

# HR challenges faced by small to medium sized logistics service providers

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**JBS Group of Companies.** Estd. 1957.

All International Freight Forwarding and Logistics Solutions under one Roof.



# Introduction

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- Responsible for 52 year old Family Business in International Freight Forwarding having offices in 5 cities and 140 professionals in team.
- Group awarded “Best People Development” Award – in Gujarat in Logistics segment by The Economic Times.



# Sequence

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- Understanding Industry Segment.
- View from outside.
- View from inside.
- Reality check.
- Management deliverables.
- Staff expectations.
- Management possibilities.
- What JBS does.



# Industry segment

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- Varied
- From very small to very large corporations
- Various work cultures
- Varied activities
- No proper definition
- No data available.



# View from the outside

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- Most households / families have not heard of Logistics – they don't know what we do & we are not aggressive enough to tell them.
- Not glamorous enough for the new lot.
- Not recommended.
- Conceived to be low pay; low job ;
- Meant for losers and those not educated enough.



# View from inside....1

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- ❑ Too much pressure put by supervisors who do not understand ground working.
- ❑ Continuously dealing with low grade working community – labor; drivers etc.
- ❑ No fixed schedules.
- ❑ Colleagues in same company work in better work environment.
- ❑ Threatened always by all and sundry of financial losses and fictitious claims.



# View from inside....2

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- Stressed always.
- Overburdened always.
- Holidays affected.
- No time for family.
- 100% responsibility but 0 control on execution.



# Reality check....1

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- Long work hours.
- Roles ; responsibilities not defined.
- Authority not stated.
- Works a distance away from city centre.
- Work dependent on numerous factors and agencies over which there is no control.
- Support systems like social activity in break time difficult.



# Reality check....2

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- Due to location repair / maintenance takes time which increases pressure of execution.
- Don't know who they work for.
- Do not know their place in entire chain.
- No initiative to remain well groomed.



# Requirements....from Management

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- Sensitivity.
- Trust.
- Common goal.



# Requirements....of Staff

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- Financial requirements.
- Respect.
- Growth.
- Sense of belonging.



# Possibilities....by Management.

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- Financial requirements.
- Respect.
- Growth.
- Sense of belonging.



# What we do at JBS....1

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- We do not have staff but “colleagues” who are “professionals”.
- Each is given a designation; ID code etc.



# What we do at JBS....2

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- Structured office.
- Induction process.
- Greeting & prayer.
- Thought of the day & annual book.
- Travel to different cities / countries.
- Growth options.
- Training.
- ISO & Credit certification.
- Branding.
- Office Tie / saree / T-shirt / Pad etc.



# What we do at JBS....3

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- Family programmes.
- Annual gift.
- Books for family members.
- Tickets to shows etc.
- 2<sup>nd</sup> Saturday Lunch.
- Declared protocol for Owner & Senior Management interaction at family functions.
- Combination of Family values with a corporate culture.



# What we do at JBS....4

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- Sample of Induction presentation.



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# □ Interactions ??????



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□ Thank you.

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