

LOGISTICS SECTOR IN ODISHA



By
Sajid Ali & Hanumat N.S

Disclaimer: This report is based on the data collected by Tech Mahindra Foundation from secondary literature. The data has subsequently been reviewed by the research team at Tech Mahindra Foundation. All recommendations made in this report are presented in good faith and are based on the information available to the research team at the time. It is believed that the information in this report is true, and every attempt has been made to ensure the reliability and validity of the data. However, no representation or warranty is given, whether expressed or implied, as to its accuracy or correctness.

Research Team: Sajid Ali, Hanumat N.S

Design: Kunal Ghosh

Copyright: © TMF 2023

Material and information from this publication can only be used with prior permission from the organization and the writers or with acknowledgment to the writers.

TABLE OF CONTENTS

Odisha: An Overview	1
Growth of Industry in Odisha	2
Logistics Sector in the state of Odisha	2
Warehousing in Odisha	7
Why Odisha is a Logistics Hub	10
Odisha Logistics Policy	11
Developing Logistics Infrastructure in Odisha	13
Skill Development in Logistics Sector	15
Skill Gap: District of Ganjam, Jagatsinghpur	15
Conclusion	21
References	22

Odisha: An Overview¹

Odisha, situated in the eastern part of India along the Bay of Bengal, offers a diverse topography characterized by a lengthy coastline, fertile plains, rolling hills, plateaus, and dense forests. Along its western border, stretches the Eastern Ghats Mountain range, and the state is renowned for its network of rivers, including the Mahanadi, Brahmani, and Baitarani. Positioned in the east, Odisha has a 480-kilometer coastline, facilitating strategic transport access.



Figure 1: Odisha Location Map

With a population of approximately 41 million as of the 2021 census, Odisha ranks as the 11th most populous state in India. This populous state is known for its rich cultural diversity, encompassing various ethnic groups and languages. While Odia (Oriya) serves as the official language, many residents also converse in Hindi and English.

The capital city of Odisha, Bhubaneswar, situated in the southeastern part of the state, displays a relatively flat topography with the Bay of Bengal coast located about 30 kilometers (19 miles) to the east. In 2021, Bhubaneswar recorded a population of approximately 1.8 million people, solidifying its status as one of India's rapidly growing cities. The city prides itself on its diverse population, attracting residents from various corners of India and different cultural backgrounds. Bhubaneswar is also renowned for its educational institutions, a thriving IT and software services industry, and a flourishing healthcare sector.

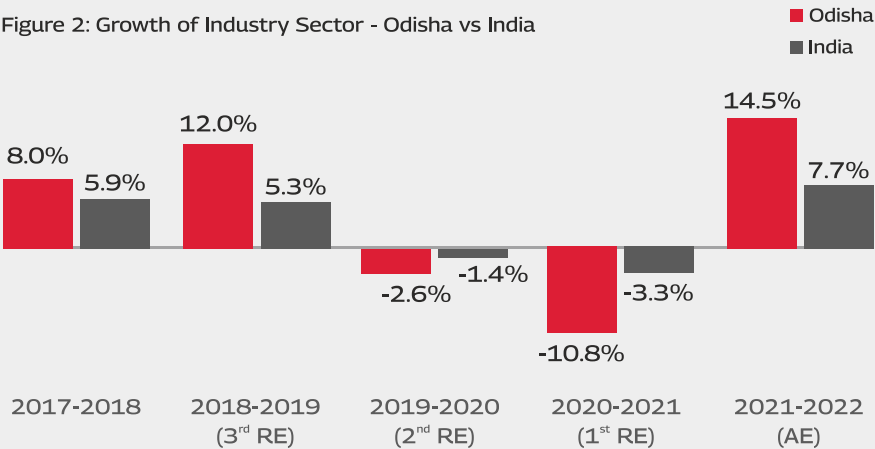
One of Odisha's standout features is its abundant mineral wealth. The region is rich in high-quality bauxite, manganese ore, chromite, iron ore, and other premium mineral resources. This wealth of minerals presents vast opportunities for industries such as cement, steel, aluminum, ferroalloys, refractories, and thermal power, among other materials and energy sources. Odisha is currently transitioning towards a 'More-Ore' approach, emphasizing mechanized mining and establishing new mining zones to harness these valuable resources.

The state's rich mineral resources are a significant draw for industries. Odisha's power surplus status enhances its attractiveness to investors. To support this industrial growth, the state has enhanced its transmission infrastructure to ensure a reliable and quality power supply. Several major industrial hubs and zones have been established, contributing significantly to the growth of the state's industrial landscape.

¹Source: <https://www.mapsofindia.com/maps/orissa/orissalocation.htm> (Accessed on 25 September 2023)

Growth of Industry in Odisha^{1,9}

The industrial sector in Odisha is projected to experience substantial growth of 14.5% according to the advance estimate for 2021-22 (Figure 2). This impressive expansion can be attributed to the exceptional performance of the manufacturing and mining sectors. Due to the COVID-19 pandemic, the industry sector in the state experienced severe setbacks, with a decline of 2.8% in 2019-20 and a substantial 10.8% contraction in 2020-21.



Source: DES Odisha and MOSPL India

Given that this sector employs 26.9% of the total workforce in the state, a swift recovery is imperative for the comprehensive development of the region. In the long term, Odisha has exhibited a successful trajectory of industrial growth, evident in its decade-long performance. From 2011-12 to 2021-22, Odisha's industrial sector grew at an average rate of 6.35%, outpacing the national average of 4.6%.

Logistics Sector in the state of Odisha²

Odisha, strategically located on the eastern coast of India, boasts a remarkable 480-kilometer coastline. This geographical advantage has positioned it as an expanding logistics hub. The state offers a diversified transportation infrastructure, comprising railways, roadways, waterways, and even a slurry pipeline system designed to alleviate the burdens on rail and road transportation.

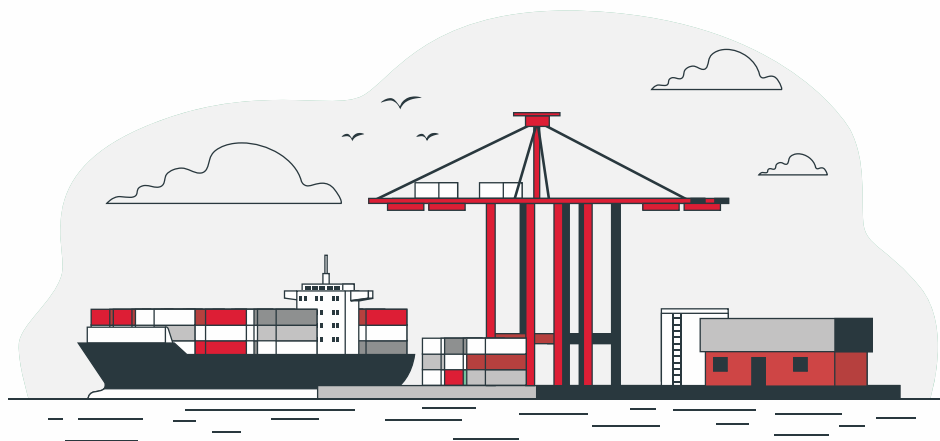
Waterways:

The state's coastline is home to major ports, with Paradip being a prominent example. Additionally, there are plans for the development of non-major ports. Odisha aspires to become a maritime trade hub, integrating the 'Blue Economy' concept into its strategy. Government support for commercial ports further reinforces this ambition.

In Odisha, Bhubaneswar, there are two significant ports: Paradeep Port, categorized as a major port, and Gopalpur Port, classified as a minor port. Paradeep Port, managed by Paradeep Port Trust, has an impressive capacity of 79 million tonnes and handles key cargoes such as coal, gasoline, and diesel. It boasts 20 berths with a draft of 13 meters (43 ft.).

Conversely, Gopalpur Port is a privately-owned port in India, operated under a Public-Private Partnership (PPP) model by Odisha Stevedores Limited. It has a capacity of 1 million tonnes per annum (MTPA) and handles a variety of cargoes, including urea, anthracite coal, industrial salt, calcined petroleum, and coke. The port currently has three berths with a draft of 12 meters. The terminal operations at Paradeep Port are managed by IOCL, ESSAR, IFFCO, and PPL, with IOCL having a capacity of 37 million tonnes, ESSAR at 6.55 million tonnes, IFFCO at 4.03 million tonnes, and PPL at 3.47 million tonnes. These terminals handle various cargo types, like diesel, petrol, oil, dry bulk goods, crude oil, containers, and oil-based products.

At Gopalpur Port, Terminal Operator (1) handles 5 MTPA, while Terminal Operators (2) and (3) information is not available. The cargo mix at Gopalpur Port comprises coal, urea, industrial salt, calcined petroleum, and coke.



In the context of the workforce, Paradeep Port data is not provided, while Gopalpur Port employs 350 individuals. High-demand job roles at Paradeep Port include technicians (e.g., fitter, welder, and electrician), pump operators, cleaners, carpenters, mechanics, loco drivers, and BMH operators, among others. At Gopalpur Port, job roles in demand encompass forklift operators, reach stacker operators, crane mechanics, painters, blasters, marine engine fitters, and vessel navigators. Both ports play essential roles in facilitating trade and cargo movement in the region, with Gopalpur Port, as a privately-owned entity, aiming to serve the resource-abundant regions of Jharkhand, Chhattisgarh, and Odisha through its ongoing expansion and development plans.⁴

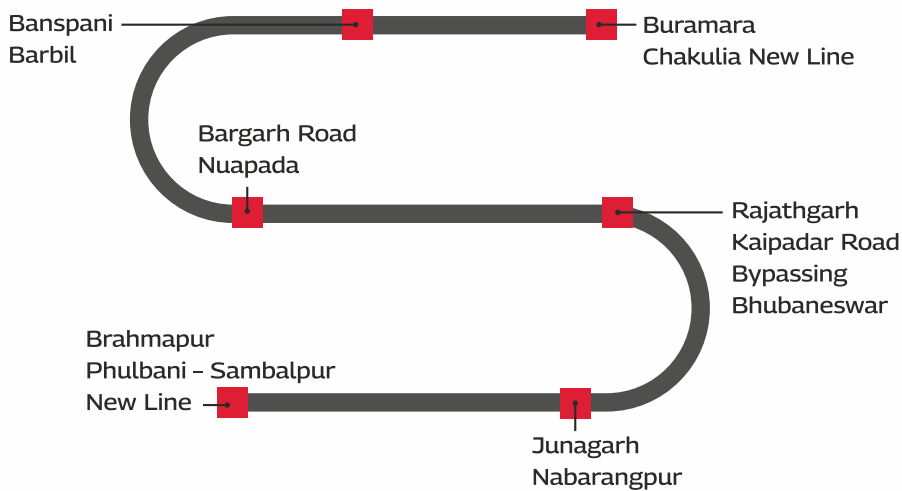
Roadways:

The state has robust road connectivity facilitated by an extensive network of national and state highways. The Biju Expressway, also known as the Biju Economic Corridor, is a significant component of this road network. Furthermore, there are plans in place for the extension of the Odisha Economic Corridor, which will further improve connectivity, facilitating trade and commerce. Apart from the above, “The Bharatmala Pariyojana”^{1,10}, encompassing various highway projects in Odisha, offers significant logistics benefits. These projects, such as the Bhubaneswar – Chandikhol, Cuttack-Angul-Sambalpur, and Baharagora – Sambalpur highways, enhance connectivity, reduce transit times, and lower transportation costs for both goods and passengers. The Bhubaneswar-Puri route, for instance, facilitates smoother access to the renowned pilgrimage destination. Additionally, the Coastal Highway under Bharatmala improves connectivity along the coast, promoting trade and tourism. These projects stimulate economic growth and regional development, making Odisha a key logistics hub and strengthening its position in the national transportation network.

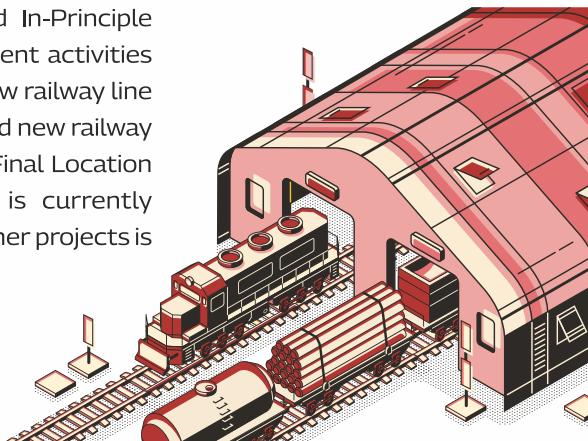


Railways:

Odisha's rail network is extensive, covering 5,783 kilometres and connecting major cities to their national counterparts. Ongoing efforts are focused on improving connectivity between mining areas and ports to streamline the transportation of minerals and other goods. The Government of Odisha has recognized several projects as pivotal for advancing the state's railway infrastructure, with a focus on fostering industrial growth and establishing vital connections between key commercial and cultural centres. In some instances, the Railway has conducted Preliminary Engineering and Traffic (PET) surveys for these projects, although they await formal approval. In the initial phase, the Odisha Rail Infrastructure Development Limited (ORIDL) has pinpointed the following projects for comprehensive Traffic Studies and Financial Appraisal.



Following the completion of Traffic Studies, the Ministry of Railways has granted In-Principle approval for initiating pre-investment activities for the Brahmapur - Sambalpur new railway line and the Rajathgarh - Kaipadar Road new railway line bypassing Bhubaneswar. The Final Location Survey for these two projects is currently underway, while the progress of other projects is at various stages of evaluation.^{1,11}



Airways:

In terms of air transport, Odisha boasts operational airports, alongside improving non-operational airstrips and helipads. Noteworthy airports include Biju Patnaik International Airport, Jharsuguda Airport, and Jeypore Airport, contributing to regional accessibility. Odisha is actively engaged in bolstering its air cargo infrastructure to enhance logistics and trade capabilities. The state is in the process of expanding and modernizing its airports, with a particular focus on Biju Patnaik International Airport to accommodate cargo operations. Improving air connectivity and connecting various regions to major cargo hubs is a central aspect of the state's economic development strategy. Special Economic Zones (SEZs) established near airports play a pivotal role in encouraging manufacturing and exports, often featuring dedicated air cargo facilities. Efforts are underway to streamline customs and regulatory processes to facilitate efficient air cargo operations. Odisha places significant emphasis on promoting the export of perishable goods, with air cargo serving as a key means of ensuring timely and efficient transportation. Additionally, logistics parks located near airports offer warehousing and distribution facilities, aiding in cargo management. The state actively seeks public-private partnerships to invest in and enhance its air cargo facilities.^{1,12}



Warehousing in Odisha¹⁴

According to the Indian Warehousing Report by Knight Frank, the warehousing market landscape in Bhubaneswar for FY 2022 witnessed substantial leasing activities, covering an expansive area of 0.8 million square feet (equivalent to 0.08 million square meters). The Pitapalli cluster emerged as the prime hub for warehousing leases, with a significant 71% of the leased space being occupied by Third-Party Logistics (3PL) tenants.

Bhubaneswar, as the capital of Odisha, plays a pivotal role in the trade and commerce of Eastern India. Its strategic location, in proximity to clusters of steel and aluminium plants in Odisha, has spurred the growth of ancillary industries across the state. Additionally, the city serves as an active Tier II warehousing market, benefiting from its strategic location near ports and major national highways, ensuring seamless connectivity with nearby towns, including Cuttack. The presence of significant industrial centers and efficient handling of cargo and containers at Dhamra and Paradip ports have contributed to the growth of organized warehousing in the region.

Bhubaneswar has several warehousing facilities located in key areas such as the road connecting Bhubaneswar and Cuttack (NH-16), Tangi, Pitapalli, and Chandaka. In recent years, there has been a gradual increase in demand for warehousing, primarily driven by local developers and further catalyzed by the establishment of industrial and logistics parks in the vicinity of the city. The Department of Industries has created industrial zones such as Rasulgarh, Mancheswar, Chandaka, Khordha, and Bhagabanpur, which have seen the growth of organized warehousing clusters. During the fiscal year 2022, the Pitapalli-Chandaka bypass, which is a part of the Pitapalli cluster connecting Bhubaneswar and Cuttack, has become the preferred choice for warehousing occupiers. Pitapalli, located approximately 22 kilometers from Bhubaneswar, strategically caters to the city's storage requirements.

The warehousing market in Bhubaneswar is still in the early stages of development. However, organized warehousing activity is on the rise, expected to strengthen the city's warehousing infrastructure and attract more occupiers. The primary drivers of warehousing space in the city are e-commerce, Third-Party Logistics (3PL), Fast-Moving Consumer Goods (FMCG), and Fast-Moving Consumer Durables (FMCD). Recently, well-known companies like Flipkart, BigBasket, Delivery, Godrej, and Dabur have rented warehouse spaces in Bhubaneswar. In FY 2022, there was a significant increase in demand for warehousing space. 3PL tenants secured a substantial 71% of the leased space, followed by e-commerce companies claiming a 24% share.

Among the different clusters, the Pitapalli cluster led with 65% of the total leased space, while the Bhubaneswar-Cuttack Road cluster contributed 22%. Lease transactions were equally divided between standalone warehouses and industrial/logistics parks like Khurda Industrial Park, Chhatabar Industrial Estate, TVS Logistics Park, and others. Warehouses serve as the backbone of the logistics and supply chain network, facilitating seamless trade and bolstering the economic landscape of Odisha. This report delves into the strategic locations of warehouses in various zones across the state, shedding light on their significance in supporting the economic activities in Odisha.^{1,13}

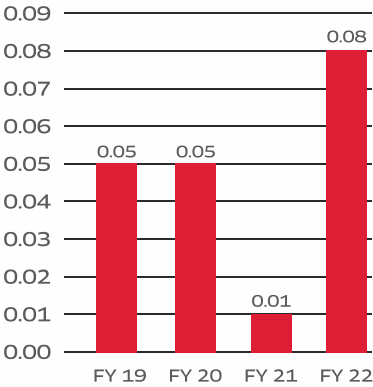
ZONE	CITIES
Balasore Zone	Balasore, Bhadrak, Chandabali, Mayurbhanj, Baripada, Karanjia ,Rairangpur, Udala
Berhampur Zone	Gajapati, Parlakhemundi, Sakhigopal, Ganjam, Jagannathpur, Phulbani, Khordha, Bhubaneswar, Jatni, Nayagarh, Puri, Nimapara
Bhawanipatna Zone	Kalahandi, BhawaniPatna-I, Bhawanipatna-II, Dharmagarh, Jaipatna, Junagarh, Kesinga
Cuttack Zone	Angul, Boinda, Talcher, Cuttack, Banki, Jagatpur - I, Jagatpur-I, Jagatsinghpur, Jagatsinghpur-I, Jagatsinghpur-II, Jajpur, Dhanmandal, Kendrap

Classification of warehousing locations into major clusters

Name	Type
NH 1B/Bhubaneshwar-Cuttack Highway	Road-NH
NH 316/Bhubaneshwar-Puri	Road-NH

Source: Knight Frank Research

Warehousing market transaction volume



Source: Knight Frank Research









TOP TRANSACTIONS DURING FY 2022		
Occupier	Occupier Industry	Warehouse Cluster
Aswika Warehousing	3PL	Pitapalli
Flipkart	E-commerce	Pitapalli
Delivery	3PL	Bhubaneswar-Cuttack Road National-16)
TVS Logistics	3PL	Pitapalli
Asian Paints	Manufacturing	Pitapalli

Source: Knight Frank Research

In the upcoming years, the growth of e-commerce and increasing demand for last-mile delivery services in the Eastern and North-Eastern states of India are expected to boost the need for warehouses in Bhubaneswar.



Why Odisha is a Logistics Hub

Why Odisha is a Logistics Hub	Overview
 Odisha's Location and Coastline	The eastern part of the nation with a 480 km coastline. Diverse transportation modes: railways, roadways, waterways, and a slurry pipeline to ease rail and road load.
 Mineral Wealth	Abundant minerals including high-grade Iron ore, Bauxite, Chromite, Manganese ore, and more. Opportunities for mineral-based industries like Steel, Ferro-alloys, Cement, Alumina/Aluminium Refractories, and Thermal Power. Transitioning to a 'More-Ore' approach with mechanized mining and new zones.
 Road Connectivity	Robust connections through an extensive network of national and state highways. Biju Expressway as Biju Economic Corridor. Plans for Odisha Economic Corridor extension.
 Rail Connectivity	Rail network of 5,783 KM, covering the state. Major cities connected to national cities. Efforts to improve connectivity between mining areas and ports.
 Port Sector	Extensive 480 km coastline with major port Paradip and developing non-major ports. Aspiring to be a maritime trade hub with 'Blue Economy' integration. Government support for commercial ports.
 Air Connectivity	Functional and non-operational airports, airstrips, and helipads. Biju Patnaik International Airport, Jharsuguda Airport, and Jeypore Airport.
 Pipeline Infrastructure	Slurry pipelines as an alternative ore transportation mode, reducing reliance on road and rail.
 Industrial Logistics & Energy Infrastructure	Rich mineral resources attract industries. Power surplus status enhances investment. Enhanced transmission infrastructure for quality power supply. Major industrial hubs/zones.

Odisha Logistics Policy¹

The policy vision for Odisha revolves around creating an integrated logistics ecosystem that enhances competitiveness, operational efficiency, and sustainability. This vision is grounded in innovation, effective governance, transparency, quality, and disruptive technologies, collectively aiming to strengthen the state's standing as a preferred hub for trade and commerce. The mission adopts a multifaceted strategy, encompassing the creation of an effective and competitive logistics ecosystem to bolster industrial development, encouraging private participation in logistics facility development, and optimizing efficiency through multi-modal transportation. The mission also emphasizes the importance of a skilled workforce, achieved through continuous learning and technology-driven operational and cost efficiencies. Furthermore, it seeks to foster the growth of startups and MSMEs for holistic development.

The policy objectives are comprehensive and include mapping logistics facilities for development, utilizing digital mapping in alignment with the PM Gati Shakti Master Plan aims to draw private investments and improve transparency. Another objective is to maximize the utilization of existing facilities by engaging private developers and state agencies while continuously evaluating performance parameters. Systematic development of logistics facilities across the state, capitalizing on its coastline advantage, is a priority, with key components such as Multi-Modal Logistics Parks and Air Freight Stations in focus. The policy also underscores the significance of projects enhancing initial and final connectivity to boost efficiency and minimize waste, and identify vital corridors. Port-led connectivity enhancements are essential for seamless cargo transportation, and efforts will be made to meet international standards and increase efficiency across the supply chain.

Additionally, the policy promotes technology adoption for cargo monitoring, especially for time and quality-sensitive items, and emphasizes establishing infrastructure for skill development to cultivate a proficient workforce. Lastly, it promotes the adoption of sustainable infrastructure practices, including green initiatives, green fuels, and sustainable handling infrastructure to align with Sustainable Development Goals (SDGs). Overall, these policy elements aim to transform Odisha into a thriving logistics hub, promoting economic growth while prioritizing innovation, sustainability, and inclusive development.

Overview	
Vision	Create an integrated logistics ecosystem in Odisha for enhanced competitiveness, operational efficiency, and sustainability. Utilize innovation, governance, transparency, quality, and disruptive technologies to strengthen the state's standing as a favoured trade and commerce destination.
Mission	<ul style="list-style-type: none"> • Establish an efficient and competitive logistics ecosystem for supporting industrial growth through streamlined processes and regulatory reforms. • Encourage private participation in developing integrated logistics facilities. • Enhance efficiency and reduce costs through multi-modal transportation. • Ensure skilled resources through continuous learning/upskilling. • Employ technology and innovation for operational and cost efficiencies. • Foster growth of startups and MSMEs for holistic development
Policy Objectives	
Mapping for Development	Map logistics facilities to identify intervention areas. Digital mapping aligns with the PM Gati Shakti Master Plan, attracting private investors and enhancing transparency.
Optimal Infrastructure Use	Enhance use of existing facilities by private developers and state agencies. Evaluate performance parameters to improve utilization.
Facility Development	Systematically develop and augment logistics facilities across the state, leveraging the coastline advantage. Develop key components like Multi-Modal Logistics Parks, Air Freight Stations, and more.

First & Last-Mile Connectivity	Prioritize projects for first and last-mile connectivity to logistics facilities. Improve efficiency, reduce wastage, and identify key corridors.
Port-led Connectivity	Enhance connectivity of ports and jetties for seamless cargo transportation.
Quality Improvement	Match international standards by attracting investment from service providers. Increase efficiency across the supply chain.
Technology Penetration	Incentivize modern technology for monitoring cargo, especially time and quality-sensitive items.
Skill Development	Increase employment and skill development infrastructure for a skilled workforce.
Sustainable Infrastructure	Promote green practices, green fuels, and sustainable handling infrastructure to adhere to SDGs.

Developing Logistics Infrastructure in Odisha

The Odisha government aims to promote private sector engagement in the development of the state's logistics infrastructure. The state intends to encourage the Logistics Cell, which will help identify locations for monetization and provide incentives for various infrastructure projects.

The government offers a range of incentives for infrastructure development in two distinct categories. Firstly, for the development of New Age Mega Category Infrastructure, encompassing projects like Logistic hubs such as Multi-Modal Logistics Parks, Dry Ports, ICDs, Integrated Logistics Parks, and Free Trade Warehousing Zones, categorized as 'New Age Mega Projects.' These projects typically involve investments exceeding INR 300 Crores or the employment of over 1000 individuals. Private developers are invited to participate in building ICDs linked by rail or road, Free Trade Warehousing Zones, Dry Ports, and Logistics Parks, either through Public-Private Partnership (PPP) or Private Development mode.

Odisha intends to undertake these projects through PPP or private project development proposals, with the government assisting in land identification and facilitating the bidding process for developer selection. Incentives for such projects will be governed by the amendment on IPR 2015, Chapter 5A, titled "Special Incentives for New Age Mega Industries." Furthermore, private developers are encouraged to build logistics infrastructure on private property or request government land at a nominal cost.

In terms of incentives for infrastructure development in general, projects located on private land will receive incentives in accordance with IPR 2015 or its associated resolutions, with a focus on Priority Sector status. For projects situated on government land, facilitation will be provided through IDCO's Land Bank Scheme or other government lands at concessional rates. Additionally, no stamp duty will be levied for land allotted by the government or IDCO. Moreover, there will be a waiver of charges for converting land to industrial use. Finally, the government will extend support in the form of utilities such as water, power, and external infrastructure, including rail and road connectivity, as part of the last-mile assistance through various agencies. These incentives aim to promote and facilitate infrastructure development across different sectors.

Infrastructure Development Cost Cap:

The total infrastructure cost shall not exceed 10% of fixed capital (excluding land) or INR 10 Crores (or INR 25 Crores for rail-based infrastructure), whichever is lower. This assistance applies to either PPP or private developer initiatives.



Skill Development in Logistics Sector

The State Government is collaborating with the Skill Development and Technical Education Department to establish a state-of-the-art Center of Excellence (CoE) in partnership with industry leaders. The CoE's central mission is to conduct an in-depth analysis of the skill requirements within the logistics sector and develop comprehensive skill development modules encompassing the entire training spectrum. This institution will house essential facilities designed to enhance individuals' skill sets, offering both technical and non-technical training programs.

Additionally, the government is taking steps to establish dedicated ITI (Industrial Training Institute) training centers exclusively to meet the specific needs of the logistics sector. Training incentives and subsidies will adhere to the guidelines outlined in IPR 2015 or any subsequent amendments, ensuring support for skill development initiatives.




A collaborative effort between the government, Sagarmala, and the Ministry of Shipping, in collaboration with the National Skill Development Corporation, resulted in a study on human resource and skill requirements for 21 Coastal Districts of India, with a particular focus on Ganjam and Jagatsinghpur districts in Odisha. This comprehensive study aimed to evaluate skill gaps, identify existing and emerging job roles, and serve as an exemplar for the entire state of Odisha. Key findings highlighted the distinct characteristics of Ganjam District, home to Gopalpur Port, a private minor port that primarily exports engineering products, chemical goods, synthetic garments, textiles, and more. In contrast, Jagatsinghpur District features Paradip Port Trust (PPT), a major port specializing in exporting iron ore, ferroalloys, coal, prawns, frozen fish, and rice. These insights lay the groundwork for tailored skill development strategies in these coastal districts and beyond.

Skill Gap: District of Ganjam, Jagatsinghpur

The study on human resource and skill requirements for 21 Coastal Districts of India was conducted in partnership with Sagarmala, the Ministry of Shipping, and the National Skill Development Corporation specifically for the state of Odisha. This study focused on Ganjam and Jagatsinghpur districts to assess skill gaps, job roles, and emerging job roles, serving as sample indicators for the entire state of Odisha.

Table: Demographic Profiles

Point of Comparison	Ganjam District	Jagatsinghpur District
Total Population	3,529,031	1,136,971
Decadal Growth Rate	11.66%	7.48%
Rural Population	78.23%	89.80%
Female Population	49.60%	49.20%
SC Population	19.50%	21.83%
ST Population	3.37%	0.69%
Workforce Participation	42.55%	35.50%
Main Workers	25.52%	25.52%
Marginal Workers	17.03%	9.98%
Non-workers	N/A	64.49%

 Population Trends	 Literacy Rates	 Economic Contributions
Both districts have consistently grown over the past decade and are expected to continue this trend.	Ganjam's literacy rate is around 63%, slightly below the state average of 64%.	In Ganjam, the service sector contributes 67% to the GDP, while industry contributes 23%.
Ganjam's projected population by 2021 is 3.94 lakhs. Jagatsinghpur's projected population by 2021 is 12.22 lakhs.	Jagatsinghpur boasts a higher literacy rate of approximately 78%, well above the state average.	Jagatsinghpur boasts a higher literacy rate of approximately 78%, well above the state average.

Point of Comparison	Ganjam District Overview	Jagatsinghpur District Overview
Port	Gopalpur Port (private minor port)	Paradip Port Trust (PPT, major port)
Exportable Items	Engineering products, chemical goods, synthetic garments, textiles, and more	Iron ore, Ferro alloys, coal, prawns, frozen fish, rice
Economic Drivers	Service sector (67%), Industry (23%)	Paradip Port Trust Service sector (40%), Industry (33%)

In the districts of Ganjam and Jagatsinghpur, strategic priority sectors have been carefully delineated to stimulate economic growth and overall development. These sectors hold paramount importance in driving the prosperity of these regions and make substantial contributions to their respective GDPs. Notably, these priority sectors encompass a diverse range, including:

Port and Maritime Sector: Both Ganjam and Jagatsinghpur place significant emphasis on advancing their port and maritime industries. Given their coastal locations, these sectors serve as critical enablers of trade, commerce, and connectivity.

Fisheries: Fisheries stand as a vital sector in both districts, offering employment opportunities and bolstering the local economy. Ensuring the sustainable growth of the fisheries industry remains a top priority.

Construction: Recognized for its potential in infrastructure development and job creation, the construction sector is accorded priority status.

Tourism (Ganjam): Ganjam lays particular focus on tourism as a priority sector, concentrating efforts on the development of tourist destinations to attract visitors and invigorate the local economy.

Manufacturing: Manufacturing industries are regarded as pivotal components for industrial growth and employment generation in both districts.

Healthcare (Ganjam): Ganjam attaches paramount importance to healthcare, recognizing the significance of a robust healthcare system in ensuring the well-being of its residents.

Agriculture (Jagatsinghpur): In Jagatsinghpur, agriculture assumes priority status, underscoring the vital role of agricultural production in ensuring food security and livelihoods.

Apparel (Ganjam): Ganjam identifies the apparel sector as a priority, actively promoting textile and garment manufacturing to drive economic development.

Logistics (Ganjam): Ganjam places logistics at the forefront of its priority sectors, with a focus on enhancing transportation efficiency and optimizing supply chain management.

Specific Job Roles and Their Corresponding Key Body of Knowledge (BOK) Odisha Bhubaneswar

In the Odisha Bhubaneswar logistics sector, aligning training requirements with specific job roles and their corresponding key Body of Knowledge (BOK) criteria is paramount. This strategic alignment ensures that professionals in this dynamic field are well-prepared to meet the rigorous demands of the industry. We have meticulously delineated the training needs for various pivotal job roles and illustrated how they align with the relevant BOK prerequisites.

For instance, the role of Warehouse Executive necessitates training in warehouse management systems, inventory control, personnel management, and safety protocols—directly contributing to proficiency in logistics and supply chain management, warehouse operations, and risk management, as outlined in the BOK. Similarly, the Transportation Coordinator's training covers critical aspects such as transportation planning, route optimization, regulatory compliance, and customer service, aligning seamlessly with their expertise in transportation management, regulatory frameworks, and adept customer relationship management, as mandated by the BOK.

This holistic approach extends to other crucial job roles, including Supply Chain Analysts, Procurement Specialists, Inventory Control Clerks, Distribution Supervisors, Customs Compliance Specialists, Fleet Maintenance Technicians, Reverse Logistics Coordinators, and Quality Assurance Inspectors. Each role's training requirements are thoughtfully tailored to align with the corresponding BOK criteria, ensuring that our professionals possess the competencies and skills necessary to excel in their respective positions and contribute to the continuous growth and success of the Odisha Bhubaneswar logistics sector.^{6,7}

In Odisha Bhubaneswar, Tech Mahindra Foundation has tailored logistics courses to match specific job roles & their respective Key Body of Knowledge (BOK)

Tech Mahindra Foundation's thoughtfully designed courses underscore a commitment to equipping individuals with the skills and knowledge needed to excel in their chosen professions while contributing to the growth and prosperity of the industry. The Foundation has strategically mapped out courses to cater to various job requirements within the industry, aligning training prerequisites with specific roles and their corresponding Body of Knowledge (BOK) criteria. This strategic approach ensures the development of a highly skilled workforce that not only meets industry standards but also actively contributes to its growth and success.

The courses offered include a Certificate Course in Logistics & Supply Chain Management, spanning six months and targeting graduates aged 20. This course is directly relevant to job roles like Supply Chain Executive, Production Planning and Inventory Control, Purchase Executive, Warehouse Executive, Executive Operations, Logistics Executive, EXIM, and CRM. Topics covered encompass Supply Chain Management, Inventory Management, Purchase Management, Warehouse Management, Logistics Strategy and Planning, Freight Management, and Customer Relation Management.

Additionally, the Certificate Course in Warehouse Management, spanning three months, targets both graduates and diploma holders aged 18, preparing them for roles as Warehouse Executives. It covers essential aspects of inbound and outbound warehouse operations, including put-away, order picking, shipping, and yard management, along with dock door operation.

Tech Mahindra Foundation also offers a Certificate in Shipping, a three-month course suitable for graduates and diploma holders aged 21, with a focus on Maritime Trade, covering areas such as sea cargo operation, port operation, and EXIM operation.

Furthermore, the Certificate in Cargo Management, also a three-month program, caters to individuals with educational backgrounds ranging from 10+2, Inter, ITI, to diploma holders aged 18, who aspire to work in ground duty roles within Air Cargo, Sea Cargo, and Road Transport. The course encompasses topics such as LTL, FTL, ULD, FCL, LCL, Multimodal Transport, and 3PL/4PL operations.

Lastly, the Warehouse Picker and Packer program, spanning 45 days and targeting 10th-grade graduates aged 18, prepares individuals for roles as Warehouse Picker and Packer. The curriculum covers crucial areas such as inbound and outbound warehouse operations, 5S principles, safety protocols (OSHA), and the handling of documents like purchase orders, invoices, and LR documentation.⁸



Conclusion

In conclusion, Odisha, situated along India's eastern coast, showcases a rich and diverse landscape, a substantial population, and a rapidly growing capital city in Bhubaneswar. With a robust logistics infrastructure supported by extensive road and rail networks, major ports like Paradip, and ambitious development plans, Odisha is strategically positioned to become a significant logistics hub. The state's abundant mineral resources and proactive efforts in skill development, exemplified by the establishment of a Center of Excellence (CoE) and dedicated Industrial Training Institute (ITI) centers, underscore its commitment to fostering a skilled workforce ready to meet industry demands. Additionally, a comprehensive Human Resource and Skill Requirement Study has laid the groundwork for tailored economic growth strategies in various priority sectors, further enhancing Odisha's prospects for inclusive development.

Tech Mahindra Foundation's contribution in aligning logistics courses with specific job roles and their corresponding Body of Knowledge (BOK) criteria reflects a crucial step in nurturing a skilled workforce in Odisha Bhubaneswar. These meticulously designed courses address the industry's specific needs, ensuring that professionals possess the necessary competencies to excel in their roles and drive the continuous growth and prosperity of the logistics sector. In summary, Odisha's diverse landscape, logistics infrastructure, focus on skill development, and collaborative efforts with industry leaders position it as a promising destination for economic growth and innovation in the realm of logistics and beyond.

References

1. <https://www.odisha.gov.in/>
2. <https://investodisha.gov.in/download/Logistics-Policy-2022.pdf>
3. https://sagarmala.gov.in/sites/default/files/Section_7_Odisha_Final_Report_21072017.pdf
4. https://sagarmala.gov.in/sites/default/files/Final_Report_Submitted_To_MoS_24072017.pdf
5. <https://censusindia.gov.in/>
6. https://in.indeed.com/q-logistics-l-orissa-jobs.html?aceid=&gclid=CjwKCAjwu4WoBhBkEiwAojNdXgzBJ2WcWGa1Hi-y1fWLKyW2tWzRXeMKBWlRe543x5OulT0ckxEMxRoCK7YQAvD_BwE&gclsrc=aw.ds&vjk=4abd5fe75cd51991
7. <https://www.naukri.com/logistics-jobs-in-odisha-bhubaneswar>
8. TMSAL course content
9. <https://finance.odisha.gov.in/sites/default/files/2022-03/Economic%20Survey%20-%20Highlights.pdf>
10. <https://morth.nic.in/sites/default/files/PragatiKiNayiGati/pdf/odisha.pdf>
11. <https://oridl.in/projects/>
12. <https://ct.odisha.gov.in/transport/aviation/About>
13. <https://dlm.pdsodisha.gov.in/DLM/CMS/OfficialDocument/Document-105-M-2020-06-27-15-25-29.pdf>
14. <https://content.knightfrank.com/research/2532/documents/en/india-warehousing-market-report-2022-9348.pdf>

TECH MAHINDRA FOUNDATION

📍 Harijan Sevak Sangh Campus, Gandhi Ashram Kingsway Camp
New Delhi - 110009

Registered Office: Oberoi Gardens Estate, Chandivali, Off Saki Vihar Road
Andheri (East), Mumbai - 400072

✉ info@techmahindrafoundation.org

🌐 www.techmahindrafoundation.org, www.smart-academy.in

