

Dear All,

It is proud moments for me to join as MD of a Miniratna Schedule “A” corporation, CWC, which is continuously giving dividend to shareholders, since inception (1957). It has sound business streams, PAN India level **diversified facilities** and competent & committed manpower. With its core strength in the field of **scientific warehousing**, CWC is very well serving the growing need of **Indian economy**. It is operating in highly **competitive** service sector, lately though shifting from **monopolistic to free market economics**. Type of warehousing facilities required by **2050** will be different from **1950**. About **60%** of India’s population will live in cities by 2050 compared to **31%** as per 2011 census and number of **million plus cities** will cross **100 marks**. India is vying to become the **number one economy on GDP (PPP) basis**, in the world by 2050. Our **logistics cost (13% of GDP) & Logistics Performance Index (35)** are on higher side compared to logistics cost of **developed countries (8% of GDP)**. Farmers’ income & liquidity require boost, as **58% of population** still depend on agricultural income. Warehousing is the **smallest part of logistic value chain**, but it stores commodities for the **longest period of supply chain responsibility**. Food grain cannot bear high logistics cost of procurement, storage, transportation and distribution, because its **weight to volume ratio** is unfavourable for transport and it is **price sensitive commodity**. So, CWC must position itself to meet the demand of trade & industry at lower logistics cost.

CWC’s **turnover** has been about **Rs.1600 crores** for the past few years, wherein **warehousing & market facilitation charges contribute 85% and rest 15%** come from CFS/ICD, CRT, ICP, PCS, interest and dividend income. The 1st Quarter of F.Y. 2018-19 has shown some improvement in the storage space utilization after the major repair of the non-operational warehouses in the last three years. Our endeavour should be to make all warehouses **fully functional and world class**, to be the **1st choice** of Govt & private customers, for the storage of agricultural produce, FMCG, Industrial goods, E-commerce, open stock yard, cold chain (controlled atmosphere & temperature), distribution logistics, etc.

CWC must **organically grow**, for better utilization of scarce & costly **land & space**, by adding more warehouses, silos, mezzanine floors, high rise warehouse, perishable cargo centres, private freight terminals, etc. CWC must have **strategic tie-ups** with non-competing partners, particularly, Govt. organizations and PSUs (airport, railway, port & highway) for economy of scale and capitalizing on transport infrastructure being created through Bhartmala, Sagarmala, Dedicated Freight Corridor and other growth drivers, like, GST, warehousing hubs, primary locations & facilitation centres, DMIC & AKMIC, freight village & other MMLPs, manufacturing thrust (**Make-in-India**) for achieving above **30% share in GDP by 2030**, E-Commerce, exports, etc. Transportation of domestic cargo, particularly food grain by **double stack dwarf container** under electrified section of railway and **coastal shipping**, setting up **silos & warehouse under PEGS** (about 250 LMT), etc, will change the whole dynamics of warehouse location, size and numbers. CWC must tune as per the continuously changing canvas as well as embrace **customer value creation** ethos, to attract additional commodities for storage.

CWC must cater service/quality, time and price sensitivity of customers. We must ensure & improve **equity of all stakeholders**, particularly, staff & customer by making use of modern tools, like, **E-governance** for paperless office working, real-time distributed decision making, **WMS/DOS, digital marketing** (web-based continuous visibility/monitoring of customer) for tapping potential customers and **online booking** of storage space, mechanised/automated handling of cargo, etc.

Let us pledge and join hands together to develop our **core competency & commitment** for the growth of CWC. Let us confront **issues plaguing warehousing** sector and be **passionate about CWC** and what we are doing here. Let us eliminate class distinctions & align all forces (management, culture, manpower, financial interest & technology) to become the best warehousing service provider. Let us be focused, like, **Lord Arjuna**, on our **customers** & the single most important **economic denominator**, “**profit per ton of storage**”. Let us make “**warehouse for everyone, a reality**”.
