



Get ready for the Ride of a Lifetime

(Capt. Pawanexh Kohli – Principal Advisor)

The previous year has not brought about any major change, did not present any true catalyst in the business environment. That was expected, given the global uncertainty and India's own unsure footing or its perception thereof. Yet, I strongly believe that 2012 did serve a powerful purpose in assuaging India's professional outlook. Contrary to unspoken qualms, there was no real negative trend; while the growth was not per heightened expectations; neither did any large piece of the sky fall.

Despite a slowdown, India continued to attract hope and instead of biding a storm, many have just gotten on with the business of riding it. Most professionals in India have been brave and assertive in their planning; the disquiet over news and trends was overridden with a doggedness of purpose. The earlier tiresome abeyance by professionals towards inept directives or non-synergistic strategies was at the minimum and open dissent in the business world surfaced. This was the year of the maturing and the growing up of India, seen not only in the business sphere but also in our social landscape.

This previous year brought realignment in business plans and introspection to rigid strategies. The lack of any catalytic event allowed space for logic and optimisation in operations. Instead of growth being the prime motivating factor, capacity utilisation and sustainability was the core focus.

I saw 2012 as the year when rationalisation of agendas and ratification of plans happened. It was a year when those who quietly got on with their genuine purpose of their trade have found fresh muscle and powerful motivation to surge ahead. In the coming year, whether reform to regulatory bottlenecks or ground level manifestation to the FDI story happens, it is clear that the nation's infrastructure development and stimulation to manufacturing activities have to continue. It is also clear that for any real positive impact to our GDP will happen with a stronger Logistics Service sector. I would expect the coming XIIth Plan to allocate appropriate focus on strengthening the country's supply chain.

“Forethought in vision and speed in strategic implementation are the differentiators in the modern world; Impatience is almost a Virtue!”

The logistics sector saw some fresh fund infusion and a rise in concerted partnerships last year. I would prognose that there would be greater financial and operational collaboration in this sector in coming years. I had earlier also said “forethought in vision and speed in strategic implementation are the differentiators in the modern world and impatience is almost a virtue! The quick changing business landscape will bring about a sifting in agendas and perceptions.”

2012 has borne evidence to this fact and 2013 will sharpen the edge of those demonstrating dynamic strategies & ready to ride upstart visions. The coming year will show us the beginning of new brands, leaders who will be ready to reap benefits in the coming decade. No longer will you see good businesses biding for a trend to travel with, this coming year will show us the start of trendsetters. Those in the food supply chain sector and those with extended domestic reach will find opportunity knocking at their doorsteps every year henceforth.

This commentary was published in Logistics Times, January 2012 magazine edition.

The author is Chief Advisor to the National Centre for Cold-chain Development and empanelled as councillor and external expert advisor with CII. Capt Kohli has 3 decades of experience in the logistics and supply chain industry and founder of CrossTree techno-visors a professional mentoring & knowledge dissemination platform.

