

"Are Indians getting better at punctuality?"

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Indians have always been known to be stretching time. However, I think we are getting better because of digital time businesses, though in some quarters we need to be significantly better. Let's look at a few notable punctuality wins and challenges as Indians take to the digital clock.

1. Digital is certainly making Indians more aware of time, deadlines.
2. Live Television programs have made politicians and spokespersons time conscious. A no-show or a late arrival looks bad on Live TV and that's not good for your supporters or fans.
3. The first is E-commerce. Indians have taken to E-commerce like a duck to water in almost every category. The time of delivery has made us conscious and is a factor in purchase now.
4. Every big city in India has at least 12 ride-sharing apps. Every consumer tears his hair when the driver is late or the waiting time is too long. They are getting time sensitive.
5. Every big Indian city has at least more than 20 food delivery apps. The pizzas, burgers, and biriyani ordered are humungous. 81% of Indians have ordered via a food delivery app this year in the available cities. Consumers judge these apps as much on the food quality as the delivery time.
6. When Indians travel, they are using maps more and more and that is making them conscious of being on time. Many even share live locations to gain trust.
7. There are many businesses like grocery delivery and credit approval apps that are using time as the differentiator for consumers. Delivery in ten minutes, and loan approved in seconds are new ads we are seeing. Time can be a monetisation variable in the coming years.
8. Indian railways trains are measured now for punctuality and report a 93% punctuality. This has a catch. The time grace given in India is 15 minutes, if a train is within that grace period it's taken as being punctual. In Japan, the same is in seconds and in the Netherlands, the grace period is 3 minutes!
9. Indian Aviation is making strides. Indian flights are punctual 85% of the time. GMR Hyderabad airport was the most punctual airport in the world in March 2023 with a 90.43% punctuality rate. Indigo whose promise is being on time was the 3rd most punctual airline in the world in June 2023. Both are amazing achievements.
10. The business world has not become more punctual, they have been where they were if not deteriorated during the pandemic with hybrid work and Xoom calls. Being punctual

at work is about respecting others, improving productivity and being professional. Few leaders start meetings on time and end meetings on time. There are very few exceptions. Making people wait is a trait seen amongst three types of leaders - politicians, business owners and film stars. Some are changing.

For Indians time is a continuum, not a fixed entity, it shows in our office lunch timings, it can be anything from 12 noon to 4 pm in any office or team?

Infrastructure projects used to get delayed by decades, that's not true anymore. The Delhi Metro was constructed three years ahead of schedule and within the budget.

Digital will drive time consciousness, and things will get better is my prediction!!

Shiv

www.shivshivakumar.com

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