**Logistics Sector**

**Additional Skill Acquisition Programme (ASAP)**

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**Industry Conclave -2017**

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**June 2017**

The Logistics Sector of Additional Skill Acquisition Programme in association with the Logistics Sector skill Council (LSC) organised on 16th June 2017 at the Mascot Hotel, Thiruvananthapuram an Industry Conclave involving industry professionals and academics for a brainstorming session on repositioning the sector in ASAP. The LSC played a key role in the programme by bringing in leading industry experts from the different sub sectors and through the active involvement of the CEO, Capt. T.S. Ramanujam and Head, Training, Shri. Ravikanth Yamarthi. There was representation from top companies including FedEx, DHL, Blue Dart, GATI, DTDC, DHL, EICI, OM Logistics, CII Institute of Logistics, Parekh Integrated Services Pvt Ltd and ARAMEX.

Agenda for discussions included offering industry relevant skill courses for new job roles, identification of Training Service Providers for the new proposed skill courses, facilitating internships in On the Job Training (OJT) mode, placement support and positioning the sector in the upcoming ASAP Community Skill Parks. Introductory remarks by Dr. Reju M.T. IAS, CEO, ASAP and also a presentation on ‘Trends in the Logistics Sector’ by Capt. Ramanujam, was followed by parallel round table discussions on four identified themes by professionals from the industry, academia and government organizations.

**Round table 1 - Demanding Job Roles in the Logistics Sector**

This table discussed demanding Job roles in the Logistics sector and new models for skill training to meet current and immediate future demands. The panel was of the opinion that new trends and fast developments have brought a drastic change in the Logistics Sector. Discussions highlighted points including vague ideas about the job roles among students, availability of opportunities in the shipping sector in the fields like container handling and operation and the blue collar nature of majority of job roles which gradually progress into more promising positions. The panel suggested reducing the length of skill training to less than four months and proper career counseling to the students who wish to join courses.

**Suggested action points**

For under graduate courses, the job roles identified by the table include:

* Pick and Delivery Executive
* Warehouse Supervisor
* Customs Clearance Agent

New job roles can be defined in the areas like exposure to handle standalone devices, automation and documentation. For Higher Secondary students, the job roles identified were Binner picker/packer, Warehouse Binner, loader/unloader and Labeling and Kitting Executive.

The members who took part in this round table were Ms.K. Banumathi, Director, Confederation of Indian Industry Institute of Logistics, Mr. Amit E Balarathinam, Asst. General Manager-Operations, Express Industry Council, Mr. Govindasamy E, Director, AGX Logistics Pvt. Ltd, Mr. Himanshu Agarwal, Head, HR, OM Logistics and Mr.Anoop Vijay Tawde, Senior Manager Learning and Development, DTDC.

**Round Table 2 -Internship & Placement**

New models of skill training for meeting present and immediate future demands were discussed by the table. Suggestions about mandatory mentoring prior to industry internship, addressing passion element to ensure greater participation in internship and the need for screening of students in the initial stage by an industry expert who can brief the job prospects were raised. Lack of stress on the need for life skill training in the curriculum and also the attitude of the students towards work were raised as a major concern by the panel.

It was pointed out that 150 hrs of internship is not sufficient to identify the potential of a student and that students should be given a minimum of 40 hours exposure in subsectors like courier, documentation, and supply chain management and so on, to identify his area of interest and choose the field for internship accordingly. “*Hire for attitude and Train for Skill*” was put forth as the mantra for success. The panel viewed that weekly assessment of the student by the mentor would improve the quality of Internship and also the feedback from the student and the mentor at the end of internship program would provide a means of improvement.

Grading the student based on his/her internship performance which could be included in the ASAP Skill Certificate and be considered for future placements in industry. Further, a suggestion of LSC creating a pool of students willing for placement and from which they could enter into an agreement with Industry for placement on a demand basis was also suggested. An opinion for part time employment for higher secondary students who can later be employed on a full time basis upon graduation was also suggested.

**Suggested action points**

Industry players need to be engaged right from screening the candidate till the exit i.e. through the entire life cycle of Interns.

Interaction opportunities for students with industry experts for an exposure to work settings and awareness about career paths would ensure vertical immersion of the student into the sector.

Placement from LSC Pool based on the grades of students and a premium pay to the ASAP students.

The members who took part in this round table were Mr Niloy Das, Manager L & D Head FedEx, Mr. Madhusoodhanan Nair ,Kerala Head, Blue Dart, Mr.Sajeev Paul, Training Coordinator SUPPLYCO, Mr.Yogesh Kondap, L &D Head GATI, Mr.Owen Mendosa, Head HR Parekh Integrated Services Pvt Ltd and Mr.Kuldeep Singh, Manager HRD, OM Logistics.

**Round Table 3- Positioning Logistics Sector in Community Skill Park**

India is a growing economy and the high cost of logistics, currently at 14 % of GDP is having a negative effect to the prospect of our country’s growth. Forty four economic corridors along with numerous feeder routes and inter corridor routes requiring consistent four lane infrastructure covering 55,000 km has been identified. Multimodal hub with rail, road, and air and waterways connectivity will take the state to growth trajectory. Aviation sector along with highways, ports, inland waterways and railways are part of the multi-modal logistics hubs in India. Today’s logistics clients require elasticity and visibility. The solution to the problems needs to be tailored for each customer. Also, technology and collaboration will be game changers for end-to-end visibility & enhanced experience. This background portrayed by the table was useful for discussions.

The logistics sector has identified key solution themes to improve the state of logistics in India, which are freight corridor up gradation, logistics park development, seamless interstate movement and electronic toll collection systems along with the selection of right aspirants who are willing to contribute to upscale the efficiency of process through proper education & skill based training.

Discussions highlighted that Logistics conclave is a platform for all stakeholders in transport and logistics sectors to come together and initiate collaborative partnerships to realize the various greenfield and brownfield opportunities in logistic parks, freight corridors and IT solutions & there upon develop suitable career options by developing high end courses to meet the requirement for skilled forces needed to fill the voids in employment opportunities in the logistics sector.

The idea behind CSP through ASAP with respect to logistic industry perspective is to offer industry-best services and disrupt India’s existing logistics industry courses by introducing benchmark practices, leveraging technology and thorough professionalism in every aspect of skill training to produce industry ready aspirants to pave way for their career ambitions.

The table pointed out that with the implementation of GST, logistics will move from unorganized to organized and mere warehousing will make way for integrated logistics parks. CSPs will provide ample opportunities for the major players in the sector to fulfill HR requirements of the industry by developing tie ups upfront. Suggestions to develop the courses with industry utility and linked with technology expertise were put forth.

**Suggested action points**

Identification of right courses to right CSPs having easy access to highways, ports, inland water ways and air corridors.

Warehouse Supervisor course that uses a prototype of fully automated warehouse was putforth as an ideal option for locations including Perumbavoor/Kalamassery, Ernakulam, Amaravila, Thiruvananthapuram and Kasaragode. Logistics Analyst was also suggested for Engineering graduates as a preferred course.

Inviting logistics associations to run a CSP with specific courses in logistics like freight forwarding in the lines of the skill hub established at Mudra recently was pointed out.

Members who took part in this round table were Mr.Barttanu Das Senior Vice President HR Blue Dart Express Ltd, Dr. Anil Balakrishnan, CSR Head ADANI group, Mr.M S T Rao, CSR and Skill Development GATI, Mr. Vijaya Kumar Chief Operating officer Express Industry Council of India, Mr. Manjunath V N Founder People XL HR, Mr. Vimal Ashok Asst.Manager Logistics & Supply Chain Management KMSCL and Ms.Ruchika Dawan HR Manager ARAMEX India Pvt Ltd.

**Round Table 4-Addressing the Training Challenges in Logistics Sector**

‘Build the brand and then Move…!’ was the tag line upon which discussions centered in the table. Lack of acceptance among the public was outlined as the major issue faced by the sector. Also, the popular view that logistics relates to transportation alone was highlighted. Despite having enough opportunities in the industry, opportunities remain underutilized. That branding of the sector which was missing in national as well as state level and the lack of potential trainers passionate about training were pointed out as major areas of concern.

**Suggested action plan**

Branding of the sector – through sharing videos showcasing career and academic progression, realistic stories of the student placements and motivational talks of experts from the industry.

That ASAP should track the performance of the students after their placement was also suggested.

Employer feedback needs to be sought for effecting curricular changes.

The members who took part in this round table were Mr.N Magesh Managing Director AGX Logistics, Ms. Dipti Das Regional HR Head South Asia ARAMEX India Pvt Ltd, Dr K S Chandrasekhar Head & Dean ,Management Studies Institute of Management, University of Kerala, Ms R Rekha Deputy Director Confederation of Indian Industry Institute of Logistics, Dr Manoj Changat Professor and Head Futures Studies Department, University of Kerala and Mr.Anil Khot DHL Express Head Employee Relations.

Leads from each table presented the salient findings and action points that were discussed and debated by everyone. ***Three important decisions were arrived at for follow up and these are:***

1. Mapping of suitable colleges by ASAP for offering Level 5 courses as part of the Regular ASAP and University Integration modes. Sector skill council would facilitate proper training and the industry will be involved in training and placement.
2. Screening of students for their interest so that the right ones get trained. Industry would prefer the ‘Recruit and Train’ plan if the right students are made available. Internships can be more specialized based on student interest in industry sub sectors.
3. The Perumbavoor CSP would be considered as a pilot for establishing an sector specific centre of excellence in training. The Sector Skill Council will take a lead role in this exercise.

Mr. Barttanu Das, Senior Vice President, Blue Dart Express Ltd summed up the deliberations and put forth industry perspectives in the closing session and Mr. Anil Kumar, Head, Training ASAP formally closed the session with a vote of thanks.

**Participants of the Logistics Sector Industry conclave held at Thiruvananthapuram on**

**16th June 2017**

Heads of ASAP and a team of Programme Managers led by Smt. Preetha A, SPM, Smt. Chitralekha, SPM and Smt. Shari J, Sector PM coordinated the programme along with Dr.K.P. Jaikiran, Head, Logistics Sector, ASAP.

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