

# 'Govt should create incubation centres & promote startups'

Technology integration is crucial, but it comes at a cost, which is nascent in India. We see this change coming and are ready to invest for long-term association. By adopting green logistics we are contributing to reducing CO<sub>2</sub> footprint, says **Pratap Hazra, Director, Beyond Sqfeet Supply Chain Solutions.**



## What are the key megatrends in the Indian warehousing and logistics sector?

There has been a boom in Grade A infrastructure and organised players have entered and are setting up facilities across India. Other than warehouses, with Special Economic Zone (SEZ) Rules, there has been a gradual rise in Free Trade Zones, which are global hubs to boost trade and commerce. e-commerce boom with the phygital syndrome driving last-mile delivery and fulfilment centre, dark stores for q-commerce and hyperlocal deliveries, consolidation centre, and extended shopping experience is the next level drive. Technology interventions have improved proce-

a Net-zero carbon footprint. Several startups are leveraging digital platforms, real-time data availability, and transparent value chains to drive efficiency and lower costs in the logistics industry.

## What benefits do you see from initiatives such as NLP and PMGS?

The boost to multimodal connectivity under PM Gati Shakti will provide integrated and seamless connectivity for movement of goods from one mode of transport to another. It will facilitate last-mile connectivity of infrastructure and reduce the travel time. PM Gati Shakti will incorporate infrastructure schemes such as Bharatmala, Sagarmala, and inland waterways, among others. Economic zones, pharmaceutical clusters, defence corridors, electronic parks, in-

mised but also exports will increase significantly.

## How can the govt create a conducive environment for automation technology implementation?

Adoption of advanced technology for real-time tracking and monitoring goods in transit helps in visibility and enhanced decision-making for a seamless supply chain. Artificial Intelligence and Machine Learning for predictive analysis, demand planning, and WMS will help in operational efficiencies. The government should come up with incentives and schemes, create incubation centres and promote startups for disruptive thinking. There must be more institutes and SDCs giving related education pertain to logistics and supply chain.



**Pratap Hazra**  
Director, Beyond Sqfeet Supply Chain Solutions

**“Boost to multimodal linkage under PMGS will not only facilitate last-mile connectivity but also reduce travel time.”**

## What investments have you made in warehouse automation and infrastructure in the past year?

We are investing in Grade A infrastructure in Gurugram, Ghaziabad Kolkata, Mumbai, Ahmedabad, and Hyderabad and other locations such as Punjab, Bengaluru, Chennai, and tier II cities as well. There has been a gap between demand-supply of Grade A compliant facilities in many regions. We are trying to place the warehouses closer to the cities to help in reducing emissions in distribution.

We have various storage automation solutions, which could be as simple as using a telescopic boom for loading and un-loading for high

throughput cargo, using heavy duty racks for vertical Storages, having mezzanine floors and Multi-Tier Shelving for B2C, put away and retrieval solutions, conveyors, automated storage and retrieval systems and implementing Pick-to-Light and Put-to-Light Systems.

Automation is reducing human errors and minimising labour workforce, boosting inventory control and enhancing material handling coordination with workplace safety. Automation comes at a cost, which is still nascent in the country. But we will invest for long-term relations with our clients as we believe in growing with them. For some, we have done a backward integration to their OMS and manage their ERP for order processing. 🚀



dural efficiencies, and there is a paradigm shift in warehousing demand towards tier II and III cities driven by 3PL and e-commerce players. Sustainability pushes us to adopt green logistics initiatives, creating opportunities for renewable energies and contributing to India's target of achieving

dustrial corridors and the like aim to improve connectivity and make Indian businesses competitive. The National Logistics Policy aims to boost economic growth, provide job opportunities, and make Indian products competitive in the global market. Not only will logistical problems be mini-