

Tech to redefine efficiency, accelerate gender-inclusivity

When complexities outstrip human capability, tech intervention becomes only option to boost efficiency, agility and productivity. Nowhere is this evident than in logistics and supply chain industry, where tech-driven innovation and expertise have become vital to managing scale and drive efficiency.



Technologies such as AI, ML as well as deployment of automation, data analytics, route optimisation and real time tracking have led to better decision-making, resource mobilisation, response capabilities and larger bandwidth to manage volume rush especially during festive seasons. Through technology deployment in

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warehousing in the form of automated picking tools, automated storage and retrieval systems (AS/RS), inventory management, packaging, transportation last-mile delivery, etc., logistics companies are offering superior customer

experience while reducing the burden of repetitive work tasks on the workforce.

Logistics and supply chain forms the backbone of the country's economic growth and its journey towards becoming a developed nation by 2047. As per Economic Survey, logistics industry employs over 22 million people and as per various estimates, on the back of infrastructure development, supportive government policies and growing economic activities, the industry is projected to generate 10 million more jobs by 2027.2 Having said that, the growing technology interventions redefining the talent or human capital deployment narrative or outlook of the logistics and supply chain industry.

The growing technology integration made the logistics industry workforce more gender inclusive. With women comprising 15 percent of the logistics workforce in India, we are witnessing a steady

growth in women participation and the trend is expected to increase further as the industry is opting for skill-based approach while hiring human capital. With more and more labour-intensive roles are becoming technology-empowered, the scenario opens up opportunities for women to take up those critical roles rather than restricting themselves to passive operational roles. Along with efficiency, de-genderisation of profiles is one of the biggest transformations that new-age technology has brought in to the logistics workforce.

The erstwhile dominance of manual and physical labour is gradually making way for technology-skilled approach. The introduction of cutting-edge technologies in logistics is redefining workforce dynamics, driving greater gender inclusivity. As automation, AI, and robotics reduce the physical labour intensive aspects traditionally associated with logistics roles, the

scenario creates opportunities for women to step into operational positions that were considered male-dominated. This shift is creating a diverse workforce, allowing women to contribute to critical operational areas such as warehousing, inventory management, and last-mile delivery.

This transformation presents a unique opportunity to accelerate gender inclusivity by adopting a skill-based approach to acquiring talent. There is an urgent need to prioritise technological proficiency over physical strength so that women feel empowered to take on leadership and impactful roles within operations. The companies also need to adopt structured diversity programmes, upskilling initiatives, and inclusive workplace policies to sustain the momentum.

A logistics workforce is adept and diverse. By leveraging technology to break gender barriers, organisations can unlock new perspectives, foster innovation, and build a resilient logistics workforce.



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