

# SUPER LADIES

## FORGING A PATH THROUGH UNCHARTED TERRITORIES

Traditionally, logistics industry has been stereotyped as a male-dominated sector, and for a long time, women were left out of the industry owing to the notion that they were not suitable for this 'blue-collar' profession. But, not anymore!!! In the last few years, global logistics industry and related sectors like air cargo, shipping, railways and roadways, etc. have witnessed a rise in the women participation at 'Top' level positions. Also, with constant innovation across the global supply-demand chain, logistics is no more just about lifting and moving boxes. There's so much more to it...The industry today offers wide variety of opportunities in varied domains like technology, e-commerce, warehousing, shipping and multimodal operations, and regulatory and research. As part of this feature, Ritika Arora Bhola speaks to some of the beautiful and youthful women leaders who have proved that they are equally worthy of recognition and promotion, while continuing to inspire many to enter and thrive in the logistics space.



**REEMA JOGANI**Director,  
Reema Transport**N**ow it is my dream to take the business to the next level

My father started his transport business with a 3-wheeler vehicle 45 years ago, and today, Reema Transport is a full-blown transport organisation with a fleet of over 100 vehicles. My father has always been my role model and it was natural for me to aspire to walk in his shoes and join the family business. I joined the company in 2013 after working for 11 years in companies like KPMG, E&Y and large media houses like Star Movies, National Geographic and Bloomberg UTV. He ensured that I had enough professional experience and

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maturity outside the industry, following which I joined the family business out of my own choice. Now it is my dream to take the business to the next level. The journey so far has been very challenging and interesting.

**I had to prove my worth by working in the trenches and executing...**

Acceptance of a women entrepreneur who spoke her mind out in a male-dominated industry was a challenge both externally and internally. Initially, there was considerable resistance in accepting me as someone who could be part of the top management. I had to prove my worth by working in the trenches and executing rather than someone who would just advise and give orders. Also, externally, the challenge was different. Clients were nice to me as they were pleasantly surprised to see a woman in this line, but I knew they wondered whether I would actually be working with them or was just a face being presented to them. Over time, they realised that I was as much into operations as in client-relationships, working side by side with their and my teams. As a result, I believe I have gained their respect, trust as well as their admiration.

**A more human angle to complex situations**

Women know that they are more empathetic and view situations more compassionately which helps to bring a more human angle to complex situations. This adds maturity to any setting, even to offices. The diversity factor also ensures that newer ideas are brought to the board room and the attrition factor in organisations is controlled. Women at the top ensure that there are women at every rung of the organisation. Ensuring that women are given an equal chance, and at times, an edge in the recruitment process will help.

**It's all about staying on top of the game**

I have my priorities and boundaries set for balancing personal and work life. It's all about staying on top of the game. I don't indulge myself in unnecessary chaos. Few things have to be dealt and handled by colleagues. At the same time, encouraging a healthy attitude towards employees and empowering them automatically helps me too to balance personal and work life.

I strongly believe in teamwork and I believe and implement the quote "Team work divides the Task and multiplies the Success".

