

Organised by



In association with



9 & 10 OCTOBER, 2018
LE MÉRIDIEN, DHAKA



WHY WE NEED MORE WOMEN IN MARITIME AND LOGISTICS: A BUSINESS CASE

SPECIAL SESSION HOSTED BY
OCTOBER 10, 2018

HALL NAME: RANGAMATI

TIMING: 11:30hrs ONWARDS

(This session is in concurrence with Second South Asia Maritime and Logistics Forum)



WOMEN POWER IN MARITIME & LOGISTICS:

THE NEED OF THE HOUR

Historically speaking, maritime and logistics have always been male dominated sectors. Social perceptions even today indicate that maritime jobs require skills more associated with men, than women. But then, they are only perceptions. Both, the families and the society have not been encouraging enough for women to choose maritime and logistics as viable career options. Absence of awareness, relevant educators and organizations further contributed to the lack of motivation for women.

But things are changing now. Globally, there has been a significant evolution in the way the word "working women" is being perceived. The multi-faceted traits of the woman are being welcomed and applauded with enough open mindedness.

The time is now!

Recent researches indicate women to be as ambitious and career-oriented as men. They wish to be billed on par with their male counterparts in every aspect of the game. So, employing women could also narrow the skills gap.

With the world adopting a more gender-diverse workforce, and the industry itself shedding some

of its archaic gender prejudices, the time is just right for women to choose maritime and logistics as their career options.

Within the industry, the message of gender balance should be promoted more as the existing workforce should not feel threatened or uncertain about their jobs. It should be loud and clear that a balanced workforce is a more productive workforce.

A strong case for industry progress

Theoretically speaking, women constitute 50% of the entire human population. So, by not employing women, maritime and logistics sectors are losing 50% of talent, 50% of new ideas, 50% of potential progress, and probably a significant amount of profit too. This is a good enough reason to form a strong business case for the industry.

So, why wait? Let's together create opportunities for a more diverse, inclusive and stronger maritime community.

Please join us at the special session where expert speakers talk about the challenges and provides insights about women in maritime and logistics industry.

Participation in WISTA Session is complementary

FOR PARTICIPATION AND
SPONSORSHIP
PLEASE CONTACT

Sanjam Sahi Gupta (Ms)

Past President - WISTA India
Board Member - WISTA International
Director - Sitar Shipping Ltd

+91-22-6635 5471 (direct)
+91-98201 86740

sanjam@sitarashipping.co.in