

# Driving forces would still be adaptability, visibility & flexibility

*According to Dr. Pushendra Pratap Singh, Country Head, Asia Shipping, logistics, and shipping are thriving and growing at an exponential rate, and the momentum has been accelerated by the recently launched National Logistics Policy.*

## Logistics in 2023

Post-COVID, Shipping and Logistics are gearing up as the congestion that plagued logistics seems to be easing. Containers are available, freight costs are returning, and the industry will continue to grow as more vessels operate. In 2023, the driving forces of flexibility, adaptability, and visibility will continue to drive business with updated technology.

The National Logistics Policy has lately sparked the momentum in shipping and logistics, which are thriving and expanding at an exponential rate. The present pool of skilled workers is able to keep up with the expanding logistics industry. India's next generation is gifted, intelligent, and cerebral. They are confident, and with exposure to cyberspace, social media provides them with an opportunity to explore and choose skills according to their preferences. Due to its dynamic nature, shipping and logistics are being treated as an in-demand, preferred, and sought-after career option.

## Boom in e-commerce

In contemporary times, the World Wide Web has forfeited manual bookkeeping. The information is saved on microchips and in cloud-based applications. The selling or buying of goods or services is not limited to adjacent markets but is

unrestricted by geographical boundaries. While a booking can be made with a few clicks on a Smartphone, delivery can be tracked in real-time. Supply Chain efficiency can be attained by accelerating order fulfilment on time or before time delivery. Marketing efforts must be maximised by distributing them across multiple platforms and optimising resources.

## Investments in technology

Technology has changed our day-to-day lives and has brought the world closer and better connected by reducing effort and time and enhancing efficiency. We cannot escape technology as it improved our quality of life and brought about revolutions in various fields of modern-day society. In order to keep pace with the updated technology of track and trace, it is an absolute necessity to invest in dedicated software, applications, and the web. Asia Shipping ensures it is abreast of the latest technology and that systems are updated ahead



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of time. Following COVID-19, visiting cards were phased out in favour of QR codes, and web-based applications for contactless information are prime examples of being technologically savvy. The company invested heavily in a world-class Logistics Software named

Cargo Wise which is a single-based platform simplifying operations, accountancy, invoicing & simultaneously tracking each shipment in real-time.

## Future

Asia Shipping is one of rapidly growing companies in Latin America & worldwide. I am confident that in India, the National Logistics Policy would ameliorate the infrastructure and environment by building, growing, and taking the logistics industry to new shores. This shall be synergised by the opening up of the new branches in logistic-centric hubs and major cities in India by Asia Shipping. The company also plans to maximise its resources by creating more jobs, lowering transportation and freight costs, and upskilling the workforce. ●