



Awareness sessions for Women and Youth on Logistics Sector

Background of the Programme

WE-LEAD (Women Empowerment through Livelihoods, Entrepreneurship, Access and Digitalisation) programme is designed in collaboration between Development Alternatives and DB Schenker to transform the lives of women and youth in order to build sustainable communities around the warehouses of DB Schenker at Badli and Jamalpur in Haryana.

WE-LEAD programme was conceptualised to bring a deep impact by bringing effective change for people at different age groups, and by introducing pathway to new economic opportunities for people through digital economy, green economy, and entrepreneurship.

DB Schenker is one of the world's leading global logistics providers, which constitutes 'Logistics', which is a substantial part of the programme.

Why "Awareness Sessions" in WE-LEAD?

Logistics is a niche sector and the knowledge base of the community for Logistics is limited in urban and rural region as well. Logistics by basic knowledge is transport and e-commerce for many people. We came across notions where logistics is being reduced to just delivery of goods. Therefore, it is pertinent to involve experts to communicate effectively about the Logistics with the communities wherein we would strike a dialogue on national and international trade.

The foundation of any programme constitutes- Awareness and Mobilisation, whereas, Effective Communication plays the role of information multiplier, which is essential for successful and impactful implementation of the programme.

To attain this, we collaborated with “MyLogistics Gurukul”, an academy that conducts training sessions and develop modules for the logistics sector. We collaborated to conduct widespread awareness sessions in the community, schools and colleges from the month of September to December. These awareness sessions will be clubbed by an exposure visit to the warehouses which would make it easier for the community members to get trained in logistics courses and subsequently work.

Till now, we have organised 6 awareness sessions with women between the age group of 25–45 years and youth between the age group of 21–25. All the sessions have been conducted successfully and received immense appreciation.

The session was designed differently for women and youth members. The difference lied in the kinds of opportunities and growth trajectories that exists for various job roles for both personas. The opportunities had to be pitched differently as Youth was more inclined towards digital opportunities within this sector.

The Awareness Session

The awareness session began with an ice-breaking activity where participants were asked to share the names of countries from across the world. The participants showed worthwhile interest and shared the names of countries around the world, ranging from Malaysia to New Zealand. This exercise was done to elucidate how trade happens and countries exchange goods between them. It also helped trainers to gauge the current level of information and content that should essentially be part of training to cover the gap between existing and expected skills.

In the next step of the session, participants were asked about terms like transportation, export and import. The objectives of this step of the session was to provide them with the gradual understanding of Logistics, and the kind of job opportunities, currently available. Methodology used by trainers depended heavily on questions, examples and case studies to ensure engagement and evoke baseline curiosity for this sector

The participants responded promptly to all the questions during the session. In the last leg of the session the trainer discussed the basic concept of Logistics with the participants, by using a local example to explain the concept

After successfully conducting all the sessions, it was observed that the women and youth members from communities are willing to work in the logistics sector, as the whole canvas of the sector provides them multiple sources to become economically independent.

However, women were vocal on the need of family counselling and arrangement of suitable mode of transport from their village to place of work every day.

Youth also have been vocal on the monthly pay-out and sustainability of jobs at the warehouses. They were particularly looking forward to exposure visits to the warehouses to understand job roles described in the awareness sessions.

The awareness session also focussed on identifying the interested community members to train and connect to livelihood in Logistics. The session definitely piqued the interest of the community in Logistics as a sector, and the community began to understand the connection of warehouses with Logistics which was earlier not known.