

Date: 23.10.2024

Dear DFCCIL Family,

DFCCIL has successfully and demonstrably constructed world-class rail infrastructure, capable of carrying higher throughput per train, with advanced and latest technology to:

- i) Improve overall transport efficiency.
- ii) Offer our customer guaranteed, faster, energy efficient & environment-friendly transport.
- iii) Encourage total supply chain management.
- iv) Reduce the unit cost of transport logistics.
- v) Increase Rail share in the freight market.

These five Vitals form our core objectives which have and continue to govern our vision. I would encourage every DFCCIL personnel never to lose sight of these core objectives.

2. **For any organisation to be on a steady growth curve, Business Development** is most crucial. With identifying and understanding the target audience, market opportunities, we need to engage in the process of planning for DFCCIL's future growth by identifying new opportunities, forming partnerships, and adding value to the company. We need to cultivate and nurture effective outreach channels.

3. DFCCIL has already started taking strategic initiatives of engaging with e-commerce and logistics companies for regular, time bound cargo transportation and of initiating process for Gati Shakti Multi Modal Cargo Terminals (GCTs), which are strategically located along the dedicated freight corridors to facilitate seamless movement of goods and enhance connectivity between major industrial hubs and ports.

4. Thus, our expansive rail transport network is poised to generate a cascading effect of growth, fostering the development of Industrial Corridors, New Private Freight Terminals (PFTs), Goods Sheds, Multi-Modal Logistic Parks (MMLPs) and Inland Container Depots (ICDs) across DFCCIL Corridors.

5. In this direction, we must further plan DFCCIL's strategy and define its goals and based on this, we can determine KPIs at the organizational level. This would ensure that every level of our organization is aligned and can positively impact our business's KPIs and performance. Such Goal must be driven by purpose and be actionable. We must try to find answers to 'What we are striving towards? What effect it would have on our Financials, environment? Profit should be the key driver.

6. If we are able to link our purpose to our strategic vision in a way that really gets our personnel aligned in the right direction, then we will meet reasonable expectations.

7. The usual reliance on habit, anecdotes, and fads - or worse still, "this is how we have always done it." should be supplemented with innovation and disruptive thought process.

8. Fixing our strategic vision with defined purpose and keeping these in perspective at all the time, following Key Business Development Areas can be explored:

- (i) Identification of potential customers such as Industries, ports, inland container depots (ICDs), and logistics hubs.
- (ii) Development of marketing strategies while highlighting, to our prospective Business Partners, the advantages of using DFC, such as faster transit times, reduced costs, and improved reliability.
- (iii) Development of interconnectivity such as connecting DFC with existing rail lines, roads and ports to create a seamless transportation network.
- (iv) Partnering with private players such as logistics companies, infrastructure developers, and other stakeholders.
- (v) Constructing modern facilities such as state-of-the-art freight terminals, sidings, and logistics parks.
- (vi) Leveraging latest technology by investing in such advance technologies like automation, IoT, and data analytics to improve efficiency and reduce costs.
- (vii) Attracting private investment to finance infrastructure projects like GCTs, MMLPs, Good Sheds etc.

9. We can think of exploring new frontiers to expand our business horizons. In this direction, we can also take help of Professionals/experts.

Praveen Kumar

(Praveen Kumar)