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Ashok Leyland commences delivery of AVTR 55T Electric Trucks to ASAT Logistics Pvt Ltd, Strategic Logistics Partner of Shree Cement



**"Recent changes in the road transportation industry, their impacts and remedies"**

Mr. Dheeraj Fatehchandani



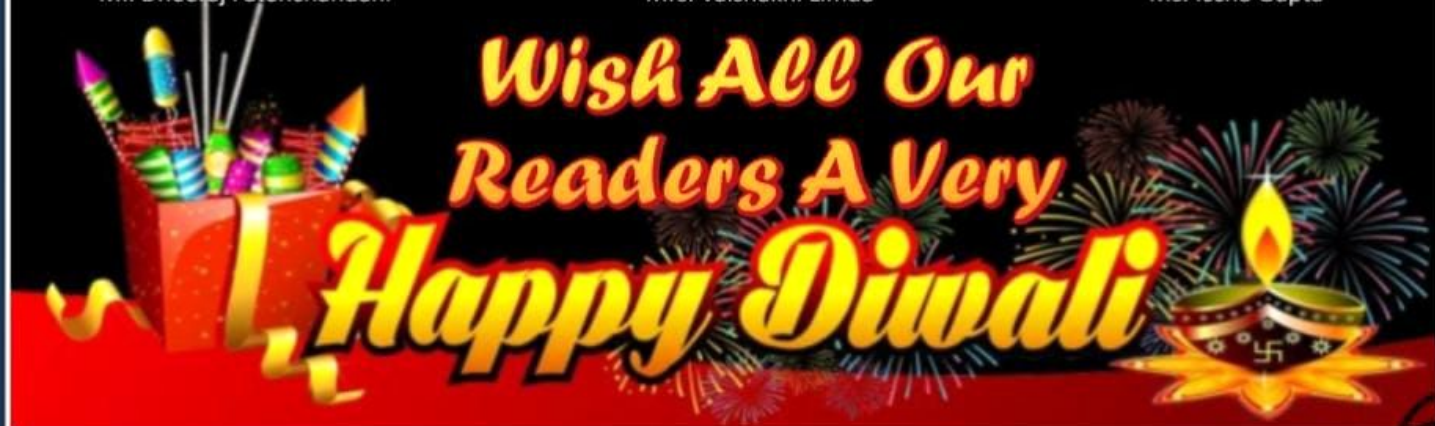
**3rd Gen Women Transporter  
Vaishakhi Limda Chalks  
The Future of Jalaram Transport**

Mrs. Vaishakhi Limda



**Change in Transport:  
Inclusivity of  
Youth and Women**

Ms. Iccha Gupta





# Change in Transport: Inclusivity of Youth and Women



**Ms. Iccha Gupta**

## 1. Change in Transport: Inclusivity of Youth and Women

For decades, India's road transport industry has been built on the foundation of experience and dedication of the men in the sector.

That legacy of grit and wisdom continues to guide us; but today, it's evolving into a new chapter of collaboration.

The engines of change! Youth and women, the dynamic forces are working together to redefine how the industry operates, markets, and connects. What's truly heartening is the openness of the ecosystem.

Even at the age of 20, while navigating my journey as India's youngest female transporter, I've seen my perspectives considered and valued; showing just how truly inclusive and forward-looking the industry is.

Clients, colleagues, OEMs, and industry leaders are not just listening; they are actively welcoming younger voices in decision-making. The youth bring curiosity, collaboration, and a willingness to experiment.

Digital marketing, branding, and data-driven decisions are their tools of choice. Traditional practices are evolving into client-centric, dynamic models, fuelled by both fresh thinking and time-tested experience.

Women bring the perfect balance; combining operational mastery with empathy, culture-building, and inclusive leadership. From team management to client engagement, their presence elevates service quality and fosters workplaces where everyone thrives.

Together, experienced industry professionals, youth and women aren't just breaking barriers; they're collaborating with seasoned industry professionals to reshape the rulebook on transport leadership.

## 2. Impact on Business: My Perspective

Carrying forward my father's legacy, I believe in blending traditional wisdom with fresh ideas at Pan India Logistics.

Building a strong brand presence digitally helps us communicate who we are and what we stand for. Our asset-light business model has been pivotal in driving our

efficiency, allowing us to move beyond traditional ways of operating in transport industry.

Partnerships over ownership keep us efficient, flexible and scalable, enabling us to respond to client needs. 'It frees resources for service quality, digital tools, and client relationships.

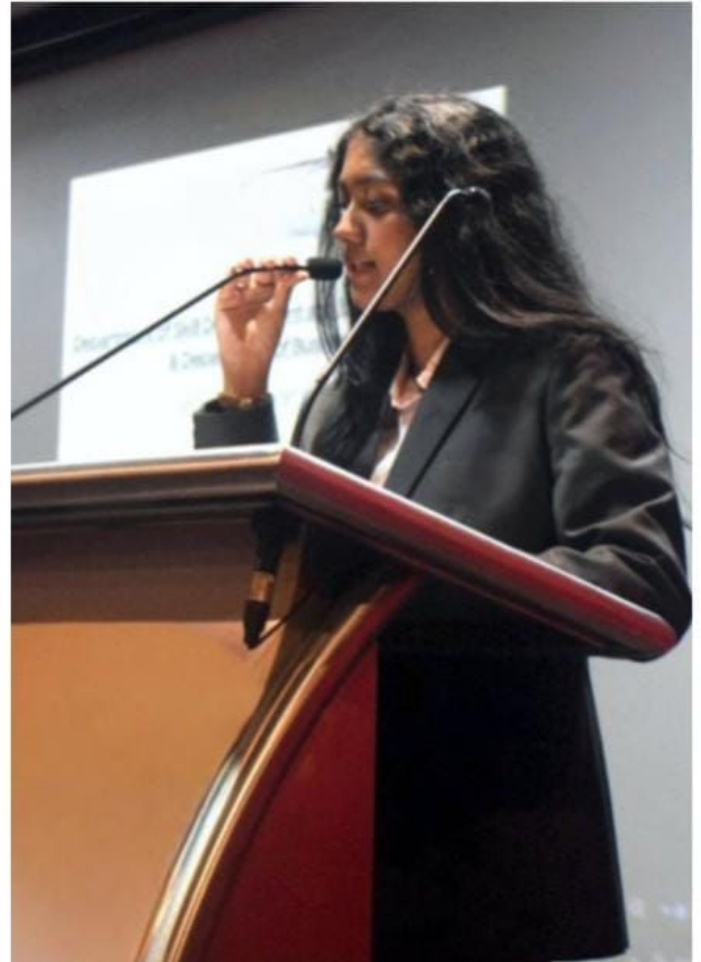
In line with this, we have attached the vehicles that are owned and driven by the drivers themselves under our Chalak-fleet concept. This model naturally enhances accountability, ensures timely deliveries, improves safety and overall service reliability.

From my perspective, this model reflects how innovation and inclusive thinking, supported by years of industry experience go hand in hand, benefiting both operational efficiency and client satisfaction.

We prioritize service over price, reliability over shortcuts, and client satisfaction over quick wins. The results? Tangible improvements, happy clients, and proof that innovation and fresh perspectives pay off.

### 3. Impact on the Industry

The transport industry's growth today is a collective journey. Youth, women and experienced minds are collaborating for the industry, far beyond individual businesses. Fresh ideas, innovative practices, and open-minded thinking are spread across the sector.



Platforms like conferences, associations, articles and awards amplify diverse voices. Youth and Women together are actively leading and contributing to various industry initiatives through associations, driving policy discussions, best practices, and driver welfare (because they are the real highway heroes)

Youth-led initiatives push data-driven decisions, technology adoption, and digital strategies.

Collaboration, transparency, and efficiency are becoming the new benchmarks. Women leaders bring empathy, mentorship, and inclusivity into the spotlight.

Veterans continue to guide the next generation with their deep understanding of operations and relationships. Their passion and dedication drive change every day, inspiring teams and setting new standards for the industry.

Together, this new wave is making the industry more innovative, resilient, and client-focused. The future lies in synergy: young minds, women leaders, and experienced professionals driving growth, innovation, and excellence hand in hand.