

Building Trust in Digital Freight: Why Transparency Matters in Logistics Marketplaces

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Introduction

Trust is one of the most important currencies in logistics. A business handing over goods to a logistics partner must make decisions about capability, price, documentation, compliance, shipment status and delivery. India's National Logistics Policy recognizes predictability, transparency and reliability as important outcomes of a more efficient logistics ecosystem. In a digital marketplace, these qualities increasingly depend on structured information and traceable workflows rather than discovery alone.

Transparency begins before a shipment moves

The logistics e-Marketplace (LeMP), powered by ULIP, is designed to bring greater structure to the interaction between logistics service users and providers. Its onboarding journey provides for registration, profile creation, verification and KYC. Users can then float logistics requirements and providers can respond through competitive bidding, with quotation and rate comparison, vendor grouping and service-provider selection supporting a clearer discovery process.

Compliance as part of the journey

For EXIM logistics, trust also depends on understanding regulatory requirements. The LeMP framework incorporates an HSN-powered code finder and HSN Rules Engine intended to support HSN validation, country-specific regulations, document and license requirements, and duty, tax and trade-compliance checks. Bringing these checks closer to logistics planning may help users approach a shipment with better information before execution begins.

Digital documentation and visibility

LeMP is designed to carry transparency into execution through a set of connected digital capabilities:

- LR generation and e-Way Bill support
- Document storage and secure document exchange
- Multimodal shipment tracking
- Milestone updates
- Electronic proof of delivery for digital confirmation and shipment closure

Connected public infrastructure

ULIP strengthens this model by providing a unified digital gateway to logistics-related data from government systems through APIs. By September 2026, ULIP connected 49 systems across 13 Central Ministries and departments through 142 APIs and had facilitated more than 500 crore API transactions. Government partnerships using ULIP explicitly cite transparency, logistics efficiency and data-driven decision-making among their objectives.

Trust through better information

Technology alone cannot create trust, but it can make information, processes and responsibilities more visible. By combining verified participation, structured discovery, competitive bidding, compliance support, digital documentation, tracking and electronic proof of delivery, LeMP shows how transparency can be embedded across the logistics journey. The National Logistics Policy's broader emphasis on digitization, automation and better track-and-trace provides a strong policy context for this kind of connected marketplace approach.

Why connectivity matters

Trust is also cumulative across a transaction. Verification at onboarding can establish an initial level of confidence, but users still need clarity when comparing providers, preparing documents, understanding compliance obligations and following a shipment after dispatch. A connected marketplace can help preserve that visibility from one stage to the next. For providers, transparent workflows can also reduce ambiguity around requirements and delivery milestones. This is why the combination of discovery, documentation and tracking matters: each digital interaction contributes another piece of information that may support accountability. In this sense, LeMP's value is not only the digitization of individual activities, but the possibility of creating a more continuous and traceable logistics journey. It can also give both sides a clearer basis for resolving questions when information or expectations differ. A more continuous digital record can also support clearer communication between participants when questions arise around documents, milestones, shipment status or final delivery. This strengthens the case for treating digital connectivity as an operational layer around the logistics journey, rather than as a standalone technology intervention.