

# 1 IN CIRCULATION & READERSHIP

SOUTH ASIA'S LEADING CARGO MONTHLY

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**BARRIERS TO  
ADOPTING TECH**  
in logistics & MSMEs

**BIG PLAYERS BANK ON  
India for cargo expansion**



## Fear of operational disruptions a deterrent

**Vipin Vohra**

Chairman Continental Carriers

**There is a gap in digital literacy in MSMEs due to longer payback period**

“MSMEs encounter regulatory uncertainty and fear operational disruptions during technology transitions. Resistance to change among stakeholders slows adoption. High investment costs for AI, IoT or Blockchain makes MSMEs cautious. With tight margins, these firms seek quick returns, but the longer payback period for tech investments deters decisionmaking, especially without clear visibility on tangible benefits. There is a gap in digital literacy within MSMEs. Limited in-house expertise, coupled with shortage of industry-specific training programmes, constraints their ability to adopt tech.”