

Enhancing the Power of Women in Logistics and Transport



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The Global Competitiveness Report 2014-2015 of World Economic Forum (WEF) reveals that the discrimination according to gender is, inter alia, a typical example of social exclusion that have a considerable negative impact on the competitiveness of a nation. The report also suggests that the international community has made noteworthy progress in defining inclusive growth. However, agreeing on a comprehensive and more actionable framework remains an ongoing challenge. According to WEF, promoting gender parity is one of key areas of this initial framework which will be used as a point of departure for a series of policy dialogues among policymakers, business leaders, and other opinion shapers.

Some time back the transport and logistics industry (particularly the shipping) in Sri Lanka were perceived as an industry that generates employment opportunities exclusively for males rather than females. Of course, one cannot totally deny the fact that certain social and cultural factors in the country do not act in favour of women to engage in certain operational activities related to transport and logistics industry. However, this phobia has gradually eased as the transport and logistics industry