



Guiding Spirit to Shipping Industry

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Mrs H. K Joshi, CMD SCI graces International Women's Day celebration organised by FFFAI



Mrs H. K. Joshi

Federation of Freight Forwarders' Associations in India (FFFAI) Women's Wing having been revived under the leadership of **Chairman Mr Shankar Shinde** held their first event to coincide with International Women's Day on 8th March'2022 by organizing an interactive webinar on the same day to empower Women's in Logistics.

The webinar was addressed by Mr Shankar Shinde, Chairman FFFAI, **Mrs HK Joshi, Chairperson and Managing Director, SCIs special guest speaker, Mrs Philomena Pereira Mentor, Women's Wing, FFFAI and MsChaitaly Mehta, Convenor, Women's Wing, FFFAI.**

During his welcome address Mr Shinde extended hearty welcome to Mrs HK Joshi, highlighting her contribution in promotion of INSTC, which was well appreciated with participation on various forums. "It has been a good experience, having opportunity to interact during the INSTC meet at Afghanistan Embassy office and various other forums," the FFFAI Chairman stated. **Wishing Happy Women's Day and congratulating the team on the webinar and off the webinar he thanked all for joining the Women's Wing on FFFAI Platform.**

He further pointed out that

women have started playing a significant role in the male dominated logistics industry including taking up leadership Roles. Since 2013 FFFAI initiatives have been in empowering and promoting women and youth in Logistics. This is an unfortunate scenario since women represent around half of the global population and yet the analysis of their role in the male-dominated logistics sector remains uni-dimensional. However, the relentless focus on diversity and inclusion in the last few decades, especially on gender diversity, has borne fruit with women being identified as a potent talent. Women are breaking the proverbial glass ceiling and finding themselves playing an important role in areas of logistics sector.

Globally, in 2010, women formed only eight per cent of the logistics workforce which has steadily increased to 20 per cent in 2018. **In India, specifically, this number currently stands at approximately 15 per cent and is expected to reach the current global average of 20 per cent by 2022.** Considering the focus and the concerted efforts that is being put in across the sector, we are now witnessing women taking up leadership roles at the senior and mid-management level - not to mention many women getting into operational and technical roles like material handling equipment operators, shift supervisors, truck drivers, warehouse managers, stores and linefeed supervisors - other opportunities that have emerged.

A force multiplier in mobilising participation and involvement is change in mind-set towards how we

include and leverage on women in the logistics sector and the society in general. By giving women equal opportunities and facilities, we are setting them up for success and empowering them with the confidence and the determination to pursue professional and personal success.

"We will also be organising our FFFAI Convention in August which details will follow and look forward for a session dedicated to Women's Participation in Logistics. Women's role and active participation also demonstrate the respect and disciplines industry," added Mr Shinde.

Ms. Chaitaly Mehta with the dynamic leadership has initiated to activate women's participation in the logistics industry and stated that FFFAI's Women's Wing agenda is pretty simple - reduce Gender Inequality, increase women participation. Encourage more women to join the logistics industry, increase women numbers in leadership roles, provide platforms to participate as Speakers, give more exposure, knowledge and education to result into women empowerment initiatives. **"Mrs Joshi is a trailblazer and has broken all ceilings both literal and figuratively to emerge as one of the most powerful women to lead the Indian logistics industry and was the most natural choice as the Chief Guest for this event,"** she observed.

Mrs H. K. Joshi with her presence and guidance was keen on interacting with the members present. During her speech which had everyone engrossed, she shared pearls of wisdom which were profound and impactful. Some of her notable statements were:

There is no age limit for taking risks referring to her journey and her change of career. According to Mrs Joshi, logistics industry is equally good for men and women. **One of the powerful statements she made whilst talking about her journey was Success and Leadership have no Gender. They come to both men and women.** Further to this she also stated that Not every man reaches the top, so why women not reaching the Top should be hyped. Mrs Joshi opined that celebrating Women's Day is an issue because it means something is not right somewhere and Men's Day should also be celebrated. Probably one of the most effective advices ever received by the audience especially the women was: **"Don't wear gender on your sleeve, grow above our gender and bias".**

The Q&A session of the webinar saw very good participation with the FFFAI women members asking questions freely and Mrs H.K.Joshi replying in details to each and every one of them.

Mrs Philomena Pereira during her vote of thanks thanked the Industry participation with a record attendance including 30 Women to 40 Men across India. She thanked Mrs Joshi for her guidance through delivering a powerful speech, which was very candid, forthright and gave some wonderful advice. She was so motivating that the attendees in general were enthralled by her and motivated too. Our ladies were phenomenal and some of them, who have never spoken in public before, not only spoke but also participated actively.

The overall response was overwhelmingly positive with everyone eagerly looking forward to the next event and more interactions with Mrs Joshi.