



Guiding Spirit to Shipping Industry

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An International Logistics Park for Assam

FFFAI Chairman Shankar Shinde appointed on Board of Governing Council of Logistics Skill Council (LSC)



Mr Shankar Shinde

Mr. Shankar Shinde, Chairman, of the Federation of Freight Forwarders Associations in India (FFFAI) recently appointed as a member of the Board of Governing Council of the Logistics Skill Council.

This is a very significant move by the LSC being FFFAI the umbrella organization of 30 Customs Brokers/Freight Forwarders associations across India representing more than 6500 members. This is also very significant considering the fact that FFFAI through its training arm Indian Institute of Freight Forwarders (IIFF) is skilling logistics professionals and freshers aspiring to enter into this highly potential sector in terms of career opportunities.

Logistics Sector Skill Council, (LSC) is a non-profit organization set up by the Ministry of Skill Development & Entrepreneurship (MSDE) / National Skill Development Corporation (NSDC) and Confederation of

Indian Industries (CII) with the aim to ensure skill-trained Human Resources at entry level and up-skill the logistics workforce. LSC works with stakeholders, including industry players, government agencies, training providers, and academic institutions, to identify the skill gaps in the logistics sector and design training programs to address those gaps.

LSC is encompassing institutional mechanisms for ensuring that the share of skilled trained manpower in the Logistics sector is increased rapidly. Setting up of Centres of Excellence, the introduction of Apprenticeships in logistics, and revamping the Course curricula in academia will propel the pace of skill development in the sector. LSC is gearing up all its logistics sub-sectors to spread awareness in such a way as to make it an aspirational sector, for both men and women.

It is expected Mr. Shankar Shinde's appointment to the Board of Governing Council would further strengthen LSC's reach to the ground level of the end-to-end logistics industry segment PAN India. Commenting on his appointment and the importance of LSC for the Indian logistics industry to facilitate the export-import trade

Mr. Shinde said, "FFFAI is a larger platform covering every aspect of Logistics. This is a good opportunity to understand and build the GAP between Academician and Practitioners to conceptualize a curriculum to create the talent pool as per industry requirements. The LSC team experts will enhance the education system to

professionalize the Logistics sector for the next generation to adopt a career in Logistics as a first choice rather than optional."

The Members of the Governing Council are representatives of the 12 Sub Sectors that LSC represents namely: Warehousing (including tertiary packaging),

Land Transportation (including Commercial Vehicle Drivers for Cargo), Cold Chain Solutions, Courier and Express Industry, E-Commerce, Port Terminals, Inland Container Depots, and Container Freight, Air Cargo Handling (other than Tarmac side operations), Freight Forwarding and Customs, Marine Services, Shipping and Inland Waterways, Supply Chain Solutions, Liquid Logistics, and Rail Logistics.

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"Failure is a lesson learned; success is a lesson applied."

Happiness In A Digital World

(by Nipun Chatrath, CEO & Farshad Allauddin, COO

Fathom Marine Consultants UK Pvt Ltd.)



Nipun Chatrath



Farshad Allauddin

“According to the World Happiness Report 2021, the top 3 happiest countries are Finland, Iceland, and Denmark. Besides, these are countries with high digital maturity. Even if it is difficult to demonstrate a causal relationship, a link between happiness, technology, and social welfare is a fact.” - **ICT & Health, April 2021, the official platform for healthcare innovations.**

Digital technologies can have a significant impact

on people's happiness. Digitalization connects people and changes the way that they interact with each other. As previous studies found, people, especially older individuals, are more satisfied with their lives when using digital networks due to the opportunity for communication and sharing messages, images, videos, etc., with other people. Studies have identified both negative and positive effects of digitalization on happiness and the fact

FFFAI Chairman Shankar Shinde appointed on From Page - 1

Other members of the Board of Governing Council are Mr. Cyrus Guzder, Chairman & Managing Director, AFL; Mr. A M Visvanathan, Exec. Vice President, Godrej; Mr. K V Mahidhar, Executive Director Head, CII; Mr. S. Padmanabhan,

Director, Sattva; Mr. Karthi Baskar, Managing Director & CEO, FFAF Cargo; Mr. Vinod Kumar Verma, Deputy Director General, DPIIT, Ministry of Commerce & Industry, Govt. of India; Capt. Subhedar, President, ICC Logistics Services

Inc.; Mr. Nikhil Agarwal, President, Parcel Logistics; Mr. Kamal Jain, Director, Cargomen Logistics India Pvt. Ltd.; Mr. Mukundan Seshadri, Founder, GRNTEC, and Dinkar Singh, Director, Public Affairs, UPS.

that the obtained results do not have a generalizable impact. Although empirical research on digitalization has grown enormously during the last decade, studies on the relationship between digitalization and happiness remain limited. As such, the objective of the present study was to analyze the relationship between digitalization and the level of happiness in European Union countries during the period 2019–2021. In this context, the link between the Digital Economy and society index (DESI) and World Happiness Index (WHI) globally for all EU countries, at the level of each WHI variable and at the level of geographical groups in the EU was analyzed using correlations. The results show that there was a significant and positive relationship between the DESI and WHI at the level of EU countries in each year of the analysis and between the DESI index and WHI components. Overall, the relationship between DESI and WHI appears to have been stronger in 2020 compared to 2019 but weaker in 2021 compared to 2020 and 2019. In these periods, countries made efforts related to digitalization and allocated increasing budgets for this activity. The effect of digitalization on countries' happiness will become more pronounced if people and policymakers learn to harmonize these two aspects. Therefore,

this study is a signal that everyone must understand digitalization and act so that this factor has a discernible impact on the happiness of nations.

The Impact of Digitalization on Happiness: A European Perspective, 2022

Technology is like air, we don't recognize its existence and influence:

Technological progress is the driver of social welfare. Major economic powers such as China, the USA, Japan, and Finland, have based their advantage on innovations. In this case, the correlation is beyond doubt: **countries with the highest GDP per capita are the leaders in the happiness ranking. Welfare gives freedom and security, such important factors of well-being, while technology is accelerating them.** However, in The Progress Paradox, the economist Gregg Easterbrook claims that even though we owe a significant improvement in almost all aspects of life in the last century to technological progress, people feel less happy than in previous generations. Many scientific papers present a simple antithesis: we get used to new technologies so quickly that we overlook their impact on our everyday life. Is owning a smartphone a measure of our life satisfaction? Not really, but ten years ago, things were different.

Technology is like a double-edged sword. **Using social media is a risk factor for mental health. However, during the pandemic, social media enable us to stay in touch with family and friends, get mental support, and feel that we belong to a larger community.**

If we look at the top countries in terms of a high level of happiness, they all have efficient education systems. Economic prosperity guarantees that the majority of residents have a fast Internet connection and access to new technologies. There is a vicious circle of factors that affect happiness, and technology is just one of many links in this chain. Much depends not only on health literacy but also on how new technologies are used to achieve individual goals. Thanks to computers, we gained more possibilities. Settling many matters that used to be complicated has become simpler, which means that we have more control over our lives and a weaker sense of being dependent on external factors. Thanks to computerization, we have discovered new ways of spending free time cherished during successive lockdowns. When direct contact is impossible, smartphones enable us to see and talk to our family members and friends, and even the doctor. Many patients have found support

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