



परिवहन प्रगति

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Parivahan Pragati

Logistics Multi-modal / Supply Chain / Warehousing / Technology / Industry / Trade

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Absolutely Imperative for MSMEs to be Digitised to Pursue New Opportunities in Post COVID World

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Allied ICD Organizes Mega Drivers' Day Celebrations On 1st May



Ms. Rupa Srivastava, Director- Finance & Admin at Allied ICD Services Ltd. talks about the importance of driving with a calm mind

Allied ICD Services Ltd., an AEO Certified Custodian of ICD Durgapur, West Bengal has been celebrating Drivers' Day event on 1st of May since 2012, and this year the company celebrated its 10th anniversary of the event.

The 2-day event started with a complete health check-up of the drivers and workers on 30th April. The mega 'May Day' celebration on 1st May was attended by eminent logistics personalities from across the country. Officials of Bharat Benz, Mahindra, Eicher and Indian Oil appreciated the initiatives taken by the company to felicitate drivers and workmen, who are often neglected by

society.

Ms. Rupa Srivastava, Director-Finance & Administration at Allied ICD Services Ltd. gave an inspirational speech to the drivers and urged them to bring forward all issues to the management through a proper systematic channel. She appreciated the drivers and workmen for their dedicated efforts throughout the COVID-19 pandemic. She shared the importance of staying physically as well as mentally healthy, and to always drive with a calm mind. She thanked the dignitaries who came to the city of Durgapur from different parts of the country, to make this event a huge success.

The award ceremony aimed at recognizing drivers across a wide range of categories such as: 'Best in Communications', 'Systematic Attendance', 'Best in Vehicle Maintenance', 'Best Helper to Driver', etc. A special 'Highway Hero' award was presented to Mr. Tapeswar Roy, a driver working in the company for over 14 years. Along with the gifts and certificate, his entire family would receive 1 month of ration on behalf of



Mr. Avishkar Srivastava, Chief Innovation Officer at Allied ICD Services Ltd. explains the award selection process

the company. Mr. Avishkar Srivastava, Chief Innovation Officer at Allied ICD Services Ltd. shared the award selection process and mentioned that the winners were selected after 45



Mr. Tapeswar Ray, a driver working at Allied ICD Services Ltd. for over 12 years wins the 'AISL Highway Hero' award

days of data analysis. The process included quantitative data analysis using the cloud software, as well as qualitative feedback from not just the managers, but also executive, associates and workmen.

The event was attended by over 500 guests, many of whom visited the city

of Durgapur for the first time. The award winners got the opportunity to share the stage with our Director &

for 3 years in a row and has been recognized by EXIM India for 'Best Practices in Driver Management' in



All the award winners got an opportunity to share the stage with Director & CEO of Allied ICD Services Ltd., Mr. Pramod Kumar Srivastava for a group photo

CEO, Mr. Pramod Kumar Srivastava for a group photo.

Allied ICD Services Ltd. is a 'Great Place to Work' certified organization

the year 2020. ICD Durgapur has been operational for over 15 years and provides complete international logistics solutions to the trade.



"Becoming a good person in your eyes is better than to be good in others' eyes."

Brahma Kumaris