



Electric mobility has the potential to disrupt the functional dynamics of transportation and logistics, particularly last-mile logistics in the country. In fact, electric mobility can play a pivotal role in boosting the scale and service delivery standards of on-delivery demand platforms through a tech-enabled infrastructure.

HUAFREED NASARWANJI, Chief Commercial Officer, Gati



valuable partners in the company. Satisfaction and productivity ultimately leads to profit-making overwhelmingly. This keeps the soul of the company intact, too.

While most leaders think they are communicating, there's a good chance they aren't doing so frequently and with utmost transparency. Leaders must define and communicate the vision – long-term and short-term, especially for times of crisis – ensuring that the activities and operations are in line with the vision. Although profit and financial strength are key components for the successful attainment of a company's vision, both leaders and the employees must work in tandem and towards making a difference for their vendors as well as for the society at large.

"V-Trans has a strategy behind this whole process", says Shah. "We have crafted a holistic reward and recognition programme, in sync with our business strategy and as per the trends in the market. We have named it as V-Xcellence – a programme for our colleagues from various functions like sales, operations, CS, etc. and the evaluations are based on various parameters, like on-time delivery, client services, zero damages, revenue achievement, and end-to-end service levels, etc."

"A thoughtfully designed incentive programme like this helps in motivating the team to excel in accomplishing the budgeted targets. At the same time, a smart incentive multiplier was added to push the team to achieve more and earn more. The added benefits of upsurge periods like year-end sales were also covered in V-Xcellence, and we got the expected benefits of the same."

Gati always cares for its employees and ensures their welfare and well-being. During the pandemic-induced lockdown, Huafreed says, the company

provided 3000 of its associates – handlers (loaders) and drivers 'shelter' across its pan-India warehouses – as part of the company's 'Gati Niwas' initiative. "They were also provided with basic amenities like food, hygiene, and protective kits. They were also offered financial support to take care of their families," he went on to inform.


Additionally, Gati also offers a sustenance allowance to its drivers for meeting their daily expenses.

"Our parent, Allcargo Group designed a flexible work schedule for employees during the COVID-19 pandemic. We intend to continue with this arrangement in future wherein our workforces can choose a work schedule that best suits them. Believing in the credo that a 'motivated' employee is an 'engaged' employee, we aim to promote the mental health and well-being of our employees. To add, Allcargo Group also offers performance-linked incentives to employees," Huafreed further reveals.

COGOS has also created an ecosystem where it has lower priced fuel, insurance, spares and services, specifically for its driver partners, which Sreeram believes helps keep the workforce motivated. "They work diligently and relentlessly, through every season in order to ensure customer satisfaction. So, we encourage these dedicated partners by offering them additional bonuses on the basis of good service and customer feedback."

HEADING FOR A BETTER TOMORROW

With the scenarios constantly evolving, there are facts that companies are already familiar with and are further working upon to discover the unfamiliar. The 'known uncertainties', such as the pace of the recovery, will become less opaque over time. Undoubtedly, the sector also faces unknown and unmappable uncertainties, but that should not discourage them and compel them to pull back from finding solutions to such problems and challenges.

However, hopefully, the next stage of productivity improvement is expected to be unravelled by the deployment of technologies that facilitate collaborative execution through integration of processes across the shipper and vendor organisation. Such technologies when enabled, will provide end-to-end visibility and provide better control in the transaction execution. Certainly, larger organisations will proactively adopt and swiftly upscale their systems through the incorporation of such technologies to transform their supply and logistics chain. 

Leaders from the logistics fraternity need to do more than just making ultimate decisions to keep the company afloat during a crisis – they must actively create an environment in which employees feel supported and continue to remain motivated as valuable partners in the company.