



Up-skilling Logistics Sector Blue-Collar Workers in Malaysia



Executive Summary:

The supply chain and logistics sector is one of the fastest growing industries in the world, and has been projected to grow at a rate of five percent per year until 2025. With this growth comes a need for more labor, with an estimated demand of more than 19 million people worldwide needed to fill jobs by 2025.

Increasingly, countries are facing a shortage of qualified workers in this industry. According to Malaysia's Ministry of Human Resources, employers prefer people with formal qualifications over those with extensive experience. In fact, only 2 out of every 10 workers have formal qualifications. This creates a barrier for people looking to get into the workforce and limits mobility for workers already established there. With technology being such an important part of supply chain management, it is becoming increasingly important that companies have employees who can work with new technologies and new ways of doing things and at the same time meet increasing demands of the end customer. It is not just about adding new technology, but adapting existing ways of doing things in order to make better use of the technology available. The success or failure of a company's technological advancement efforts depends on whether they can find employees both willing and able to adapt their working processes and incorporate new technologies into their workflow.

On the other hand, learning is a continuous process that happens anywhere and at any time in our lives. For most of the population, it primarily happens within the formal education system but with a lack of vocational training and emphasis on the career path post the education aided with lack of guidance and not the right access to the opportunity. Providing the correct training with the right growth opportunity benefits the labour market in various ways besides improving lives financially and adds to the self-esteem of the learner. A training aided with certification provides tangible proof of accomplishment to its holder. It may cover competencies acquired through non-formal education, skills learned on the job, or information acquired through self-directed learning. This can provide evidence of knowledge, skill, or ability in employment applications. An all round training covering technical, occupational, and personal development is at the essence of 21CC Education's modules in partnership and with the aid from CEMCA.

About CEMCA:

CEMCA's mission is to assist governments and institutions to expand the scale, efficiency and quality of learning by using multiple media in open, distance and technology-enhanced learning. The objective of CEMCA is to promote the use of electronic media resources for education and at the same time facilitate effective exchange of education in various sectors - Skilling is one of CEMCA's main objective.

Over the years the team at CEMCA has noted that while employment has conventionally been seen as a consequence of higher education, this has served little purpose in a broken formal education system where the majority of the youth does not conclude formal education. In such a scenario - "Skilling" is seen as the only tool which has the ability to transform the demographic disaster to demographic dividend. Their goal is to systematically skills a person and produces appropriately skilled youth in sync with their cultural context, aspirations and the demand of the market.

CEMCA works providing training in employable skills directly to learners, and recognising the prior skills of learners through adequate courses and certification, while establishing partnerships with the labour market.

This is carried to lead towards increased access to quality learning opportunities (both online and offline) and improved learning outcomes, specifically in employable skills areas. Thus, in turn lead to improved livelihoods

About 21CC EDUCATION:

21CC Education is driven by the mission to make learning fast, fun, gamified, and to the point. Learn anywhere, anytime is the conceptual goal of 21CC. Our industries of focus have been hospitality & logistics inclusive of warehousing, supply chain, freight forwarding, container yard management. We help companies to drive efficiency while helping employees to gain a deeper understanding of the sectors.

While India needs skilled labor to build globally competitive supply chains — owing to a surge in mega-infrastructure projects, investments, and supportive regulatory policies — the entry-level training for such jobs is highly disorganized.

At 21CC Education we provide engaging training modules via e-learning through the 21CC App for the complex concepts of the logistics & transport sector for the blue-collar workers.

The 21CC App is designed to provide companies in capital-intensive industries including e-commerce players, logistics companies, airlines, shipping companies, trucking companies, and warehouses access to skilled workers, which is too often a struggle for the companies.

21CC Education not only provides skilled resources to organizations but also addresses the re-skilling and up-skilling of blue-collared workers, helping them increase their earning potential, as well as enabling them to build sustainable livelihoods.

Our 21CC App's library offers industry-relevant, engaging, and adaptive learning content with more than 110 e-learning modules, over 50 courses, and eight interactive games — focused on logistics and transportation sectors.

Centered around the acquisition of skills, the 21CC app allows candidates and employers to find each other. Employers can post jobs with specific requirements on the app and prospective employees can apply for these jobs using their digital skill passport that details their acquired skills. 21CC Education has partnered with NSDC to detail skills for specific jobs across sectors.

Founded in the year 2019, 21CC Education is based out of Mumbai & also has an office at The Hague, The Netherlands.

At the core of the foundation are Sanjay Tiwari, Marloeke Werst, Ludo Tieman, and Sumer Shankardass

21CC works with over 20 companies, including Indospace, DHL India, DB Schenker, DP World, and Sarjak Container Lines, among others, to train over 40,000 concurrent employees monthly. We are also working with colleges to drive skill-building among freshers



Project Assessment:

21CC Education is dedicated in creating equal opportunities for blue collar workers. However, the skills required to succeed in today's economy are more difficult to attain than those required in the past. In response to the same - 21CC Education has created gamified modules to make learning easy. The gamified modules will help teach the employees about the required skills that will make them valuable in today's economy. The program works by giving employees access to an online course and tools from 21CC Education via our app, which teach them about a profession besides helping them garner the required skills for the job.



After completion of the course - the candidates have a better chance at future employment. The training modules can also help current employees move into jobs with higher salaries and better titles. This training has many benefits. First, it encourages lifelong learning and provides dignity for the skills acquired. Second, it allows workers to participate in learning without much friction as it eliminates need to be out of job. Third, with proper incentive and planning it can be a model for upward career mobility and growth for the highly skilled workers.

21CC Education proposed CEMCA to support training of up-skill & reskill 100 young men and women in logistics companies such as Raaya and SnT, which are e-commerce courier companies with the following training framework for the period 2 months.

Course structure: Entry Level

1	Logistics 101	
a	Introduction is Logistics	This module aims to provide a basic understanding of the meaning of logistics and its relationship to supply chains. It sheds light on why logistics is considered a core function in any business and how it creates value for suppliers as well as consumers.
b	Links in a Supply chain	This module gives an overview of the main links in a supply chain, that is, the organisations, people, activities, information, and resources who work together to move a product or service from the supplier to the customers.
c	Warehouse Operations	This module provides an overview of the various operations involved in warehousing: receiving, inbound check, locating and storage, order picking, packing and dispatch.
d	Warehouse Job Roles	Large warehouse typically employs hundreds of workers to receive, handle, process, pack, transport and track goods. Warehouse jobs are usually complex and require high energy and hard work. This module gives an overview of the main job roles within a warehouse.
e	Warehouse Operations: Receiving & Inbound Check	Warehouse receiving operations play a crucial part in maintaining the integrity of the inventory and ensuring the availability of products for customers. This module explains the core processes of receiving and inbound check.
f	Game : Warehouse Scenario 1	A game on common warehouse scenarios to learn about general safety rules and precautions
2	Picker - Packer	
A	Introduction to Picking	The purpose of this module is to know what is picking, what are the procedures involved in picking, what is a pick list, what are the safety precautions related to picking and what are the
B	Introduction to Packing	The purpose of this module is to know what is packing, what are the processes involved in packing, pre-packing and additional packing, what is quality check, what are the safety precautions related to packing and what are the qualities of a good packer.
C	Flashcard: Packaging & Handling Labels	A game to help learners memorise the meaning of different handling and packaging labels.

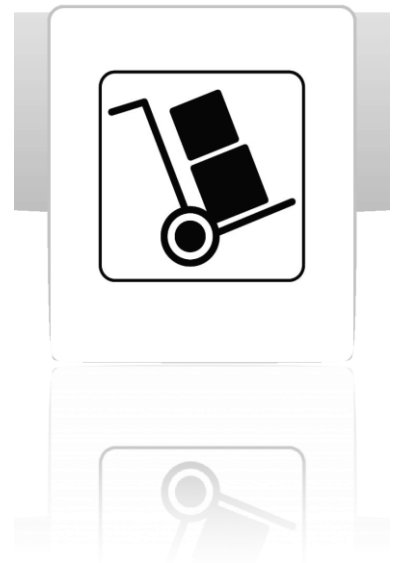
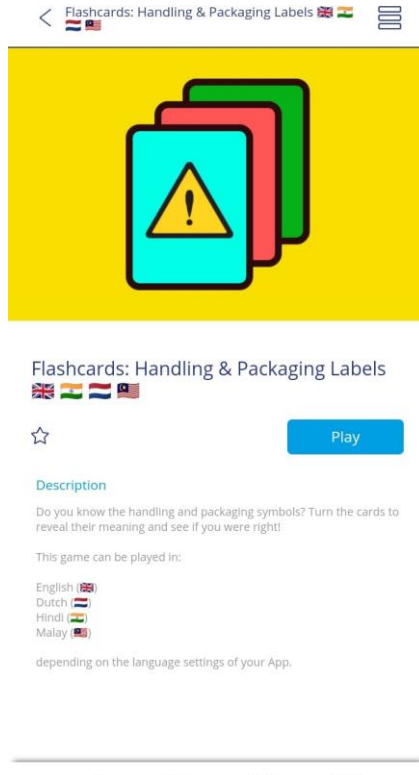
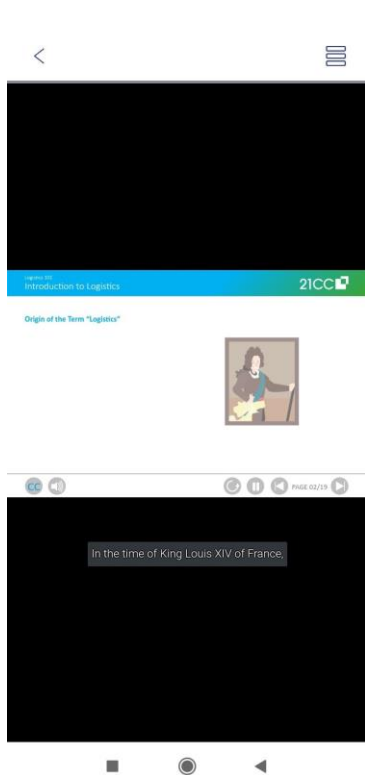
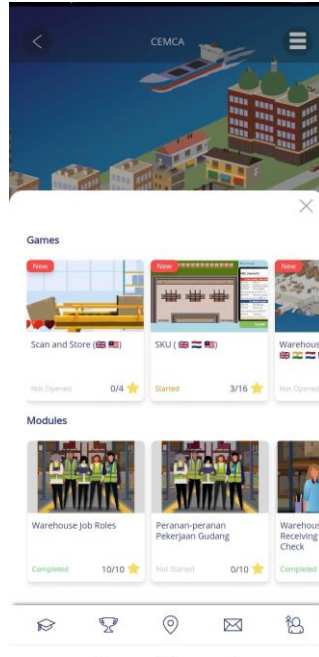
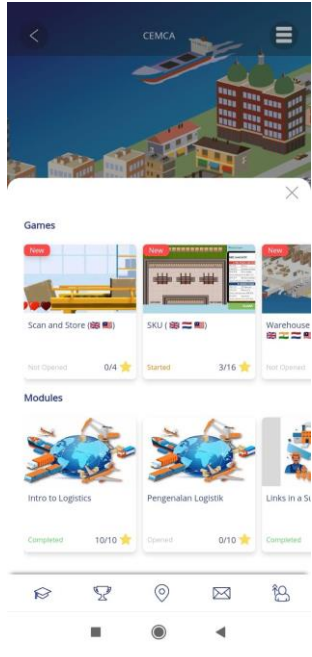
3	Warehouse Safety	
A	Warehouse Safety	This module will explain the importance of safety while carrying out daily tasks in the warehouse. It will identify common issues that can cause injuries to warehouse employees and damage warehouse property. You will also gain insights on resolving these issues and reduce the risk of accidents in the warehouse.
B	Back Safety Awareness	This module will explain the importance of ergonomics in warehouses. You will go through various processes to be followed around the warehouse to make routine material handling tasks more comfortable for personnel. You will learn about ergonomics related risk factors that will aid you in coming up with effective ergonomics programs for your warehouse.
4	Human Factors	
a	Lack of Knowledge	This module highlights how a false sense of knowledge and confidence can lead to accidents.

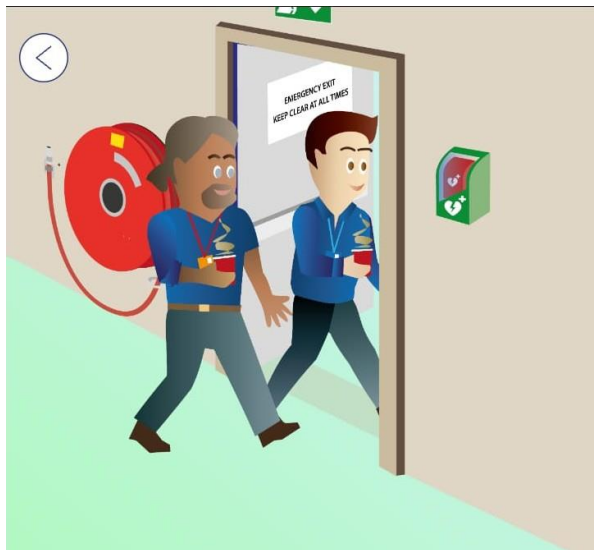
Course Structure: Supervisor Level

1	Warehouse Management	
a	Advances in Warehousing	This first module sets the context for the entire curriculum by talking about the evolution of warehouses from stockholding points to dynamic spaces at the heart of supply chains that have to keep up with ever-changing market trends and expectations.
B	Core skills for warehouse Managers	This module delves into four core skills that warehouse managers require to tackle daily operational challenges and drive continuous improvement at warehouses: problem-solving and decision-making, customer management, flexibility and adaptability, and initiative and innovation.
c	Managing your team	This module aims to build in learners the people skills necessary for managing warehouse employees involved in various operations.
d	Communication Skills	This first module on soft skills talks about the communication skills necessary for managing modern warehouses.
E	Conflict Resolution	This second module on soft skills discusses conflict resolution strategies that can be used for managing conflicts between employees at a warehouse.

F	Strife & Fracas	A game on conflict resolution in warehouses. Players have to go through a set of branching scenarios based on different kinds of conflicts that can emerge in a warehouse and work their way through the choice given to resolve the conflicts successfully.
2	Middle Management	
A	Middle Management & Safety Performance	The objective of this module is to make you aware of your responsibility as part of the middle management at your organisation towards safety and to talk about ways in which you can constantly reduce risks at the workplace and improve overall safety performance of the organisation.
B	SKU is the word	A game on SKU management. Players have to choose the most optimum storage location for the goods based on the product profile shown in the WMS report to enable a faster picking process.

LMS: At a glance





This seems like a good place to pop out for a quick coffee. Is that allowed?

Next

The training were conducted in the following steps:

Screening & Admission with the help of the floor supervisor & HR Managers of each company

Training & Delivery - Once screened each candidate was given access to the 21CC Education App on their mobile phone via unique individual OTP generated for each person. The course material was divided accordingly over 4 weeks, followed by rigorous follow-up by the 21CC Education local partners.

Weekly- Check ins along with Mid-week assessments: Simultaneously, the local team would also follow-up with the team leads to understand their progress in terms of the job efficiency and carry out the weekly check-ins with all the participants

Final Assessments & Certification: Weekly reports generated would allow the local team to follow on the progress of the participants. On completion of all the modules along with the games - the candidate was eligible for certification

Impact Analysis of Trained Candidates

21CC Education is committed to provide a world-class skill development and industry interface programme to every youth. The objective of this program is to enable a large number of youth to take up industry-relevant skill training that will help them in securing a better livelihood. In the meantime also help them navigate their daily jobs with reduced room for errors and also help improve the organisations bottom line. Including soft skill trainings in the training program also helped the candidates improve their interpersonal skills and be aware of their roles and responsibilities.

Participants Details

The companies who participated are hereby below along with the list of the participants:

Sr. No	Company	Start Date	Total Participants
1	Raya Entry	26-Aug	25
2	Raya Supervisory	30-Sep	8
3	DexLo	2-Oct	6
4	SnT - First batch	12-Oct	35
5	SnT - Second batch	1-Dec	29
6	The Lorry	14-Oct	13
7	Peninsula - First Batch	2-Nov	16
8	Peninsula - Second Batch	23-Nov	12
	Total		144



About Raya Airways:

Raya Airways Sdn Bhd is a cargo airline with its head office in the Raya Airways Centre in the Cargo Complex of Sultan Abdul Aziz Shah Airport in Subang, Selangor, Malaysia. It is an express freight and freighter charter company. Raya offers scheduled, express delivery and chartered services for freight related operations.



About Dexlo:

Dexlo Logistics was Founded in 2013 in Malaysia, **Dexlo** provides simple, flexible and reliable logistics solutions to customers around the world.



About SnT:

SnT Global Logistics is a premier Omnichannel Fulfillment Service Provider in South East Asia that offers Omnichannel Fulfillment services



About TheLorry.com:

TheLorry is a **leading technology-empowered logistics platform** in South-East Asia connecting corporates and individuals to professional drivers and home movers.



Peninsula(PKT Logistics Group) :

PKT is a socially responsible company providing logistics services by utilizing local human resources, building environmentally friendly warehouses, open engagement with the communities, inspire other businesses to provide positive impact to people and communities through its activities

Learnings on the project:

The project scheduled from August till October required further extension till November end. The delay in the timeline lead us to learn a few learnings that we encountered while executing the project:

- Technical up-gradations encountered in terms of language settings. The local flag was also missing. Encapsulating these changes & upgrading the app - took the team a while to push it into the playstore & app store
- The app faced a glitch with the “completion status”, addressing the glitch and reprogramming timeline delayed the sign up by 2 weeks.
- Translations from English to Mandarin took more time than anticipated by team, this further extended the timeline till mid October
- Most of the companies which showed interest in the initial stage, where unable to follow through citing the festive season monthly rush of 9.9/10.10/11.11 sale

Key Learnings:

- Timeline for language translation for a different typography, typeface and print style should be more than 3 weeks.
- Festive Seasons should be avoided for carrying out trainings as most of the participants are busy with on-ground execution.

Output & Result:

Successful completion of the project with more than 100 participants.

The program was started with the objective to sign up, train & reskill 100 participants - men or women from the logistics Industry. However we had a total of 144 participants -with SnT signing up more of their employees on witnessing the impact on the successful completion of the training conducted for the first batch.

This introductory program on Logistics, introduced participants to the basics of logistics business. For the entry-level participants, they understood the importance of delivering a high and reliable logistics service for any organization dealing with physical goods. The pictorial representation of the warehouse, picking, sorting and other functions allowed them to see beyond their current job role and prospects for their growth. For the supervisory-level staff, we were surprised to learn they also lacked an overall view of the operations. The applications and games were well received.

There were some results that were also company-specific, as highlighted here;

Raya Airways: Head of People, Suraya Kulop Abdul Rahman expressed interest in the program because of the simplicity of use and the ability to provide remote individualized training.

This benefit was a major reason for the creation of 21 CC. Unfortunately, just after kicking off the program, Suraya Kulop left Raya Airways.

Dexlo Logistics: CEO, Zain Abbas was initially very keen to roll out the program, but pulled back when he saw the job availability function. For us, it is interesting that the job availability function is useful to keep "employers honest" about salaries.

In the end, only one staff completed the training and she provided a video testimonial on the benefits. As she said, being part of a back-office team she did not fully understand the scope of a logistics operation.

SnT Global Logistics is committed to providing quality training to all staff. Founder and CEO, David Wong, has mandated the training department to deliver on this. Typically they avail of sponsored training from the Human Resources Development fund, which requires programs to be pre-registered. We are very pleased they decided to participate in this trial. The first batch had very high completion rates and feedback was positive. Unfortunately, the second batch kick-off coincided with a very busy e-commerce period, which coupled with Covid restrictions, meant the program did not get enough attention.

PKT Logistics is part of a larger group that includes Malaysia's largest car transportation company and a University-College. They were very pleased with the format of the modules.

TheLorry is a relatively new startup that has raised venture funding. The CEO, Nadhir Ashafiq, was keen to test the knowledge of his head office team.



Pic: The CEO of thelorry.com accepting the certificates on behalf of his team.

Testimonials:

Video Testimonials: <https://drive.google.com/drive/folders/1zN3bxobr33MCcSSZFJvCHsBOXJdNWUtP>

<https://www.youtube.com/channel/UCUL6YB5hoahEJ5xFDJ4CwWw/videos>

Participants Details:

Shared in the excel