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SUPPLY CHAIN SURVEY



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CHEMONICS



**Logenix**  
International



**LMI**



**USAID**  
FROM THE AMERICAN PEOPLE

**resolve**  
Capacity



# Transportation Auctions in the Last Mile

Trilok Jain, Neeraj Thakare

logistimo



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# Context





# Context

- Retailers in rural areas buy goods from distributors in towns.
- Farmers get their produce delivered to the markets.
- No fixed buying/selling patterns.
- Informal delivery channels.



# Problems

- Pharmacies/Distributors/Individuals
  - Finding a transporter is difficult.
  - Unpredictability of deliveries.
  - No guarantees of safety.
  - Usually, full truckload charges.
  - Lost opportunity cost!
- Transporters
  - Unpredictability of work.
  - Inconsistent income stream.
  - Unclear working hours. No holidays.
  - Are ill-treated.



# Problems

- Little aggregation
  - Intentional stock outs.
  - High overall carbon footprint.
- General unavailability of essential goods.
- Loss in productivity.



# Industry

Less-Than-Truckload (LTL)

Full Truckload (FTL)

Urban

Delhivery runnr  
Ecom Express Quickli  
DOTZOT GROFERS  
ekart dunzo

LETS TRANSPORT Return Trucks  
FIVIGO PORTER  
blowhorn SHIPPR

Rural

Single Vehicle Owners



*Tusker*

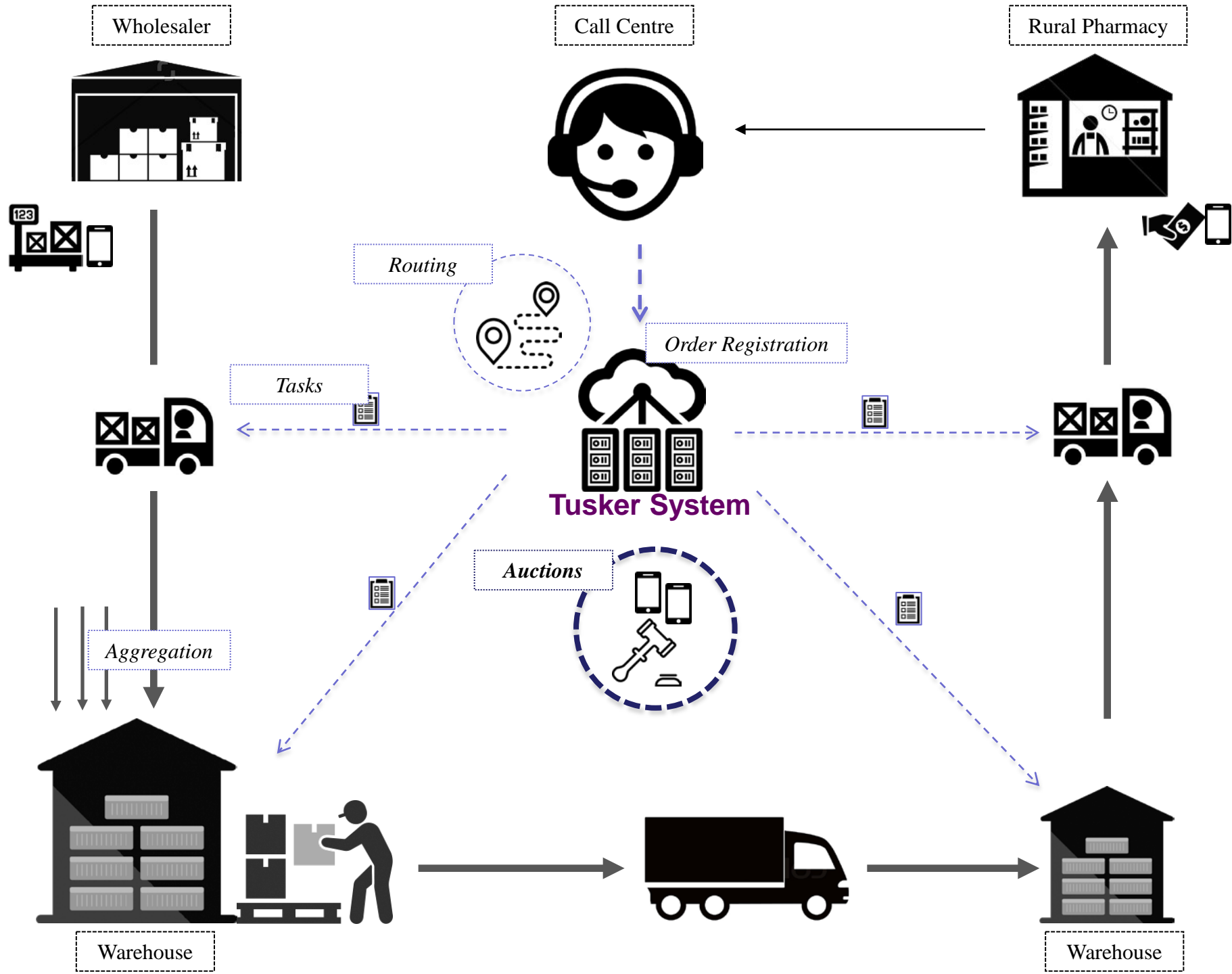


“*Tusker* is an On-Demand Door-to-Door logistics solution provider for rural India.”

- Connects customers to a large pool of local transporters.
- Aggregates shipments and optimizes delivery routes.



## How does Tusker work?





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# Order fulfillment lifecycle



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# Order Registration

tusker
Home Orders Auctions Setup Config Reports
Welcome Admin

Orders
Create order

Customer

Porval Agency Name Phone Porval Agency (9980571313)

Pending
  Done
  Cancelled

Name Porval Agency

9980571313

Opp Shuba Pharma, Umachagi Complex, Hubli, Mv Galli, Hubli, Hubli, IN-KA - 580028

Porval Agency

9980571313

Opp Shuba Pharma, Umachagi Complex, Hubli, Mv Galli, Hubli, Hubli, IN-KA - 580028

Jeevan Medical

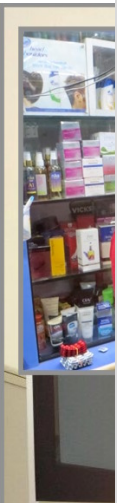
9970950225

Kumarashwar Nagar, Near New Bus Stand, Dharwad, M B Nagar, Dharwad, Dharwad, IN-KA - 580008

Order 10118531 registered successfully.

**TASKS**

Task #	Type	Owner	Location & Contact	ETA	ACT	Status
1	PICK-UP	M R T Hubli (Transporter) ☎ 6682686237	Porval Agency ☎ 9980571313 ♀ Opp Shuba Pharma, Umachagi Complex, Hubli Hubli, Hubli, IN-KA - 580028	11-11-2016 11:59:59 AM	-	Pending
2	DROP	M R T Hubli (Transporter) ☎ 6682686237	Faiz Ahmed Byahatti ☎ 8904524375 ♀ No 26, Ground Floor, Bammapur Oni Hubli, Hubli, IN-KA - 580028	11-11-2016 11:59:59 AM	-	Pending
3	PICK-UP	Faiz Ahmed Byahatti (Franchisee) ☎ 8904524375	M R T Hubli ☎ 6682686237 ♀ No 26, Ground Floor, Bammapur Oni Hubli, Hubli, IN-KA - 580028	11-11-2016 11:59:59 AM	-	Pending
4	DROP	Faiz Ahmed Byahatti (Franchisee) ☎ 8904524375	General Linehailer ☎ LH8821212 ♀ No 26, Ground Floor, Bammapur Oni Hubli, Hubli, IN-KA - 580028	11-11-2016 11:59:59 AM	-	Pending
5	PICK-UP	General Linehailer (Transporter) ☎ LH8821212	Faiz Ahmed Byahatti ☎ 8904524375 ♀ No 26, Ground Floor, Bammapur Oni Hubli, Hubli, IN-KA - 580028	11-11-2016 11:59:59 AM	-	Pending
6	DROP	General Linehailer (Transporter) ☎ LH8821212	Kashinath M Pawar ☎ 9448966902 ♀ C/o Shri Mahalaxmi Enterprises, Near Center Bank, H K Road Kalaghatagi, Kalaghatagi, IN-KA - 581204	11-11-2016 11:59:59 AM	-	Pending
7	PICK-UP	Kashinath Pawar (Franchisee) ☎ 7338121839	General Linehailer ☎ LH8821212 ♀ C/o Shri Mahalaxmi Enterprises, Near Center Bank, H K Road Kalaghatagi, Kalaghatagi, IN-KA - 581204	11-11-2016 11:59:59 AM	-	Pending
8	DROP	Kashinath Pawar (Franchisee) ☎ 7338121839	Shivu Reddar ☎ 8495812994 ♀ C/o Shri Mahalaxmi Enterprises, Near Center Bank, H K Road Kalaghatagi, Kalaghatagi, IN-KA - 581204	11-11-2016 11:59:59 AM	-	Pending
9	PICK-UP	Shivu Reddar (Transporter) ☎ 8495812994	Kashinath M Pawar ☎ 9448966902 ♀ C/o Shri Mahalaxmi Enterprises, Near Center Bank, H K Road Kalaghatagi, Kalaghatagi, IN-KA - 581204	11-11-2016 11:59:59 AM	-	Pending
10	DROP	Shivu Reddar (Transporter) ☎ 8495812994	Vasavi Medical ☎ 9448730117 ♀ Near Busstop Kalaghatagi, Kalaghatagi, IN-KA - 581204	11-11-2016 11:59:59 AM	-	Pending



# Auctions - Preparation

tusker Home Orders **Auctions** Setup Config Reports Welcome Bapunagouda

Auctions: Pre-Bidding [Create auction](#)

Auction # 
 Status 
 From 
 To 
 Source sub-district 
 Dest sub-district

Auction #	Type	Source	Destination	Σ Weight	Σ Orders	Σ Packages	Price	Created On	Status
20112696 Sharavati	Line-Haul	Hubli	Kalaghatagi 27 Km away	217 Kg	3	25	₹ 250	26-10-16 10:55:28 AM	Created
20112695 Shambhavi	Line-Haul	Hubli	Dharwad 23 Km away	232 Kg	5	18	₹ 180	26-10-16 10:55:28 AM	Created
20112694 Manjira	Line-Haul	Hubli	Kundagol 19 Km away	101 Kg	2	9	₹ 180	26-10-16 10:55:28 AM	Created

Free Order Steps

No Order Steps. 'coz we have auctioned everything?



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# Auctions - Bidding

**Transport**

Today Won History

**Nile**

Hubli Pickup at 12:00 PM Kalaghatagi Drop at 02:00 PM

27 Kms

200.0 Kgs 24 Items

Minutes Left 03:10 Anchor Price ₹ 240

**Sharavati**

Hubli Pickup at 12:00 PM Kalaghatagi Drop at 02:00 PM

27 Kms

17.0 Kgs 1 Item

**Nile**

Hubli Pickup at 12:00 PM Kalaghatagi Drop at 02:00 PM

27 Kms

200.0Kgs 24 Items

02:11 Minutes Left

**Lowest Bid ₹ 588**  
Your Bid ₹ 588

588 **BID**

**Nile**

Hubli Pickup at 12:00 PM Kalaghatagi Drop at 02:00 PM

27 Kms

200.0Kgs 24 Items

01:37 Minutes Left

**Lowest Bid ₹ 450**  
Your Bid ₹ 588

588 **BID** ₹ 440



# Auctions - Bidding

Mobile app interface for bidding. The screen shows a route from Nile to Hubli (27 Kms) with 200.0Kgs and 24 Items. A green modal box displays "Confirm bid ₹ 440" with "X CANCEL" and "AGREE" buttons. Below the modal, it shows "Lowest Bid ₹ 450" and "Your Bid ₹ 588". At the bottom, there is a bid input field with "440", a "BID" button, and a "WITHDRAW MY BID" button.

Mobile app interface for bidding. The screen shows a route from Nile to Kalaghatagi (27 Kms) with 200.0Kgs and 24 Items. A circular timer shows "00:07 Minutes Left". Below the timer, it displays "Lowest Bid ₹ 440" and "Your Bid ₹ 440" with a smiley face icon. At the bottom, there is an "Enter bid amount" field and a "BID" button.




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# Auctions - Win

Transport


Today Won History

**Nile**


**Hubli** Pickup at 12:00 PM  **Kalaghatagi** Drop at 02:00 PM

27 Kms

200.0 Kgs 24 Items


 You won and your bid was ₹ 440  
Good luck!


Nile

**Hubli** Pickup at 12:00 PM  **Kalaghatagi** Drop at 02:00 PM

27 Kms

200.0Kgs 24 Items



 **You Won!**  
Your winning bid: ₹ 440



# Order fulfillment - Tasks

Tasks

Pickups Deliveries

Hubli

10118671 12 Kgs 1 item

Maruthi Pharma  
9739744948 M

Varur

10118672 67 Kgs 1 item

Padmaraj S Mudukappanavar  
8495072739 P

Tasks

Pickups Deliveries

Chebbi

10117752 8 Kgs 1 item

Shantinath Medical  
7411865581 S

Hubli

10118669 9 Kgs 1 item

10118663 100 Kgs 6 items

10118353 45 Kgs 1 item



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# Task Updates

**Task**  
SP-309  
10118669  
Oct 26 2016 10:10 AM

**Pickup from**  
Maruthi Pharma  
9739744948

**Receiver**  
Shiva Medical Store  
9980209203

**Normal packages**  
2

**Large packages**  
0

**Receiver**  
Shiva Medical Store  
9980209203  
Kittur

**Normal packages**  
2

**Customer**  
Shiva  
99802

**Paid status**  
Are you sure you want to pay this price for **Fee : ₹ 60.0** Clear Done

*Shiva*  
Signature

I hereby declare that the information I have submitted is true and correct, and I adhere to all the [terms and conditions](#)

**PICKED UP**

Expected Delivery: 27/10/2016 01:00 PM  
Delivered: 26/10/2016 10:59 PM  
Shiva Medical Store  
Kittur, IN-KA - 591115



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# Consignment Tracking

Order # 10118670  
order placed on 26/10/2016 11:20 AM by Maruthi Pharma

**IN TRANSIT**  updated on: 26/10/2016 11:23 AM

Pickup window: 26/10/2016 11:20 AM - 01:20 PM      Expected Delivery: 27/10/2016 01:00 PM

Step	Location	Time	Agent
Picked	Hubli, IN-KA - 580028	26/10/2016 11:23 AM	Channaveerappa
Staged at SD	Hubli, IN-KA - 580028	26/10/2016 11:23 AM	Falzi Ahmed
In transit	Hubli, IN-KA - 580028	26/10/2016 11:23 AM	Falzi Ahmed
Staged at DD	Kalaghatagi, IN-KA - 581204	Expected: 26/10/2016 10:59 PM	
Out for delivery	Kalaghatagi, IN-KA - 581204	Expected: 26/10/2016 10:59 PM	
Delivered	Kalaghatagi, IN-KA - 581204	Expected: 26/10/2016 10:59 PM	Padmba Medical

Next to watch: Ningappa Bm en route to Kalaghatagi Depot

Map data ©2016 Google    Terms of Use    Report a map error



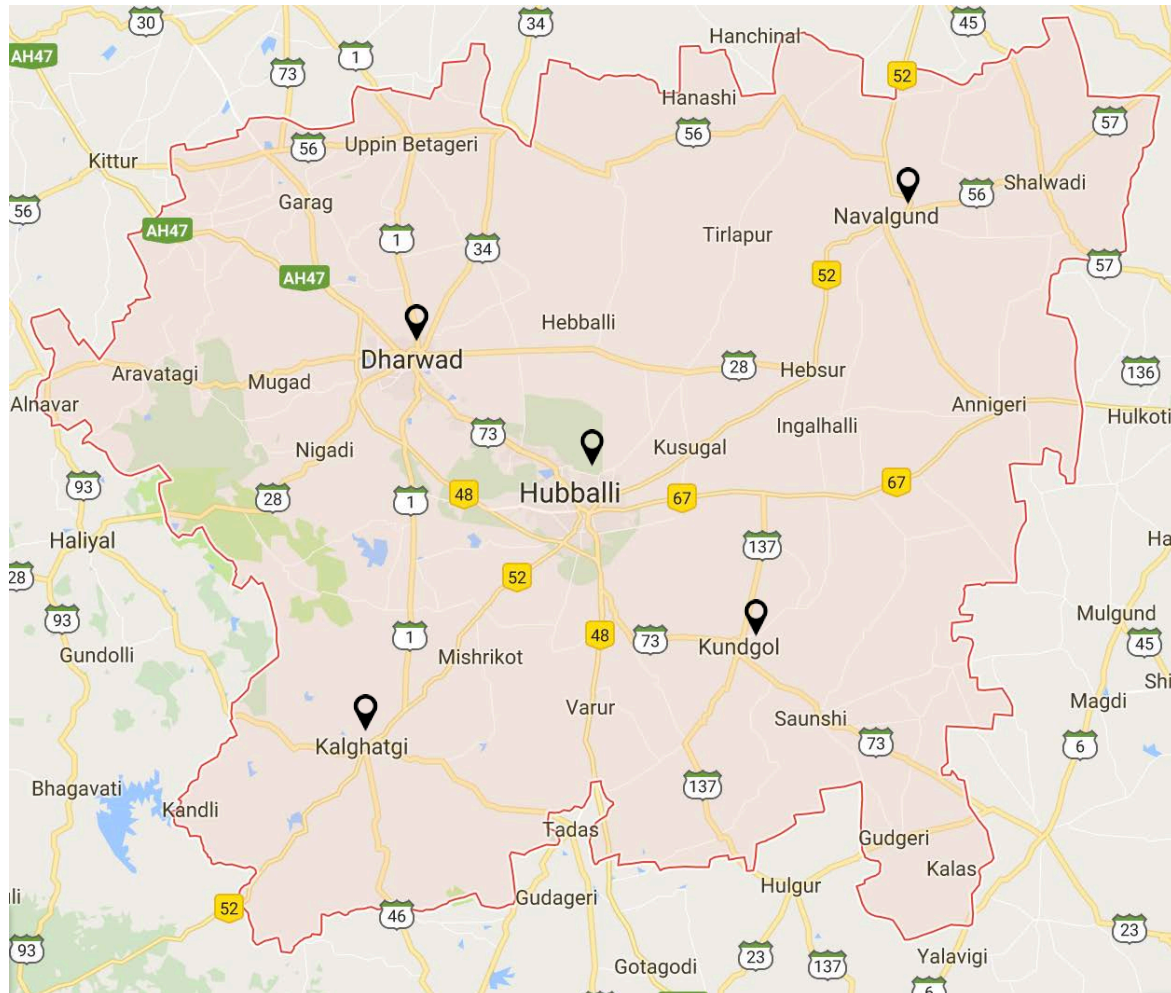
# Challenges

- App adoption / Smartphone penetration
- Network connectivity, data charges
- Switching to digital payments.
- Process adherence & cultural shift



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# Operational Geography



## Dharwad district

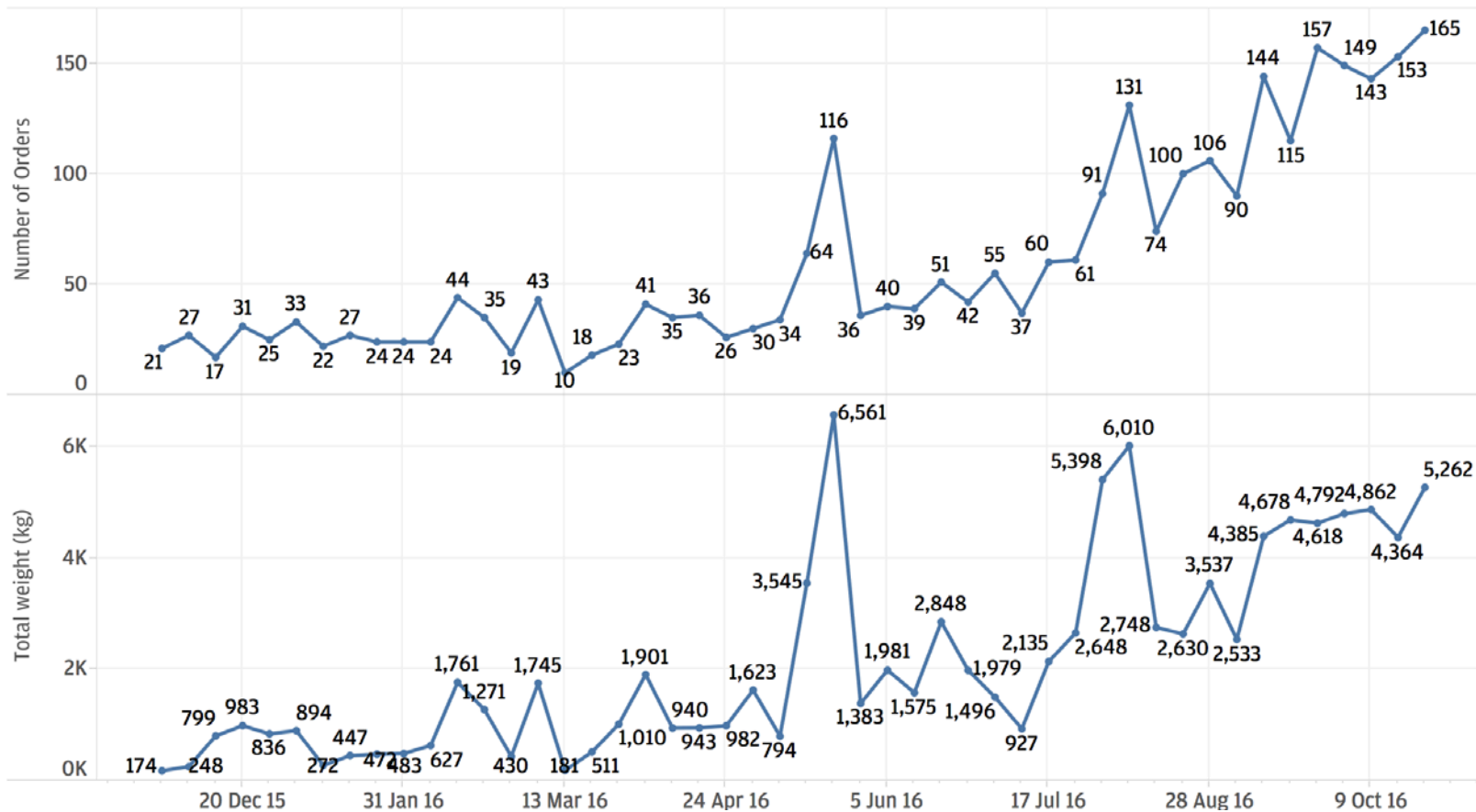
- 361 villages
- 1.8 million people
- 93% villages with population < 2000



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# Operational Insights

## Business Growth: Dec 2015 - Oct 2016



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ಹಳ್ಳಿಗೆ ಸಾಮಾನು ತರಿಸೋದು ಹೇಗೆ?

ಟಸ್ಟರ್ ಉಪಯೋಗಿಸು!

1800 102 1922 ಗೆ ಒಂದು ಕೆರೆ ಮಾಡಿದರೆ ಸಾಕು

ಟಸ್ಟರ್ ಗಾಡಿ ಪಿಕ್‌ಅಪ್ ಗೆ ಬರತೆ...

ತೂಕ...

ವೋಟೋ ಮತ್ತು ಸೈನ್ ತೋಗೊತಾರೆ

...ನಿಮ್ಮ ಮನೆಬಾಗಿರಿಗೆ ತಲುಪಿಸುತ್ತಾರೆ!

ಎಲ್ಲ ತರಹದ ಸಾಮಾನುಗಳು...

ಬೆಚ್ಚಿ

ಕೃಷಿ ಸರಕುಗಳು

ಕಿರಾಣಿ

ಮನೆ ಸಾಮಾನುಗಳು

ಡ್ರೆಸ್ ಮೆಟಿರಿಯಲ್

ಬಿಸ್ಕಿಟ್ಸ್

**ಟಸ್ಟರ್** ನಿಮ್ಮ ಸಾಮಾನು. ನಮ್ಮ ಸಾರಿಗೆ. ಧಾರವಾಡ ಜಿಲ್ಲಾದ್ಯಂತ ಹಳ್ಳಿ ಹಳ್ಳಿಗೆ ಸೇವೆ.

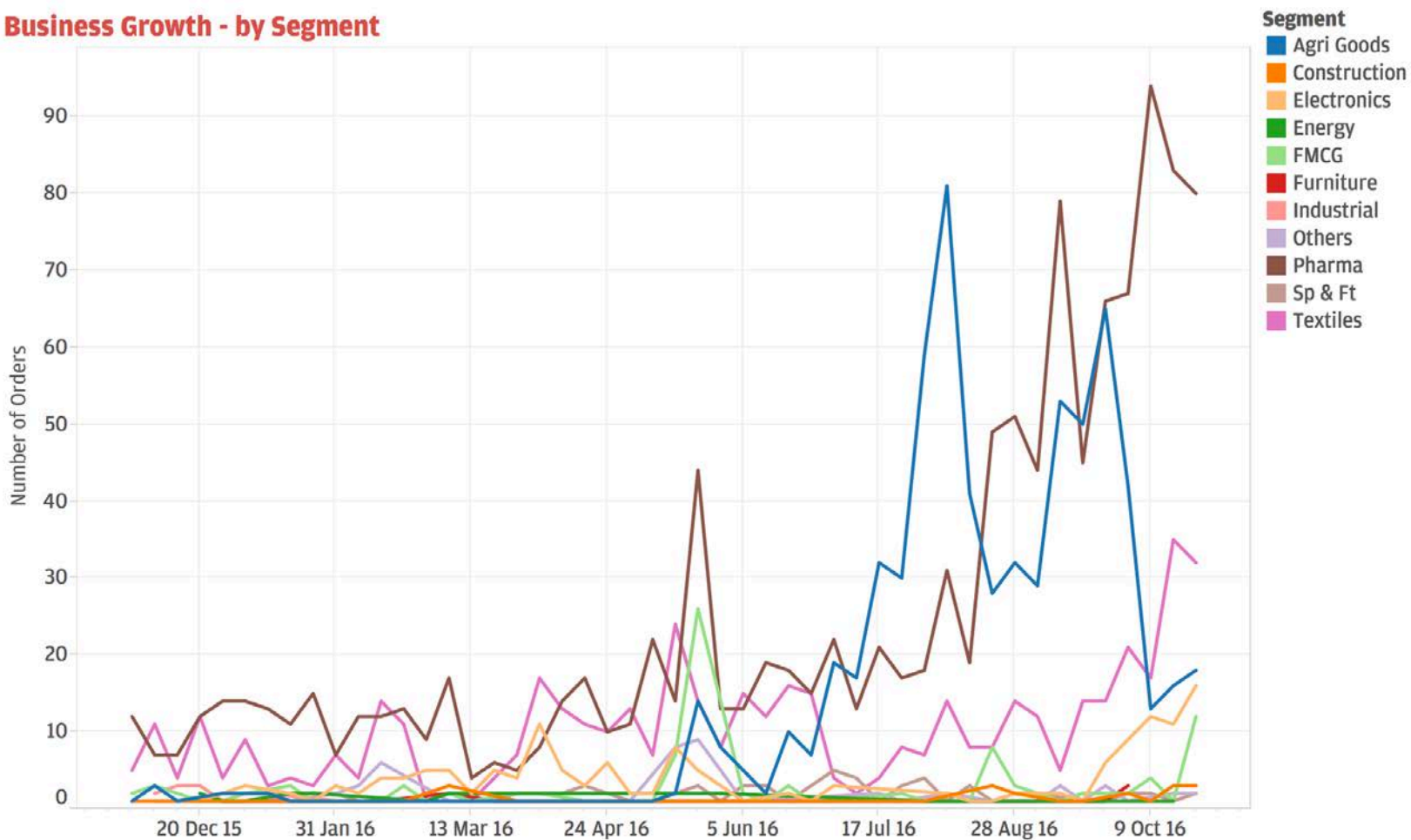
**1800 102 1922**



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# Operational Insights

## Business Growth - by Segment

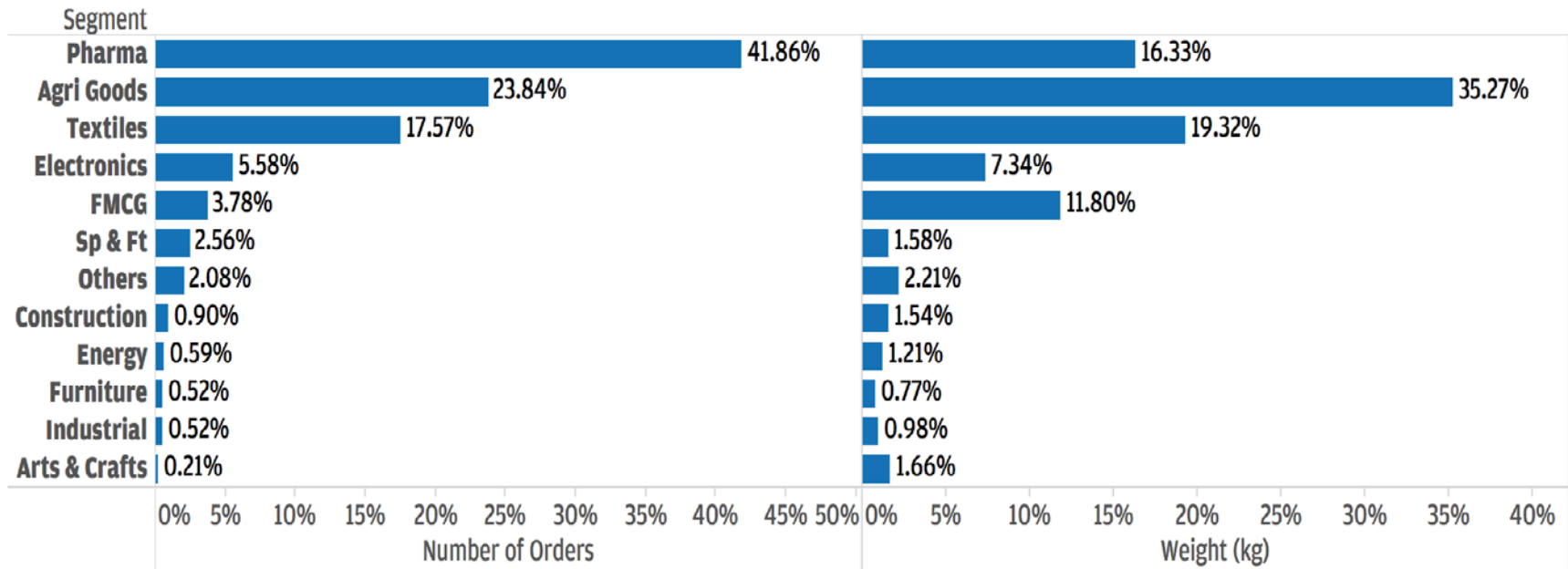


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Salaam Tanzania 2016



# Operational Insights

## Orders & Weight - by Segment

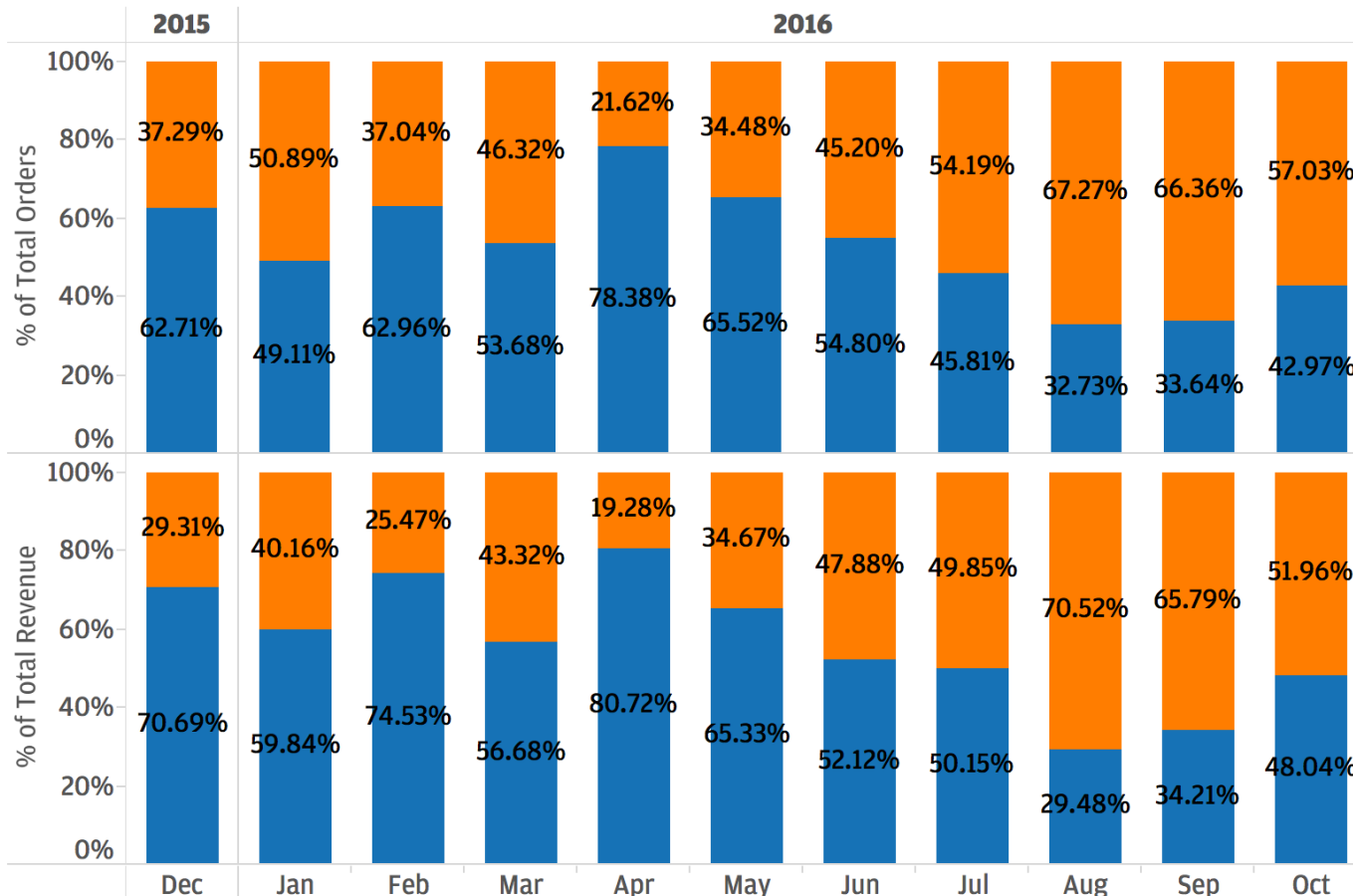




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# Operational Insights

## Urban-Rural Orders & Revenue



Destination town

Rural

Urban

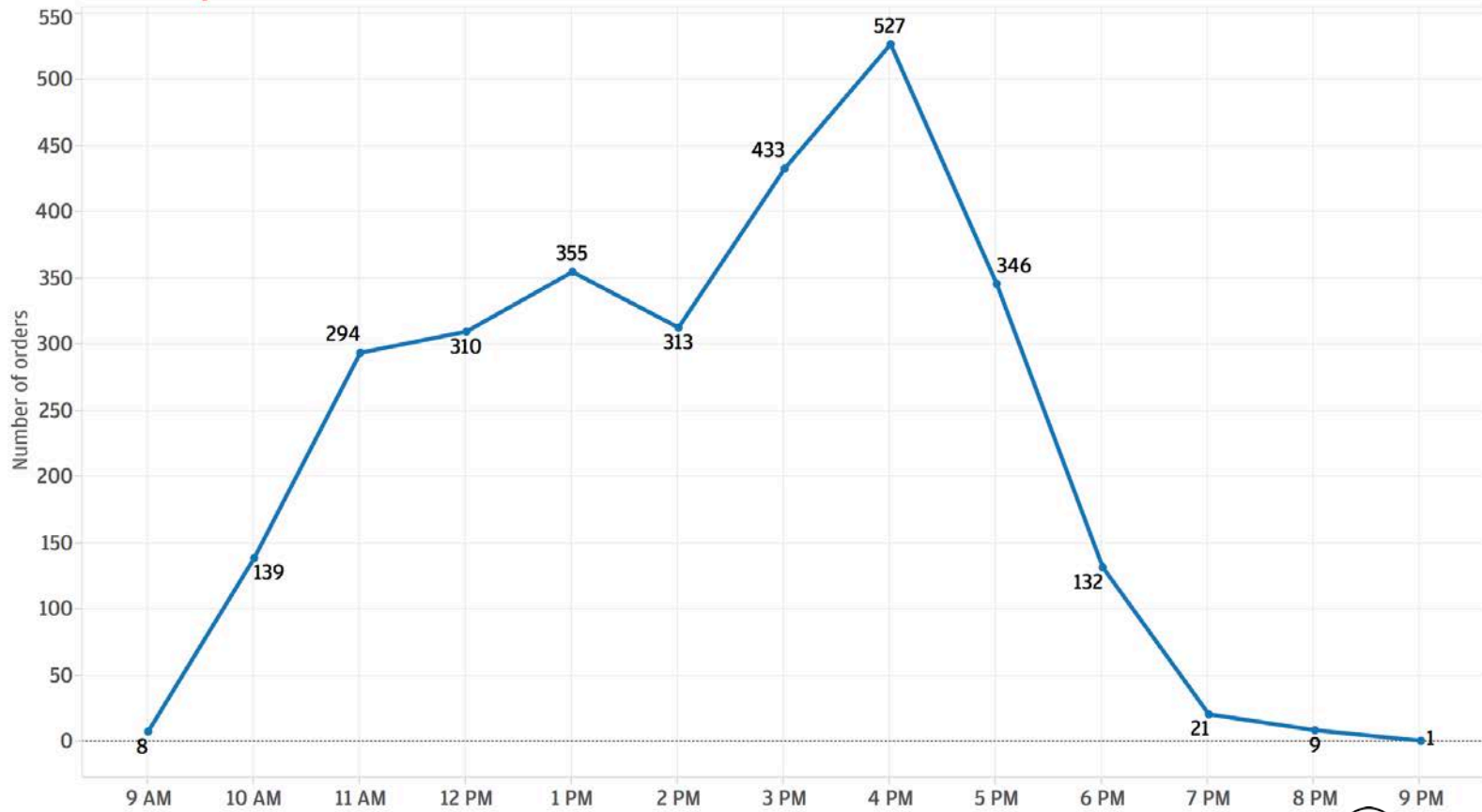
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# Operational Insights

**Order Times - by Hour**

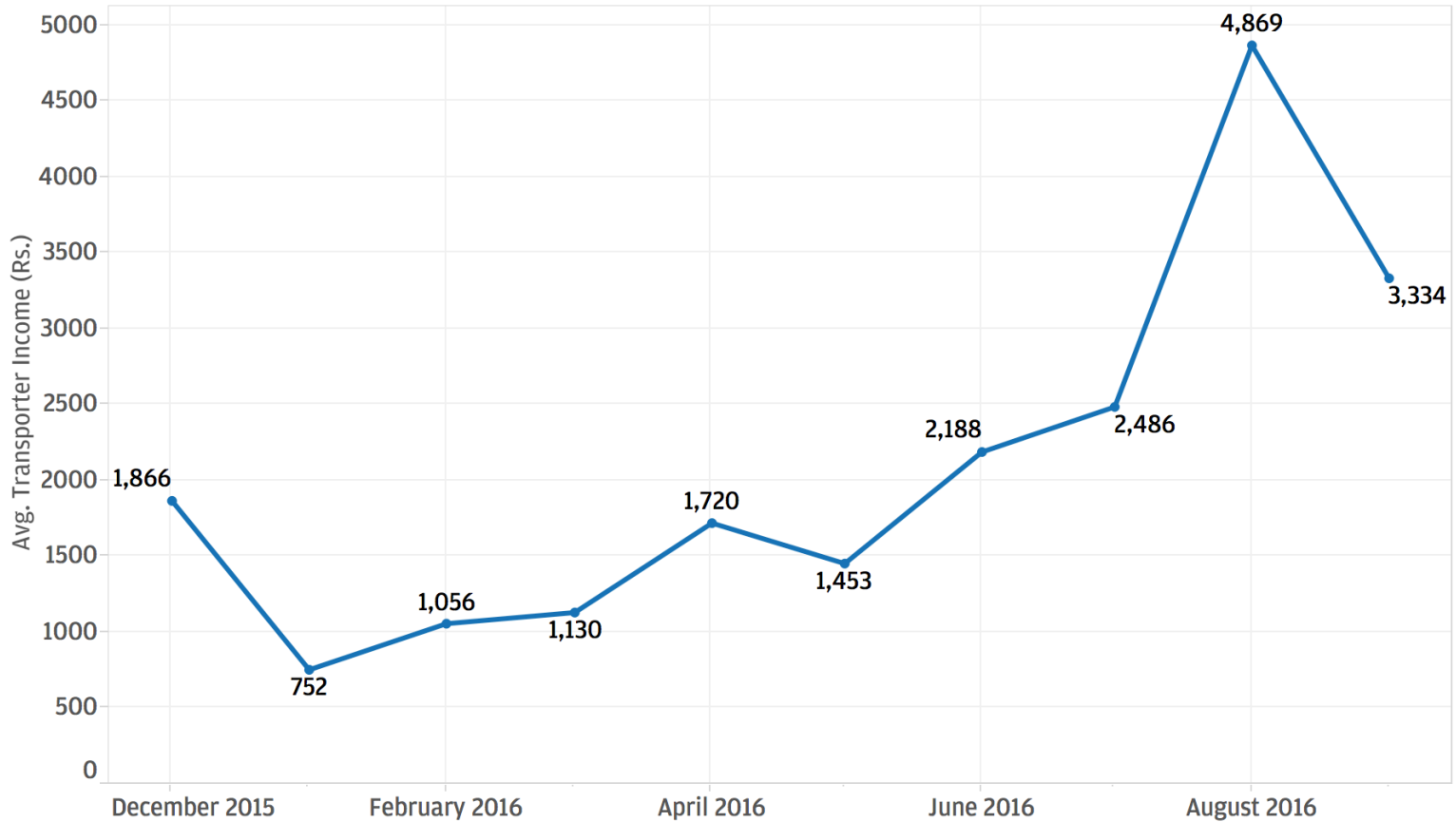


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# Operational Insights

## Avg. Additional Transporter Income - Linehails



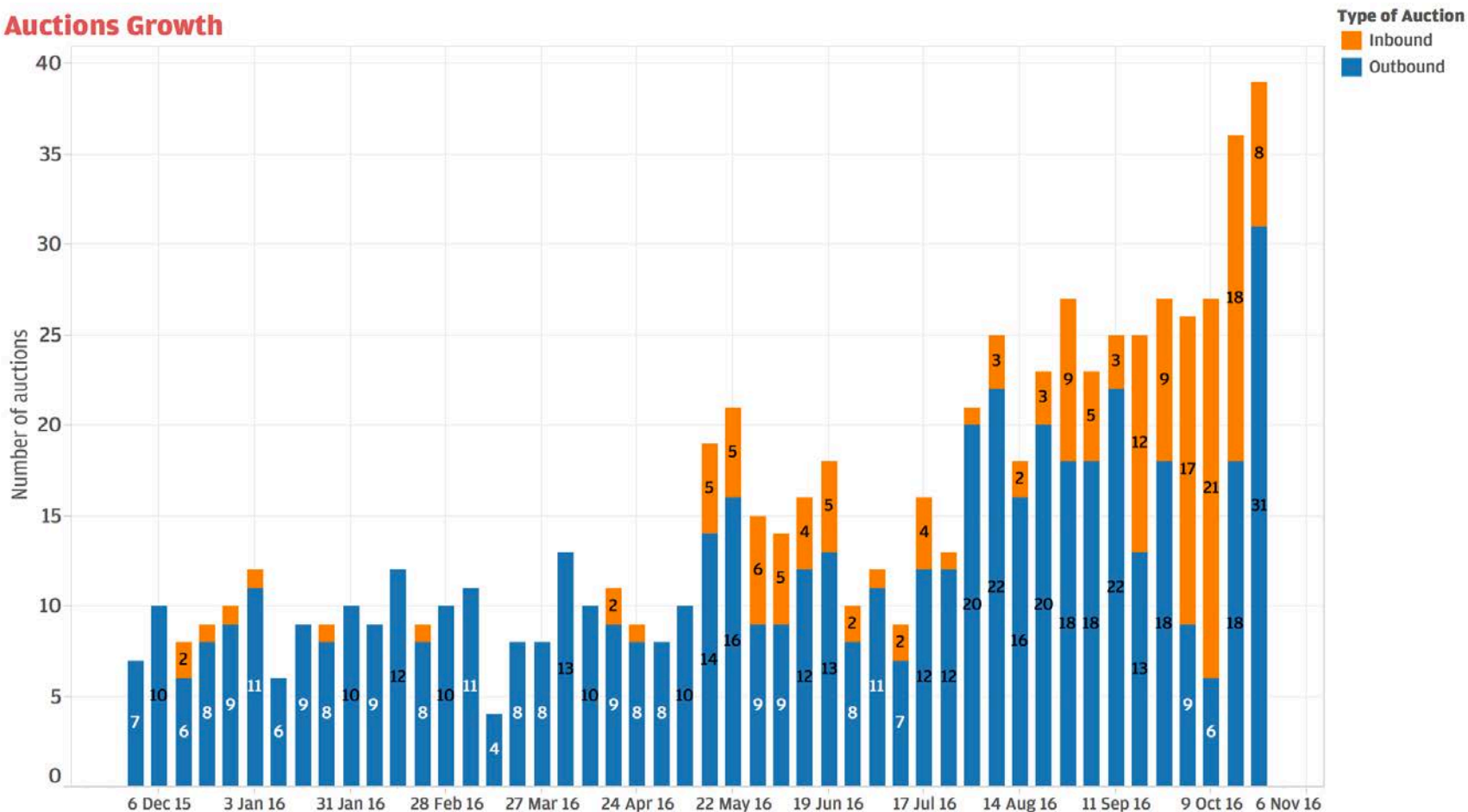
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# Operational Insights

## Auctions Growth



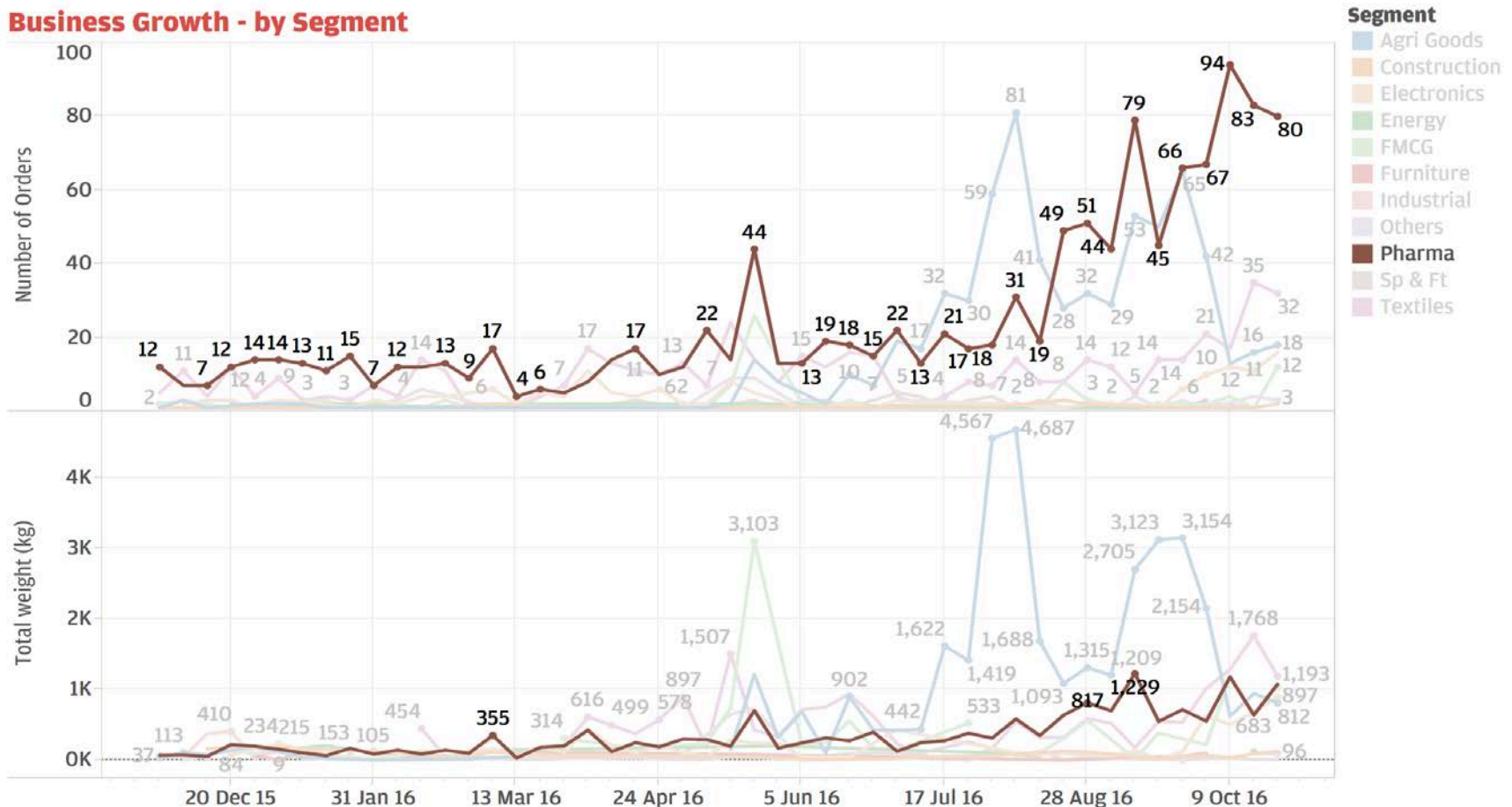
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# Operational Insights - Pharma

## Business Growth - by Segment



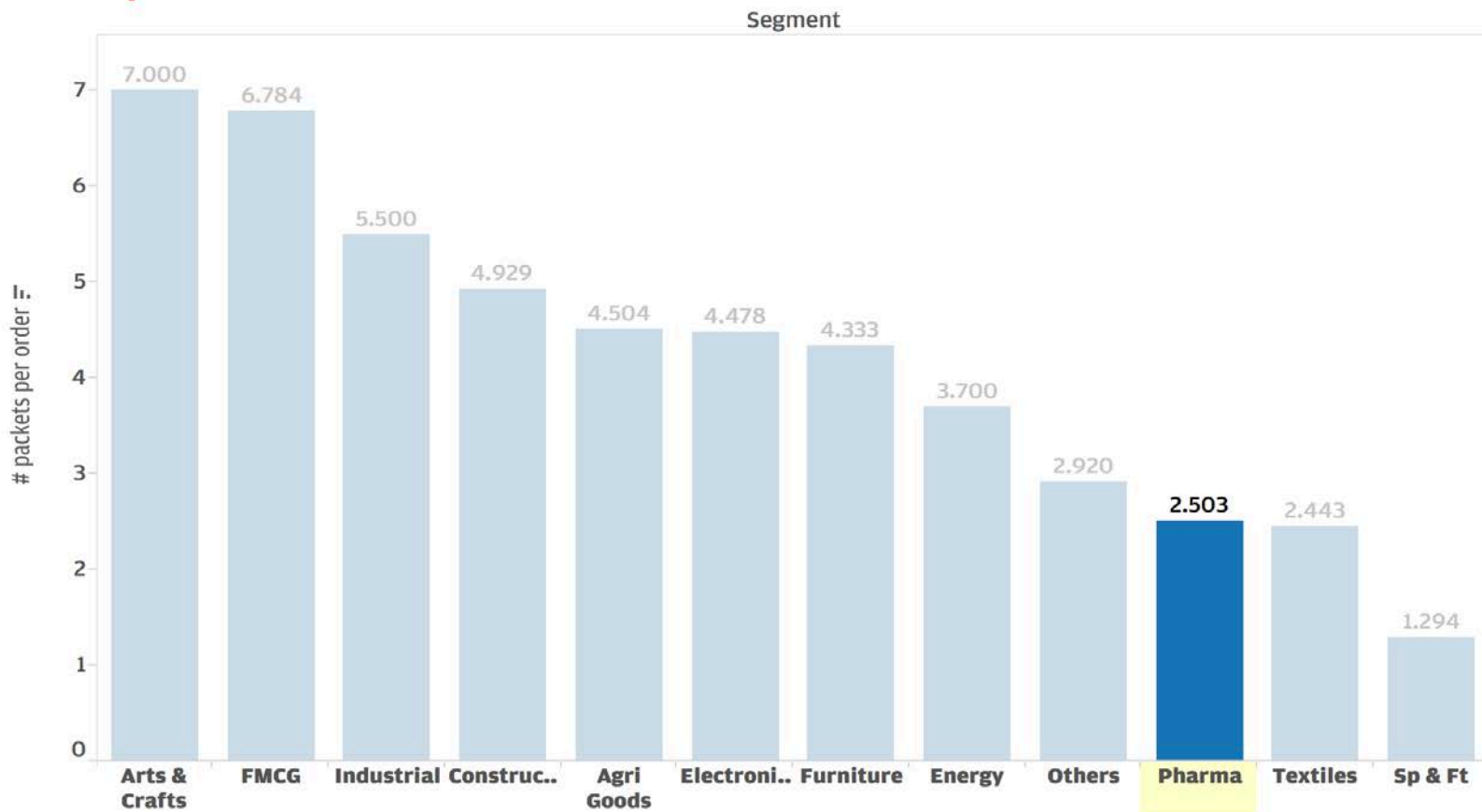
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# Operational Insights - Pharma

## Packets per Order



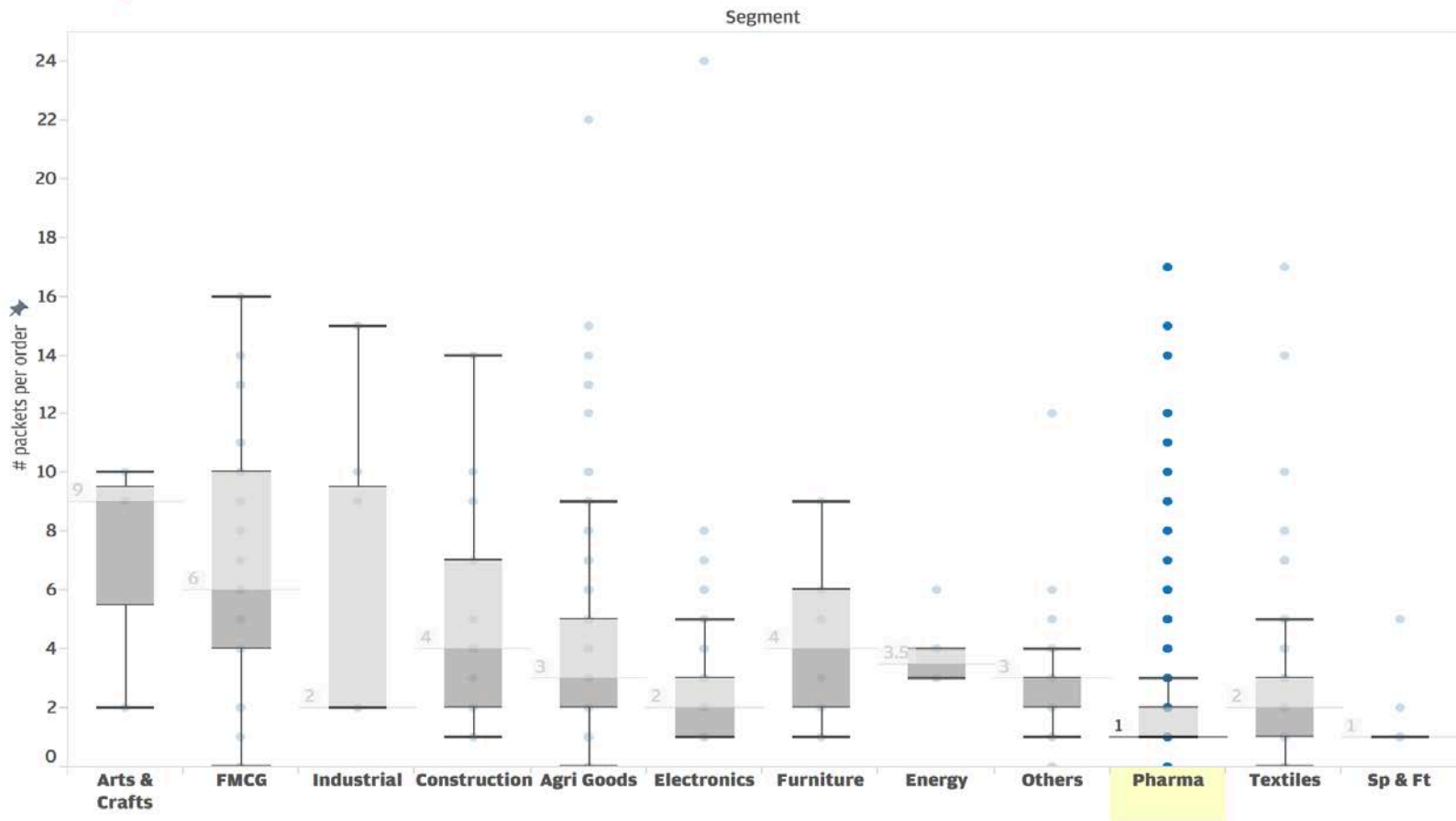
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# Operational Insights - Pharma

## Packets per Order



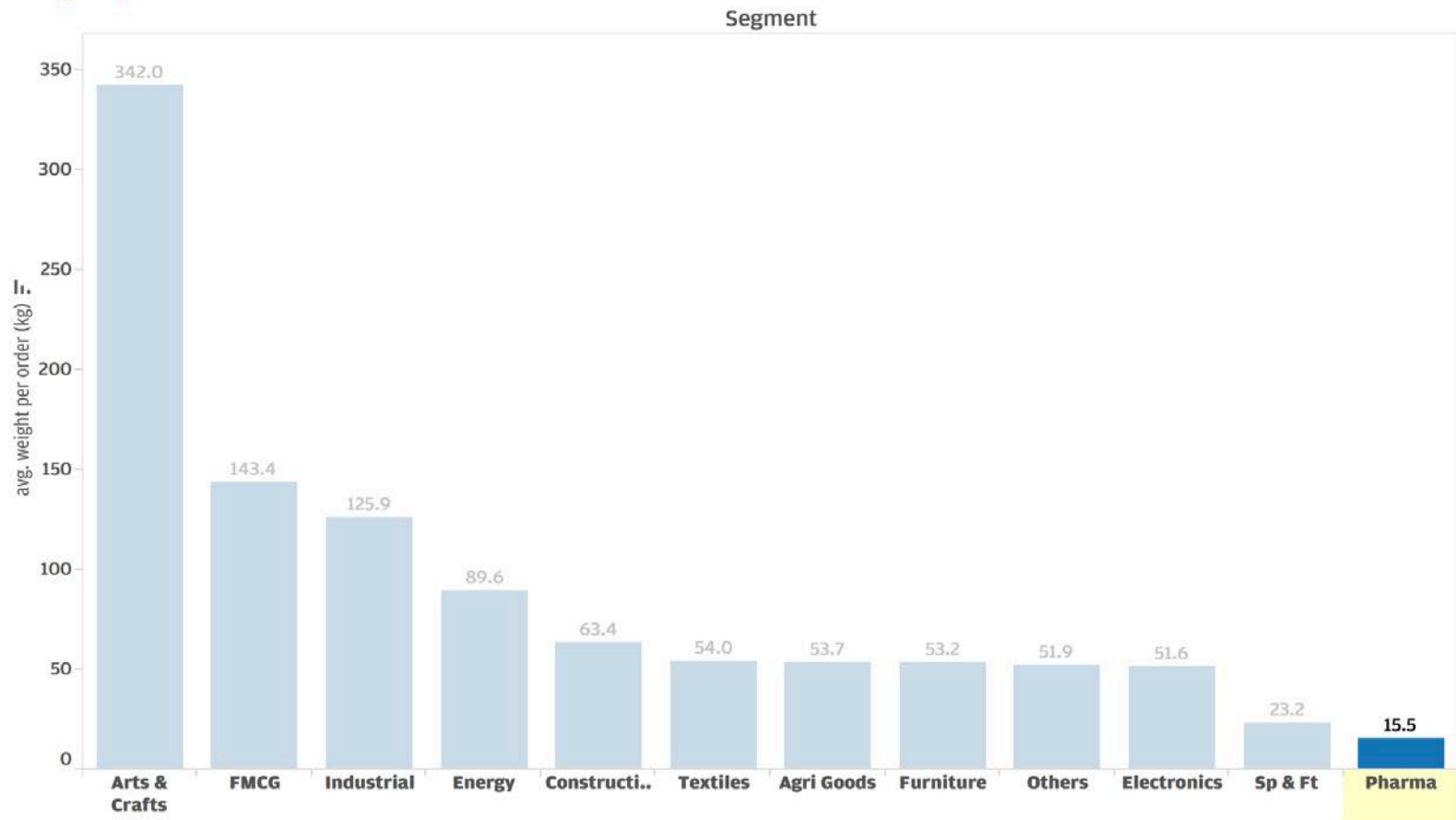
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# Operational Insights - Pharma

## Weight per Order



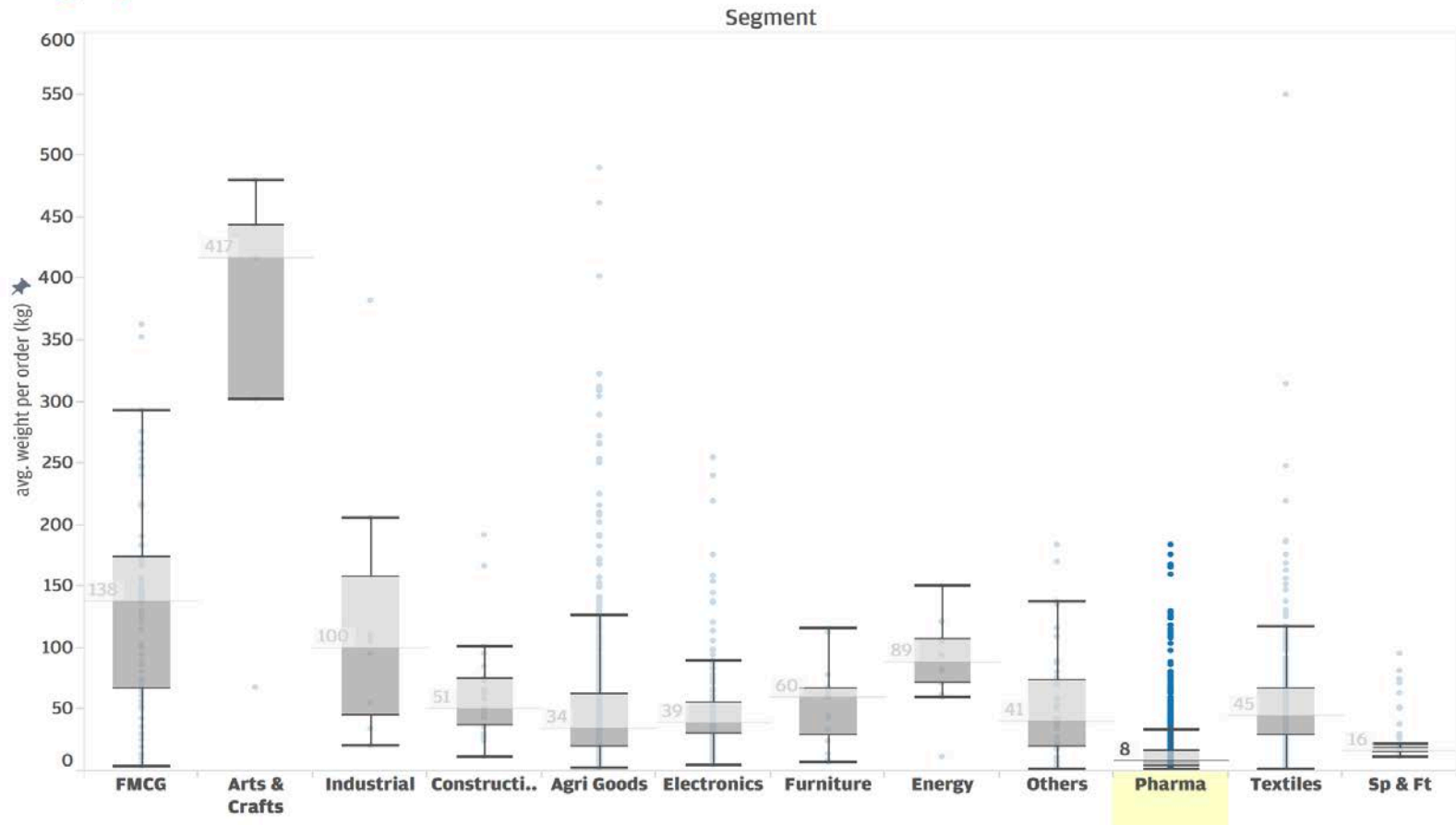
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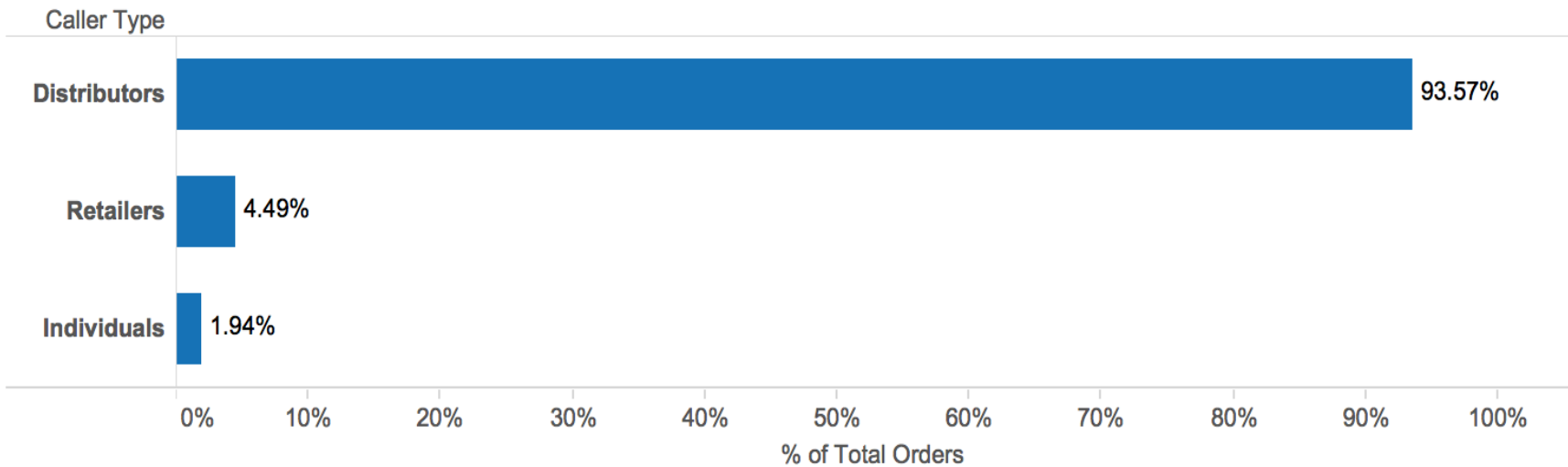
# Operational Insights - Pharma

## Weight per Order





# Operational Insights - Pharma





Thank you!

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