

PDP Group celebrates Driver's Day virtually

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DUE to the Covid-19 pandemic, it was not possible for the PDP Group to celebrate the annual Driver's Day event



THE PDP GROUP
Moving Beyond Logistics

physically this year. However, the Group has carried out the cel-



ebrations virtually with video messages throughout the day posted on its YouTube channel. Employees as well as the management team digitally shared their messages thanking drivers and workmen for their dedication during the pandemic. While some videos expressed positivity, others re-emphasised the vision behind
(*Continued on page 10*)

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(*Continued from page 3*) the creation of this event, said a release.

Drivers and workmen also shared messages wherein they expressed their disappointment on missing out on the celebrations this year. However, they all appreciated the efforts taken by the management to stay connected virtually during these times and to continue the celebrations remotely.

Mr Pramod Kumar Srivastava, Director & CEO of The PDP Group, said, "We have always looked at finding unique solutions to challenges. We were focusing on finding a way to celebrate this day and

we utilised our digital platforms to stay connected. Drivers and workmen are the backbone of the supply chain industry and their role is irreplaceable."

The PDP Group has been celebrating its annual Driver's Day event at ICD Durgapur since 2012. Each year, workmen and drivers of the Group are felicitated in this ceremony which is attended by over 300 guests.

The PDP Group provides end-to-end logistic solutions to its clients. The Group was presented with 'Best Practices in Driver Management' award by Shipping Times in 2020, said the release.