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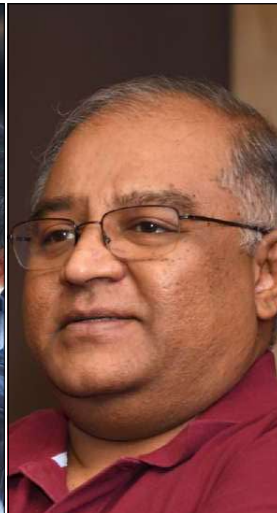
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As Transport Industry Moves Towards Normalcy, Experts Speak on Various Issues



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Technology in Indian Road Transport The Key Factors

Tanvi Naik*

Someone has rightly said, "Time is Money". And anything that saves our time is incredibly valuable. Everyday there are emails, news or an update about how technology can make our lives easier. I think it's all about convenience and productivity. From the Swiggys, Zomato and Big basket to Gpay and Paytm; they are all here to do the time consuming ancillaries that can be outsourced so that we have more time. Increased transparency and visibility through tech driven systems have reformed the way we live or as is the new term for this - "The New Normal". There is no doubt that it is set to reform the Logistics sector. In more developed nations, we can see tech driven companies creating market space where we would have never imagined, or maybe we have spoken about it in a "what if" discussion. When it comes to technology, you either stay up to date with it or not be in business at all. You either embrace it & live with it or not live at all.

We are partnered with Elixia Tech Solutions for our Comprehensive tech support. Let's take a look at what I think are the most tried and tested technology improvements that the Road Transport Industry is now adopting (including us).

GPS:

The most popular and now compulsory tech improvement we have seen in the last few years in India is not just about a Global Positioning system but there is much more to it than meets the eye. Geo fencing is one of the rather more important features where the route is perfectly mapped and any diversion is immediately alerted and monitored. It ensures that products safely reach the right place at the right time in the most cost-effective way, which is essential in today's competitive business landscape. Many transporters who have GPS installed are not using many such features, as there is lack of education and awareness.



Sensors for Driver Performance and Vehicle Performance:

Driver Performance is the most important factor to derive at the profitability of a given resource. Not only the number of trips or kilometres but also the way the vehicle is driven is directly proportional to the fuel consumption, vehicle wear and tear and service costs. Many leading OE manufacturers are offering this as an add on feature with the vehicles now but there is still lack of use of such concepts in the transport fraternity.

Data collection and analysis is now gaining more and more importance and helping the new age transporters make sound and sustainable decisions. Traditionally, Vehicle performance was as per the Drivers word for the Transport business owner. But with the OE manufacturers trying to automate it in the last couple of years, the sensor technology has extensively helped in doing so. Not only does it contribute in vehicle buying decisions but also in systematic and quick vehicle servicing and reduced down time.

Safety Locks and Sensors:

Safety always comes first! With the busiest and one of the largest road networks we have in the world, highway patrolling is still not up to the





mark. We have to take our safety in our own hands. Electronic locks, Door sensors, safety cameras not just for our homes, offices and warehouses but also for the Trucks has created an important niche in the business. Recent development in this space has been the electronic locks with unique electronic keys and OTPs sounds intriguing.

ERP:

This is one of the first solutions adopted by the logistics industry for the automation of backend operations and the facilitation of seamless communication within the organisation. It provides an integrated and continuously updated view of core business processes and tracks business resources (cash, raw materials etc.) and commitments (purchase orders, payroll etc.). By facilitating information flow and data management across business functions/departments it plays a major role in ensuring efficient supply chain management and synchronizing supply with demand to bolster the capabilities of the logistics domain.

Technology Driven Aggregators:

The magic words to get every transporters

attention - Fleet optimisation!. Majority of tech investments are trying to address the pain points of fleet optimisation to the fullest with appropriate return loads. Collaboration is key to success with aggregators. However, it should always be remembered that aggregators are in business because of the companies and not the other way round as we have seen in many other industries. The best way ahead would be to co-exist rather than compete.

In the current volatile situation, the world is facing, we as part of the logistics fraternity need to come together and work towards keeping the wheels of the economy running. Technology is bringing the world closer and our country is in the centre of the entire whirlpool of growth, opportunities and new arrays of business. I hope to see some positive disruptions in the industry and witness boundless growth in the coming years. Innovative Tech Solutions along with the ever increasing use of internet and smartphones in every nook and corner of the country is enabling us to overcome several operational challenges every day and will do so for many years to come.

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