



Issue 8 | March 2023

Up Close and Personal  
with Geetha Sheth of  
JM Baxi

Pilot Diaries -  
introducing Reshma  
Nilofer

Read about the  
stories of women  
who took the LEAP!

**INFLUENCING THE SHIPPING  
INDUSTRY - KATHARINA STANZEL**

And many more...





# FIATA YOUNG LOGISTICS PROFESSIONAL COMPETITION FOR REGION ASIA PACIFIC

Avishkar Srivastava  
Chief Innovation Officer at The PDP Group

Congratulations Avishkar Srivastava, who won the FIATA Young Logistics Professional competition for the "Region Asia Pacific" as a representative of FFFAI. In this article, Avishkar shares his experience of preparing his case study, his excitement about winning the competition, and his interactions with the other winners.

FIATA, the 'International Federation of Freight Forwarders Associations' represents freight forwarders in around 150 countries. FIATA has 113 national members and over 5,500 individual members with an overall representation of over 40,000 freight forwarding and logistics firms worldwide.

Each year, FIATA organizes a 'Young Logistics Professional' (YLP) competition to recognize young logisticians from across the world. For the FIATA 2022 YLP competition, I submitted my nominations in late 2021. The competition format was as follows:

- Candidates must apply for nominations with the national association
- The national association will select a winner to represent their country
- The national winner will then compete in the Continental stage

Our national association is The Federation of Freight Forwarders' Associations in India (FFFAI). FFFAI organized the national 'Young Logistics Professionals' contest and I submitted my application to them. After a formal interview process, I was asked to write a case



study for the competition. The YLP award wants youngsters to showcase a complex multimodal export shipment and a complex multimodal import shipment that has been performed in their home country. I selected a complex export of agricultural commodity from Durgapur, West Bengal to Bangladesh using a combination of road and rail movements, and a complex end-to-end import of pet coke from Felixstowe, UK to the industrial city of Durgapur, West Bengal using the road, sea, and rail.

I was excited to have been shortlisted by FFFAI and I gave my presentation to the jury. I was happy with my efforts but I knew there was a very tough competition in my home country and I did not really get my hopes up. However, I was over the moon when I got a call late evening on 16th February 2022 mentioning



that I was selected as the national winner! Now I would have the chance to represent my country at the Continental level. I realised that no Indian had won the Continental award ('YLP Region Asia Pacific' award) and I began putting in my best efforts upon hearing the news.

I submitted an 8000-word dissertation to FIATA by May 2022. Throughout the process of writing the dissertation, I received immense support from the entire FFFAI team. They were always just a phone call away and even reached out to me on late nights to ensure I received the correct guidance on the subject matter. I am especially thankful to Chairman Shri Shankar Shinde, Past President Shri R. Radhakrishnan, and President of IIFF, Shri Tej Contractor for having faith in me.

After submitting my dissertation, I breathed a sigh of relief as putting together 8000 words while working full-time in my logistics business was a tough task! I was proud of my efforts and I looked forward to hearing from FIATA for further updates.

On the morning of 20th July 2022, I received a mail from FIATA where I was declared as the 'Region Asia Pacific' winner. Upon receiving the mail, I could not believe what I was seeing! I shared the news with all my friends and family. My father has passionately developed the Inland Container Depot in Durgapur and to have our case study featured as the best paper in the entire Asia Pacific was something I can't explain in words.

I was invited by FIATA to Busan, South Korea to give a 7-minute Ted Talk-style presentation at the 2022 FIATA World Congress. During my talk, I emphasized that my dissertation had a strong focus on sustainability. I wanted to point out that sustainability and logistics efficiency can go hand in hand with proper planning, by having the will to challenge the status quo.

**"This is a proud moment not only for FFFAI but for the entire Indian logistics industry to witness this achievement by Avishkar who has reached the peak of YLP competition at FIATA." - Mr. Shankar Shinde, President of FFFAI**





I highlighted the important infrastructure created by ICD Durgapur in eastern India which has led to reduced carbon emissions. During the pandemic, the adoption of multimodal logistics helped save over USD 1.5 million in trailer parking costs, along with annual savings of over 65,000 litres of diesel.

It was an amazing experience being a part of this journey. The competition takes around 6 months for completion. There is a 2-3 month process for selecting the national winner, and the national winners get around 3 months' time to submit their final dissertation for the continental leg of the competition. The announcement of the 4 regional winners for 2022 was made in the month of July.

It was wonderful to participate in the 2022 FIATA World Congress. I got an opportunity to meet the other 3 regional winners from America, Africa, and Europe. I came across their wonderful dissertations and it was so nice to see youngsters having a similar mindset. We all want to increase logistics efficiency and at the same time, we have a strong intent to reduce carbon footprints. I would also like to congratulate Ms. Karina Perez of Canada who received the additional accolade as the global winner. I look forward to seeing more Indian youngsters participating in this competition.

The 2023 FIATA Young Logistics Professional competition is now open and candidates are invited to submit their entries for the same with their national associations. I appeal to aspiring young logistics professionals to be part of FFFAI's endeavour and take the Indian logistics sector to new heights. The logistics industry is indeed one of the rising sectors to pursue for a prestigious and bright career.





*There's enough sea for  
everyone to explore.*

*Happy Women's Day!*

**Maritime SheEO also  
celebrates 2 years of the  
She of Change Magazine!**