

# Women can confidently decide on bureaucratic issues with much ease

*Dr. Pushendra Pratap Singh Country Head of Asia Shipping, talks about the importance of ensuring women's safety to build a more gender-neutral workforce.*

A revered industry veteran, Dr. Singh was always passionate about connecting with people from an early age. He reminisces, "This predilection inspired me to join sales at the beginning of my career in logistics. I like to associate with various customers, vendors, airlines, carriers, and overseas partner networks, which quenched my thirst for socialising and communication."

He acknowledges women's exceptional role in our country's economic and social development. "The shipping and logistics industries, too, witnessed colossal progress over the years. Several womenfolk flourished and became successful in medium and senior management roles."

He agrees with the challenges women face in logistics, like the difficult office timing while meeting deadlines. "Sometimes, the women's workforce is required to work odd



hours, which become agonising due to family and social pressure. Further, men can easily perform field-related work at airports or in ICDs, while women's workforce is usually confined to the office. To deal with irregular work schedules, flexi-timing can be implemented. Alternatively, issuing laptops instead of desktops can assist women in leaving the office on time."

He suggests several steps to attract more females to work here: "Women's safety is a fundamental requisite to retain them. Steps like strict exit timings, open discussions, and enforcing zero tolerance policies can attract and retain more women."

Dr. Singh points out the natural



**Dr. Pushendra Pratap Singh**  
Country Head,  
Asia Shipping International Transport

abilities that make women ideal candidates for the logistics workforce. "Women have a natural instinct to speak politely and can calm down after exerting work. They have contrasting perspectives and viewpoints, enabling them to confidently decide on bureaucratic issues. Multitasking skill fabricates them with managing several issues at one time."

Speaking on the misconceptions surrounding women, he says, "Women can only perform well in Customer Service department, Human Resources or Accountancy is a big misconception people have in mind. However, in contemporary times, the female workforce has extraordinarily exceeded all departments."

In near future, Dr. Singh foresees a significant proportion of senior management positions being filled by women. "They are educated, independent, confident, enthusiastic, fearless, tech-savvy, and add high value to the business," he shares. ●



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