



Avishkar Srivastava, Chief Innovation Officer, The PDP Group



Ayesha Katgara, Head of Corporate Strategy, Jeena & Company



Arshdeep Singh Mundi, Executive Director, Jujhar Group



Chaitaly Mehta, Director, EKF Global Logistics

Impact of Millennials in Logistics Industry

Cargo Insights

editorial@cargoinsights.co

Millennials are currently 35 per cent of the workforce, outnumbering both Generation X and Baby Boomers. What's more, is that they are slated to become 75 per cent of the workforce by 2025. Certain industries do not currently appeal to Millennials because they are interested in more than just making a living. One such industry is Logistics & Supply Chain Management. Fewer Millennials are interested in it, however, we do see a few of them joining the industry too.

Millennials , join by choice or by chance?

Avishkar Srivastava, Chief Innovation Officer, The PDP Group joined the family firm after graduation in 2014. "I was born into a family that was highly passionate about logistics," he explained. However, as a youngster, I was unsure whether I wanted to work in logistics. There was a negative perception of logistics among millennials, with an unorganised work culture, excessive working hours, a lack of respect, and a low acceptance rate for innovative ideas. "I considered working in my family firm for a year to see if I could genuinely contribute to the industry. As my involvement grew, I realised the significance of logistics to the global economy. We are working on stringent deadlines as an industry and coordinating with numerous agencies to finish each cargo on time and efficiently. I understood that if we approach things in a more systematic manner, this industry has enormous potential for revolutionary growth, and this became my primary purpose. I began by focusing on organisational structure and operational efficiency by fostering a collaborative team culture across divisions."

Ayesha Katgara, Head of Corporate Strategy at Jeena & Company and a Strategic Marketing MSc graduate with practical experience in supply chain marketing, which she gained while working for her family's 120-year-old logistics and supply chain enterprise, states, "Jeena has been our family business for four generations, so I decided to join the company on my own and see where it would take me. The logistics industry is dominated by men, and I thought that I could bring a unique perspective to the company's operations and outlook. Seeing the industry's potential in the coming years, as well as the ongoing need for innovation and change, drove me to the logistics industry."

"It all started with a family transport company," said **Arshdeep Singh Mundi**, Executive Director of the Ludhiana-based Jujhar Group. This was always my main objective."

Chaitaly Mehta, Director, EKF Global Logistics, a logistics specialist with over 25 years of industry experience, is the third generation of a customs broker and the second generation of a freight forwarder in the family-owned business, EKF Logistics. "First of all, I am a Gen X, not a Millennial," **Chaitaly** explains. I entered the profession when I was 20 years old and fresh out of college on a trial basis. My first day was on a bar stool at my family company, which I still have in my office and reminds me of the journey every single day and how far I have come," she continues. My first day lasted approximately 12 hours. When everyone had left, I went to check on my father, and was asked if I was tired and wanted to quit! This went on for a few



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days, and both my parents kept asking me the same question, so I figured what the heck, I've had to prove myself to them, and thus started my journey in this fascinating, complex, painful, yet life-changing industry.

Impact as a Millennial

Avishkar says, "As a millennial, I wanted my office environment to be inviting and to be viewed as a place where everyone can transparently communicate their ideas." Supply chain logistics, in my opinion, is all about teamwork. I concentrated on improving the human resources department, and we engaged industrial psychologists to help bridge the gap between employer and employee. We have witnessed a significant increase in productivity as employees throughout the organisation are aware of their contributions to the company's mission statement. I was able to go beyond the day-to-day operations by developing an effective system with a structured allocation of responsibility.

"I keep myself current on the latest technologies and industry developments," **Ayesha** says, "which helps us give flawless service to our customers." Marketing is critical in demonstrating your talents in today's ever-changing marketplace.

A strong brand presence in the business is also quite valuable to the organisation."

As per **Arshdeep**, "From culture to politics to commerce, each generation reshapes the world in its own image."

"My impact has been fantastic," **Chaitaly** says. I am a first in many ways for a woman in this field, and in some cases, gender neutral, which is awesome, but it also comes with a lot of responsibility. I feel delighted when individuals approach me and tell me they joined the industry or did something out of their comfort zone because they heard me, read one of my pieces, or engaged with me. Some of my friends eventually joined the industry in various areas due to me since all I do is talk, breathe, and live cargo. I only recently realised my impact on people in and out of the industry."

Influencing modern mobility

Avishkar believes every generation contributes their own set of perspectives to the profession. Millennials are often focused on embracing technology to make the workplace more efficient. They are affecting supply chains by analysing existing processes and adding their own unique insights to improve process efficiencies. We want to be viewed as leaders, not

as bosses. As millennials strive to be more personable, this is causing a cultural shift in the worldwide logistics scene. We also consider sustainability to be an essential aspect, and we are more willing to explore new means of transportation that minimize carbon emissions."

Ayesha believes, "The Millennials are up to date on the latest technological developments and are adopting the latest technological trends that ensure faster outputs through process recreation."

"One of the most defining aspects of millennials is that they are one of the most technologically proficient generations to enter the workforce," **Arshdeep** added. As a result, millennials have high expectations of their employers when it comes to technology. Android-based mobility solutions can boost agility and speed, resulting in higher productivity by allowing workers to perform tasks more rapidly. Another advantage is that they enable warehouse personnel to transition away from manual work and paper-based tracking. This can improve efficiency and accuracy in crucial activities such as inbound and outbound handling, storage, inventory control, and pick and fill. Because of the user-friendly interface of the Android OS, organisations can profit from greater knowledge-sharing among staff. "

"I believe that if you are in this sector, regardless of what age you are or what year you were born, you are making a difference," **Chaitaly** says. Every subsequent generation will constantly add more and bring greater improvement, as is true in any industry and hence true here as



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well. There must be points awarded to Millennials for things such as their clarity of vision, thought process, the Dos and Don'ts, work-life balance, confidence levels, and some of their out-of-the-box concepts, particularly with E-commerce and Last Mile Delivery. "

Initial days challenges

"Millennials join the industry with a lot of ideas about how they want things to be," **Avishkar** said. In the early days, we may not be in touch with how things actually are in the organisation. As a result, millennials frequently feel out of place in their early days. We meet folks who have been with the company for a long time and have a set of beliefs. We are normally highly interested in questioning everything in order to improve processes and frequently encounter opposition in terms of people adapting to our proposed adjustments. I feel the most difficult challenge for millennials during their first few months at a company is remaining patient. We are more receptive to participating in discourse with our employees once we realize we are in this sector for the long haul."

"The systems at work were not up to par at times," **Ayesha** says, "and this is an issue encountered by the sluggish deployment of government-regulated technology." For example, if there was a delay in cargo processing owing to inefficient customs systems, there

was no solution; nevertheless, systems improved and processes became considerably more efficient over time.

"The first job is a new chapter of life that should be handled with optimism," says **Arshdeep**. Yes, you will face some challenges along the way. You must have ambitious aims and desires for your first work as a new employee.

"I think everyone has comparable challenges when they join a family firm or join as an employee. It has its own set of problems," **Chaitaly** believes that everyone has faced challenges in their lives, such as gaining the trust of family members or gaining the trust and respect of coworkers. Learning how to work with the very staff you've been calling Uncle or Aunty and creating that line, when do you establish your identity? Is this industry right for you? Do you belong here? But I have to hand it over to Millennials; their focus is so clear, their acceptance levels and rejection levels are at another level altogether, and their clarity of thoughts."

'Traditional methodology' vs. 'modern managerial approach'

According to **Avishkar**, "'generation gap' is a commonly used word." Personally, I believe it is entirely dependent on the structure of any firm. The first question is why an

organisation should change its approach simply because a millennial requests it. Before considering making changes, we, as young people, must first question whether we genuinely comprehend the current managerial approach. We are often too fast to make changes without fully comprehending the implications, and the seniors have enough experience to recognize this. When our opinions are not accepted, we blame it on a "generation divide." I firmly believe that young people must play a significant role in gaining the trust of seniors before implementing large-scale changes through the use of technology and new management tools."

"There were different ideas at work in terms of operational functioning and managerial approaches," **Ayesha** explained, "but with time, we began to arrive at a common ground."

"The generational gap in the workplace refers to the divergence in conduct and viewpoints between groups of people born at distinctly different times," **Arshdeep** explains. Because each generation grows up in a distinct setting, they may have different work expectations.

This project management style requires the completion of one task before beginning the next. It is still used by many firms today, and it works effectively for projects with a predetermined budget or deadline. Modern project management makes use of



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automated solutions to help with task planning, execution, and organisation. It's also seen to be the most versatile of the two ways. The current project management system thrives in a fast-paced setting that can handle mid-project adjustments swiftly and efficiently."

"It's not so much a generation gap as it is an ideology, thought process, working style, and experience gap," **Chaitaly** explains. One cannot be very modern without problems and issues, and one cannot be entirely reliant on traditional techniques without problems. This is not limited to the Logistics business; it applies to every industry when a family is at the head. Not every organisation has had issues when a new generation enters and later takes control. Honestly, it comes down to the maturity of the people, what the ultimate result is that everyone wants, and the compromises that everyone is ready to make for the company's success. In today's world, every organisation, regardless of industry, must use a blend of both tactics, with one gaining prominence at times over the other."

'Handover of responsibilities'

"I am fortunate to work in an institution that is always open to new ideas and procedures," **Avishkar** says. I began my professional career by holding frequent meetings with our team members to better grasp operational challenges. By doing so, I became aware of several areas in which improvement was required, and I began to get involved in order to fill the gaps. Slowly and surely, I became involved in learning about the various departments' work roles. Looking back, I believe the transition occurred in a fairly organic and gradual manner. "

"It was a step-by-step process that began with the basic level of operations," **Ayesha** explained. Departmental learning included understanding their processes and learning about warehousing operations. I was familiar with the intricacies of the finance department and customs operations. I oversaw the creation of the marketing and branding department and was a member of the corporate strategy team. "

"It was a gradual, step-by-step process, starting from the core of mastering the principles of each function and then gradually taking over," **Arshdeep** explained.

"It was a lengthy process, and it took me five years to acquire my father's trust," **Chaitaly** explained. "Things moved along smoothly after that." ●



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