering handling of Import and Export custom clearances. "Logistics industry offers all kinds of roles, from operations to sales and marketing, packing and distribution to transportation, to custom clearance and warehousing. Logistics is a very diversified Industry. Women can aim



Attracting and retaining women employees in logistics sector and encouraging those already in the industry to further develop their professional careers would help to fill the demand supply gap in hiring talent and provide women an opportunity to contribute to the growth and development of this field

Shabana Khan
Hermes Travel & Cargo

at becoming entrepreneurs providing specialised services in any of the fields."

Today women are finding their way into key technology and operations profiles. They are equally participating

in the fast evolving business landscape that constantly demands innovation in business model. Manisha Raisinghani, Co-Founder & CTO, LogiNext, shines as the face of the new-age entrepreneurial woman as she is featured in Make In India alongside other famous feminists. "My epiphany came by when I realized that a simple yet unique optimization tool could streamline the entire logistics supply chain of companies using real-time tracking and analytics. This vision and obsession set me on a path that led to the inception of LogiNext. Being a founder, and the CTO of LogiNext, I can now proudly say, that we are now one of the fastest growing SaaS (software as a service) companies for logistics planning and field workforce optimization, and have continuously raised industry standards with our flagship products," says Raisinghani.

Talking about the gender bias in the industry Manisha goes on to say, "there is some reluctance when it comes to a whole-hearted acceptance of a woman's role in the logistics industry. I regularly interact with many CIOs and CEOs who are still taken aback that a woman has led a company to such great heights. I guess the logistics industry has always been a male dominated one. But I must say, the industry is evolving. The industry rewards abilities and ambition."

Sanjam Sahi Gupta and her sibling Sumi Sahi, are Directors of Sitara Shipping and Astral Freight Forwarders and are heading the NVOCC (non-vessel operating common carrier) business for the Indian Subcontinent and Middle East. The two sisters have helped establish Sitara as one of the key players in ODC (over dimensional consignment) and project cargo market, handling prestigious projects such as for the US Defence Forces at Diego Garcia, a naval base located in the British Indian Ocean Territory (UK). "When we joined the business we were dealing in perishable and general cargo. We both changed the focus of the business and specialized it in ODC cargo which is a niche market. Today we are happy to say that we are one of the leading players in ODC cargo." Sanjam also leads the women's association in shipping and has provided a platform for women in the maritime industry.