

# ENCOURAGING WOMEN IN LOGISTICS FOR A BETTER TOMORROW

*Wings of Change is a special Interview section that we unveil in this issue dedicated solely to women who have made a mark for themselves in the logistics and supply chain industry. The logistics and supply chain industry has long been a predominantly male-driven domain but women participation, that has seen a marked rise in the past few years, has led to changing dynamics. In an age where gender equality has evolved from being a commandment to now a reality, it is imperative for every member of the industry, be it a man or woman, to come forward, inspire and encourage more women to or don their Supply Chain hats and partake in this ever-expanding industry.*

To mark the beginning of many interviews to come, we reached out to Tanvi Naik, Director, Reema Transport Pvt Ltd to learn her views, opinions and invaluable suggestions for women in logistics. Excerpts follow:

**Basundhara Choudhury**

**Why is women inclusivity important in a predominantly male-driven domain like logistics?**

Women are known to be good managers. Majority of women have what it takes to handle challenging situations. We can multitask and understand 'work and personal life balance'. Jacinda Ardern and Angela Merkel are excellent examples of handling the most challenging situation of a global pandemic very successfully that many world leaders have not been able to achieve. Not just logistics but globally, women inclusivity is important in every sector.

**How can we encourage more women to participate in logistics and supply chain domain?**

Get together and collaborate. There are many events and platforms where industry players meet and greet. But when a woman is seen around, automatically the air is so different. It may be out of respect too, but we can have platforms or forums such as the CILT UK has a "Women in Logistics" forum to attract, retain and support women.



**Can you share with us any important women-led projects that have piqued your interest?**

Kiran Mazumdar Shaw is one of the women whose career has been groundbreaking. Being a part of a family business in beverages and going the other path and getting into the pharmaceutical research sector and carving a niche globally is phenomenal. We have been fortunate enough to be associated with Biocon and it is an absolute delight to work with a company with such clear values and goals which come across through as a woman-led organisation.

**Have you ever witnessed or faced gender discrimination at work? How did you react to it?**

At the very first when I joined, I had moved from the UK to India. So yes, there was a vast difference in the work culture and gender equality ratio. At various platforms, there were many raised eyebrows to see a woman as a road transporter. I have personally experienced that woman bosses are easier to talk to about their problems and difficulties. I would take it as a challenge and move on. Since there are very few of us ladies out and about, we have to ensure that the fact that we stand out means something positive and use it to our advantage.

**What role can men play in ensuring and promoting gender equality in the logistics and supply chain sector?**

I think most men are promoting gender equality these days by hiring more and more women and I'm sure we have all noticed the change. But yes, the ghosts of a woman's personal life such as marriage, pregnancy are still out there due to which many exceptionally talented women are unable to continue working or are fired/demoted etc. Better workplace flexibility considering our culture and personal background is what we need.

**What changes do you anticipate in the coming years in the logistics and warehousing sector in the context of women inclusivity?**

The logistics and warehousing sector is getting organized day by day and I am confident that in the coming years, we will see many more women being a part of this change. We are heading towards a more integrated approach with Multimodal logistics and supply chain and the upcoming Blockchain revolution which will change the way we look at the overall sector of cargo, data and people movement. 🤝