

Anita Bora

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HOW LONG HAVE YOU BEEN WORKING WITH BLUE DART?

I have been working with Blue Dart for 15 years now.

WHAT IS YOUR ROLE AT BLUE DART? (IN TWO LINES)

My role includes booking couriers; handling customer queries and pods; counter upkeep; maintaining stock, records, filing, mailing and corresponding; cash handling as well as updating revenue, prices, products and paper work at the counter.

WHAT IS YOUR KEY PRIORITY IN YOUR ROLE?

My key priority is to ensure that I get my tasks completed 'Right 1st Time'. I ensure that all aspects of my role; while booking a shipment, while performing other tasks at the counter as well as keeping an eye on the revenue part, are executed seamlessly.

WHAT IS THE WORK CULTURE LIKE AT BLUE DART IN TERMS OF FUN AT WORK, SAFETY, RELIABILITY?

While safety and reliability are sturdy pillars of the foundation at Blue Dart, our work culture promotes an environment that rewards ownership and responsibility of performing a task well.

WHAT IS THE GOAL YOU WANT TO ACCOMPLISH WHILE WORKING AT BLUE DART?

I want to see myself become more self-sufficient to be able to seamlessly take care of my family and I know that Blue Dart will support my goals.

WHAT DO YOU THINK WOULD ENCOURAGE MORE WOMEN IN LOGISTICS?

In today's world, more women are ready to work in a number of roles that challenges society's stereotypical views on the ideal role a woman must play. Logistics is no different and we can see a number of women taking up positions across departments, from finance to frontliners.

YOU AS A WOMAN EMPLOYEE, WERE THERE ANY CHALLENGES YOU FACED WHILE GOING ABOUT YOUR WORK ON A DAY TO DAY BASIS?

Maintaining work life balance is a challenge. However, I have not faced any specific challenge at my workplace because of my gender.

DO YOU THINK PERCEPTION IN THE MARKET HAS CHANGED ABOUT WOMAN WORKERS/ EMPLOYEES?

There is a positive attempt being made to change the perception/stereotype that people have about women in the workforce, especially at Blue Dart but, I cannot comment about other organizations.

HOW HAS BLUE DART SUPPORTED YOU IN ACHIEVING YOUR DREAMS?

Blue Dart has always given me financial and job security and for this, I am forever thankful. Even during the lockdown, we were paid full salaries and even received merit based increments.

WHY WOULD YOU WANT MORE FEMALE EMPLOYEES TO JOIN BLUE DART?

It would be great to have a good balance in the male female ratio at work as it builds a better environment at the workplace and ensures that there is a culture of respect between both the parties. Also, diversity is a great strength and essential to the success of a business. It helps in creating an inclusive and dynamic work environment fostering growth.

ANY WORDS OF ENCOURAGEMENT/ PEARLS OF WISDOM FOR OUR FEMALE COLLEAGUES

Stay sharp, clear, focused, confident and strong.