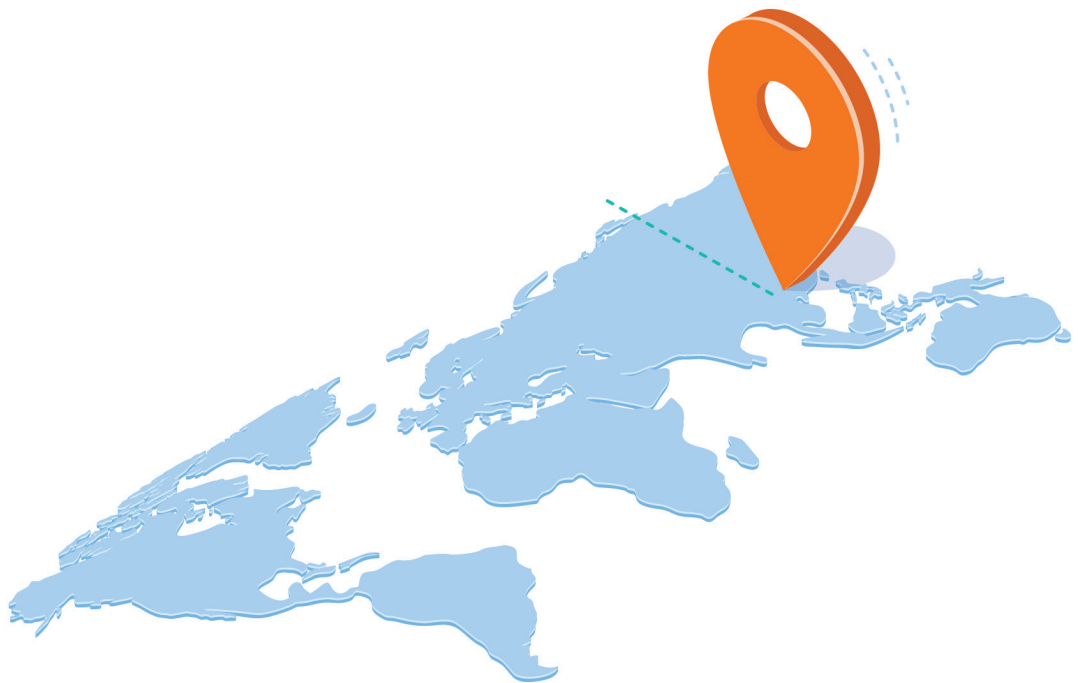




## Myth 2- It ensures 100% visibility

"This is an excerpt of the publication based on the conversations between CEO – Jagmeet Singh and Telematics Wire."



## Executive Summary:-

***The epidemic has accelerated digitalization in Indian logistics. Information about oxygen, medicine, vaccination tracking, involving air, rail, and road established that digital maturity was not just a hype but a new disruption to embrace. However, acceleration has also given rise to some myths and misconceptions. Challenging and debunking myths is a need of time and give digital its rightful place in Indian Logistics.***



## **Myth 2 – Digital will give 100% visibility into material status and condition all the time!**

### **Impact Focus – Material**

**Advice – Any claim to deliver 100% visibility of material status and condition has to be substantiated with proof!**

Consider this – as per the theft report published in 2020<sup>[1]</sup>, India accounted for 64% of the cargo theft among all Asian cargo.



### **Top listed commodities stolen were: –**

Food & Beverages

Alcohol + Tobacco

Electronics

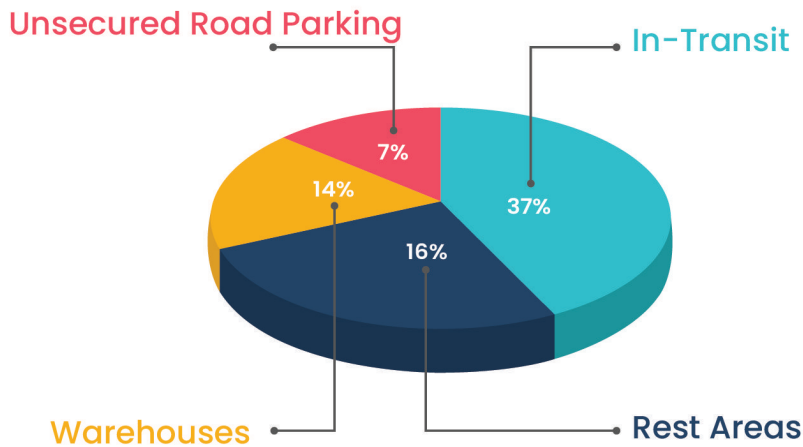
Construction  
Materials

Consumer  
Products

Automotives



Further, material transported by road remained the top category of theft showing an increase to 37 percent in 2019 from 29 percent in 2018. Report categorized location of thefts as: –



And so on.

Adding the data of damaged goods will extrapolate the whole situation to the next level. This raises some questions like –

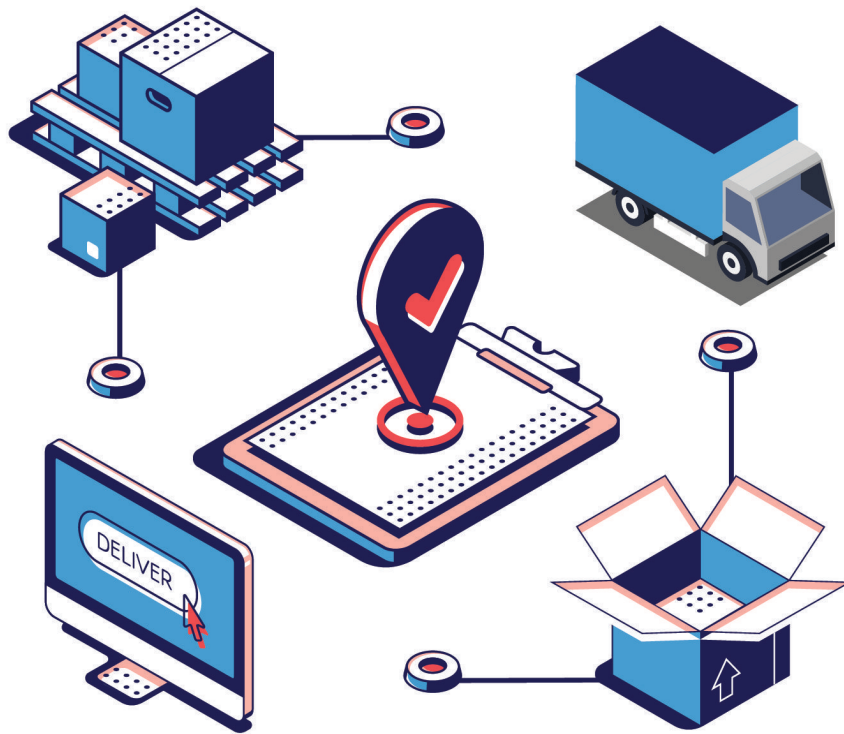
***Are digital methodologies & tools sufficient to provide visibility into material status & condition?***

***Do we need re-look at the stakeholder's relationship responsible for capturing & managing the material status?***

The answers to these questions are not simple. There are multiple layers of dependencies and relationships of stakeholders involved to make things work on the ground.

Leveraging digital technology could establish some checks and balances by invoking timely notifications for key parameters like route deviation, long halts, etc., alerting ground teams in case of accidents, mobilizing support and emergency services, and much more. Implementation of monitoring rules can be enabled via digital platforms to achieve near-real-time actions to mitigate unforeseen scenarios.





## Case in Point

A recent story [2] of a leading business establishment in collaboration with a popular e-commerce company was in shock after they realized that they had lost 4,262 boxes valued at 1.35 crores in mere three months. This was despite all standard operating procedures in place. On investigation, it turned out that

## In Summary

One must accept that once the shipment is out, it is going to be marred by unpredictable scenarios. No two days and scenarios would be the same and the onus is on the stakeholders how they bring agility into monitoring leveraging

## Footnotes:-

1- ITLN, **Cargo Theft Report**,

<https://www.itln.in/india-accounts-for-64-of-asias-cargo-theft-in-2019-bstt-club-report-logistics>

2- **Times Of India**,

<https://timesofindia.indiatimes.com/city/hyderabad/ctc-shocker-1-35-crore-gadgets-stolen-in-3-mths/articleshow/89066640.cms>

## About Axestrack

Axestrack envisions, develops, and deploys end-to-end digital logistics solutions to revolutionise the transportation and logistics industry. We are embarking on a unified and increasingly connected logistics ecosystem, by infusing Artificial Intelligence, the Internet of Things, Machine Learning, and other breakthrough technologies to unlock the exponential value of the supply chain. Our technology is creating the next-generation business models that fuel logistics power and agility with a synchronised transport network.



**1,30000+**  
Commercial  
Vehicles



**100+**  
Cities



**250+**  
Partners



**6**  
Top Industry  
Awards



**20+**  
Industry  
Sectors

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