THE IMPACT OF LOGISTICS IN INDIAN ECONOMY

ARUNA POLISETTY*

*Associate Professor,
Department of Management Studies,
DADI Institute of Engineering and Technology,
Anakapalle, Vizag, India.

ABSTRACT

Logistics industry is a rising basic industry in India, and it is playing a more and more important role in national economy and social development. There is a strong coupling between logistics industry and other industries of nation. Logistics and economy influence each other, and their relationship is dynamically changeable. The economy of different stages exhibits various demand for logistics.

Since logistics involves movement of materials, information and funds from country to country it requires excellent state of the art country infrastructure such as airports, sea ports, Internet and other IT and finance related facilities. Having good logistics infrastructure and culture is becoming a prerequisite for attracting global manufacturing and service companies in to the country. This paper analyzes determinants of logistics growth in India and outlined some of the key challenges with the help of secondary information, and described some interesting initiatives that some firms & industries are taking to compete through excellence.

KEYWORDS: key challenges, national economy, social development, state of the art.