Theme:
MAKE IN INDIA - Contribution of Supply Chain Management Professionals in its Success
GET TURNED ON BY ELECTRICITY AGAIN

Power Up Your Life With Solar From Aethon
You’ve got better things to do than worry about your electric bills. Aethon Energy LLP offers affordable solar power solutions. Plus, we provide the expert guidance, unmatched service and savings you deserve.

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Dear Members,

The year gone by has kindled hopes for the Indian Economy. There are signs of revival in some of the sectors with hopes for other sectors in the new financial year just commenced.

The revival has also brought in challenges for all us especially the supply chain professionals. Demand on Cost reduction, cycle time reduction, fast response to customer calls, etc are some of the challenges. We also face the challenge to support the design and development team with new development, product performance entrancement and other similar activities without adding to product cost. The retail sector is seeing a sea change in the way business is being carried out. On live procurement have jumped and touched areas like groceries, apparels which were hither to considered unsuitable for e-commerce.

This issue of MATEMANEWS is a special edition in commemorating the Materials Management day celebration. The theme for this year is "MAKE IN INDIA – contribution of SCM Professionals in its Success". The theme aptly brings out the path laid out for the SCM Professionals. We need to breakout into new territories in order to give the impetus to the "MAKE IN INDIA" movement.

IIMM, Bangalore has been celebrating MM Day for the past two weeks with various programs. I am happy to note the good response received for all the programs. We have also remodeled MATEMANEWS to provide valuable technical inputs to all our members. Inputs and suggestions for further improvement is welcome.

Bangalore branch of IIMM has emphasized on all round development for all our members. Your active participation is the energy booster that is required for us to take this organization to great heights.

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Dear Supply Chain Professionals,

It is my pleasure for the opportunity given by IIMM Bangalore Branch to present MATEMANEWS for the academic and resource development for its students, members, faculties, supply chain managers, industry partners and well-wishers. On the special occasion of Material Management Day of 23rd April, 2016, IIMM Bangalore Branch is committed to cultivate the next generation of supply chain leaders. This magazine is intended to bring out to inculcate leadership skills among them.

The team behind the development of this magazine is keeping in mind to deliver very high standard and quality of news in the industry around us. I am sure that it will provide a platform to the students, supply chain managers to sharpen their writing talent and will also strengthen their academic and managerial capability. The world of supply chain managers is full of achievements and success stories. The team of MATEMANEWS is committed to provide in its current and subsequent issue, top-notch practical applications, providing a deeper understanding, case-studies of supply chain and explaining the opportunities in the current and future economic climate. Although no single issue of the magazine can fully reflect the diversity of the Supply Chain and its allied areas of management, the editor will make every effort to represent, over the course of time, the great diversity of interest, opinion, and background inherent in the magazine's readership.

Once again, I would like to express my considerable appreciation to all authors of the articles in this issue. These contributions have required a generous contribution of time and effort. It is this willingness to make the effort to share knowledge, concerns and special insights with the IIMM community at large that has made this issue possible.

Thank you all !!

AKASH KUMAR GUPTA
Hon.Editor, MATEMANEWS
EXTENDED INITIATIVES OF SUPPLY CHAIN MANAGEMENT

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Materials Management, has further developed into Supply Chain Management and with its value added activities, the profession has been a forceful function which is considered as technical tool to gain the competitive advantage. In a dynamic global business scenario, Supply Chain has been extended to new and innovative level and few of the initiatives are described.

1. **Vendor Managed Inventory - An inventory optimizing Tool.**

   Of late this has become very popular. The manufacturer (buyer) has access to vendor stock data. The buyer manages the pattern of replenishment ordering. Minimum and Maximum level of consumption is agreed, thereby replenishment levels are maintained. The vendor holds the stock as his inventory on behalf of the buyer.

   This system is ideal for critical items which are high in value and high in impact on operation of the buying company. This can also be used for long lead items. This is particularly useful, when buying Capital Machinery. In this case, the supplier, as a practice, supply mandatory or insurance spares along with the main Machinery. In many big organizations, it has come to the notice, that many of the spares are not used at all till the parent machinery is served its full life. The new and unused spares will remain in the stock and be a burden on the life cycle cost of the equipment besides these spares are disposed of at a scrap value.

   In VMI, the buyer may negotiate with the supplier to maintain the spares inventory on behalf of the buyer and supply the spares only when there is a call.

   These days it is a common scene in Shopping malls & Super markets, dedicated shelves of a particular company & Products. Supplier places Inventory of finished and ready to use products at customer’s location. The supplier retains the ownership of inventory. Payment is made only after the products are actually sold or consumed by the buyers.

2. **Module Sourcing**

   This is practiced mainly by equipment’s manufactures or by outsourced supplier of a major assembly or equipment manufactures.

   It is the practice of effective materials management technique to buy each and every individual components and assemble in the shop floor into an assembly. Now the individual components are sourced and clubbed into a module of Sub-Assembly. These components vendors are linked to the assembler for supply and only sub-assembly are purchased. Conversely responsibilities are now being given to the assembly vendors to source components and to perform assembly function and supply only in module form to the ultimate customers.

3. **Just-in-Time**

   In India JIT is many industries is mostly remain as theory. This is most suitable for fixed manufacturing plan of vehicles-that is for auto industry. However, the concept can be used to practice near to JIT which at least reduce the lead time and consequent Inventory holdings.
Monthly schedules are divided into various pre-determined quantity lot. Each lot is consigned as one KANBAN supply. As and when KANBAN supply is invoked, supplier deliver the selected KANBAN quantity. Just-in-time supplies are maintained and monitored by KANBAN cards. Vendors may also stock the quantities for JIT supplies in transporters go-down and supply based on daily request. At a stage where supplier’s confidence level is at its peak, even the manufacturers production plan is integrated into the suppliers through electronic data integration, so that the suppliers know when exactly their inputs are required to their customer devoid of follow ups thru telephones, mail, skype and physical chasing.

4. **Lean Supply Chain**

It is an established fact that supply chain tends to accrue waste and non-value added activities for various reasons both internal to the company and external. It is essential to make Supply Chain more compact and optimizing the flow of inputs from upstream Supplier and finished goods to the downstream consumers/customers. The Raw materials and inputs should not be stocked at the point of use. The receipt and delivery of goods should be balanced.

Lean Supply Chain aim to reduce capital expenditure. The cycle time will also be reduced by balancing the work. By employing best practices in logistics, the transportation routes both for inbound and outbound logistics, can be optimized. With the advent of GPS and vehicle tracking system devices, the logistics costs can be optimized. Delivery optimization and standardizing warehouse processes as well as correcting line stoppages are the important areas for practicing lean Supply Chain.

5. **Green Sourcing**

It is a known fact that the entire world is concerned with global warming and it is the responsibility of every citizen of the world to align with the nature in all their efforts. Similarly, companies are mandating their purchasing professionals to buy responsibly and source eco-friendly, environment-friendly, bio-degradable items of both the inputs and also packing & packaging material.

6. **E – Sourcing**

IT and ITES are used for technological advancement in sourcing. The requirements are consolidated and posted on pre notified Electronic site enabling short listed supplier to access. Current global business trend has lead to the development of E-Procurement. The system is interpersonal and different supplier would quote without any being identified. As the total transactions of reaching the enquiry to the supplier and offer to the buyer through an electronic platform, the activities are completed fast and instantaneous. Cataloging multiple part numbers are much easier and not complicated. EDI environment assures higher security level and easier & faster information handling.

The E-Procurement has evolved into its present-day role of strategic importance in supply chain management in a more & more global business environment. E procurement and reverse auction are being used in the government sector also and even CVC encourages since it is free from human interference and transparent.

7. **Outsourcing**

The lethal Competition in the market and pressure on the margin are forcing companies to look for various business models to retain and to sustain their market position. This gave birth to outsourcing trend of making/retaining only core activity and outsource all non-core on non-value added activities which will invariably at much lower cost. Instead of augmenting new facilities with high investment and to reduce the capital cost. Firms are resorting to shut their high expenditure activities & trimming to optimize ROI/ROA. This concept was first given by Peter Drucker which he referred to as production sharing. This has no limit and even the outsourcing of procurement outsourcing are also being seen.
8. Strategic Sourcing

Sourcing of goods and services has undergone a sea change to this date within the present global business environment. The desired relationship with the supplier and also kind of goods with reference to its annual consumption value and the potential impact or risk to an enterprise are guiding factors in sourcing. This would help for optimizing sustainable vendor support in terms of products & services to the buying customers.

Sourcing has several dimensions such as outsourcing, in sourcing, near sourcing, global sourcing, E-sourcing, besides strategic sourcing.

9. Early Vendor Involvement

Early vendor involvement in designing the products buying will help to understand the requirement by the buyer and reduce the risk of rejection and consequent effect to the buying company. Even networking with the suppliers of products/services by the buying company sharing all information’s about their final products and production/service plan of the buyer at a stage when mutual trust has reached its peak. The supplier can respond and remain agile with their access to the Production/Service plan of the buyer.

10. Virtual Supply Chain

This is a reality today. In this format firms will outsource every activity right from Planning, Design, Procurement, Finance, Production, Logistics, Marketing, Publicity, Dealership, Retailing, Warehousing, Delivery, Servicing, Collection and even Branding. Firms can choose to retain any one or more of its core competencies and outsource other activities without having to establish with capital cost. Firm’s core competency, in this situation lies in seamless, efficient and effective co-ordination of all the functions for successful entrepreneurship.

Innovation is the order of the day and firms with sustainable innovation and smart supply chain strategies keep winning the business war and remain in forefront.
Amazon.com (Amazon) is one of the first online shopping sites launched in 1995. Since its inception, it has been consistently ranked as one of the best retail sites on the Internet and is regarded as the universal model for successful Internet retailing. Amazon is one of the most extraordinary companies in business today, perhaps even the greatest of its time. The company has its headquarters in Seattle, Washington. Amazon has separate retail websites for United States, United Kingdom and Ireland, France, Canada, Germany, Italy, Spain, Netherlands, Australia, Brazil, Japan, China, India and Mexico. Amazon also offers international shipping to certain other countries for some of its products. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. Further, Amazon had the distinction of being the first e-commerce site to use collaborative filtering technology. Amazon’s immediate business goal is to ‘get big fast’ which reflected the driving force behind the company’s growth.

Amazon.com when first launched, it was an online bookstore, which others thought doomed to fail. Many critics thought Jeff Bezos, CEO, Amazon.com, crazy when stocked his online bookshop with one million book titles. The e-business has since expanded to sell music, electronics, videos, pharmaceuticals, pet supplies, home improvement products and groceries. Not to mention its evolution as a marketplace for third party sellers, a supply chain management expert for business customers and Amazon Web Services (AWS) for networking infrastructure. Amazon.com faced lot of challenges since its inception and focused on the range of strategies to succeed in a highly competitive market.

Innovating to get customers what they want, when they want it

Amazon endeavour to build that in India by giving customers more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient online shopping experience – and provide sellers a world-class e-commerce platform. They are committed to ensure 100% Purchase Protection for shopping done on Amazon, so that customer can benefit from a safe and secure online ordering experience, convenient payment options such as cash on delivery, easy returns and enjoy a completely hassle free online shopping experience. Millions of people count on Amazon to provide them with their favorite products, and Amazon’s Software Engineers and Research Scientists help make that possible. They use machine learning, data analytics, and complex simulations to ensure Amazon has the products customers want and can deliver them quickly. Amazon employ many of the tried-and-true technologies taught in academia and used by other companies; however, due to the increasing scale of our business and the evolving nature of online commerce, they are constantly innovating to build next generation solutions that will define the future of our industry.

Framework of Amazon Leadership

Amazon has become synonymous with disruptive innovation and for good reason. Amazon has made size a critical tactic in its strategy to grow big, to reduce its market rates, to increase market share, to grow bigger, and repeat the cycle. The company has disrupted and derailed any number of industries from publishing and book stores, to retail, to tech services. Amazon leadership principles are:

• Principle #1: Customer service = competitive advantage.
• Principle #2: Hire and develop the best
• Principle #3: Insist on the highest standards
• Principle #4: Think big
• Principle #5: Frugality
• Principle #6: Vocally self-critical
Supply Chain Optimization Technology

Amazon is many things to many people, but it is above all an astounding technology company. Supply chain and logistics optimization is the application of processes and tools to ensure the optimal operation of a manufacturing and distribution supply chain. It is neither easy nor cheap but it is the biggest opportunity for most companies to significantly reduce their cost and improve their performance. For most supply chain and logistics operations there is an opportunity to reduce cost by 10% to 40% by making better decisions.

Some facts about Amazon

- Amazon is the No. 1 selling e-tailer in the world – Amazon’s web sales are five times Walmart, Target and Buy.com web sales combined.
- Amazon serves 137 million customers a week (19.5 million daily).
- There are over 152 million active Amazon customer accounts.
- In its first week of trading, Amazon took orders for $12,438 worth of books.
- It took eight years for Amazon to turn a profit.

Amazon’s Supply Chain Gives It an Edge

Amazon.com owes much of its success to its enhancements to the shopping experience, but its strength in the future will hinge on supply chain and fulfillment capabilities, along with the continuation of popular pricing strategies.

A big advantage for Amazon is that it manages and ships not only its own inventory but that of other retailers such as Eddie Bauer and Target, giving it an economy of scale that dwarfs its rivals. As it stands, Amazon can currently ship some 10 million products, compared with Walmart’s 500,000. As Amazon offers same-day, second-day and other fulfillment options, it competes with bricks-and-mortar companies more and more. Using drop shipping, Amazon also has real-time links to manufacturers, which ship goods directly to consumers on the internet-company’s behalf. Amazon keeps the most popular products in inventory, but uses a mix of techniques to deliver goods. This gives Amazon an advantage that its rivals find hard to replicate.

Amazon’s distribution and fulfillment centers are large, each with hundreds of employees. Employees are responsible for: unpacking and inspecting incoming goods; placing goods in storage and recording their location; picking goods from their computer recorded locations to make up an individual shipment; and shipping.

Each distribution centre is equipped with latest materials handing technologies such as ‘pick to light’ system which used a terminal display to guide workers through picking and packing process. Frequency technology is used to direct workers to warehouse locations via radio signals. They also use voice technology – computers communicate instructions to workers. Employees carry hand-held computers which communicate with the central computer and monitor their rate of progress. A picker with their cart may walk 15 or more kilometers a day.

Amazon has one of the most-sophisticated supply-chain systems in the world, and it was all built from scratch. Homemade applications handle nearly every aspect of its supply chain: warehouse management, transportation management, inbound and outbound shipping, demand forecasts, inventory planning, and more. Amazon takes a Six Sigma approach to its distribution operations, and applies lean manufacturing and Total Quality Management methodologies to its processes. Development of a high level of automation is anticipated in the future following Amazon’s acquisition of Kiva Systems, a warehouse automation company.
Amazon Inventory Management Success on the Backs of Robots

The nation’s top online retailer moved over one billion worth of merchandise from its dozens of fulfillment centers to customer’s homes in 2015, generating more than the combined revenue of Amazon’s 10 next online competitors. That is a staggering amount of Kindles, garden tools, fishing reels, dog food bowls and other products. In fact, customers ordered 500 items a second from Amazon, that comes to nearly 43 million items in one day. To meet that demand, Amazon has developed sophisticated systems of supply chain and inventory management to fill the daily deluge of orders, selecting the items from their 1.1 million square foot fulfillment center, (115 million square feet world-wide) getting them to packers who box and ship the products.

Automated Warehouse Leads to Inventory Management

Amazon offers about 200 million products, any of which need to be found and fetched by one of about 1,000 workers at each fulfillment center. When products arrive at an Amazon warehouse, employees move the boxes from the truck to a conveyer belt. Workers open and unpack the boxes, placing them in carts that are sent to other teams of workers who sort them into storage units organized by an inventory algorithm.

For years, to fill orders workers at Amazon trekked the warehouse aisles, selecting items for each order and taking them to a packing station. That meant an enormous number of employee hours of walking, searching and selecting.

That is still the process at many Amazon centers, but in some, an orange, squat, clever robot, called a Kiva robot, is bringing the merchandise to the picker, speeding order fulfillment and eliminating the need for workers to walk through the warehouses. Amazon’s robotic move toward automation is part of a change in supply chain management toward automated warehouses. In addition to robots, the shift includes conveyors and other systems that reduce the need for people to manually select items. Robots and other automation can run around the clock increasing efficiency, improve inventory control and possibly reduce accidents. Also, fewer workers and forklifts roaming warehouses can make better use of floor space and increase storage capacity by 400% compared to buildings designed to accommodate forklifts.

When a customer purchases a product, a robot is assigned to locate it and bring it to the designated picker. The robot travels around the warehouse until it has found the storage pod containing the item. It then rotates underneath the pod, lifting it for transport. The robot makes its way to the warehouse’s highway system of aisles and carefully maneuvers itself around other pods using sensors to avoid collisions until it reaches the proper picker station.

The robots that look somewhat like industrial-size versions of robot home vacuums also help monitor inventory. After the picker selects, scans and readies items for packing, the robot returns the pod to a new space in the warehouse, based on its remaining inventory levels closer to the back for those without much product or empty and near the front if they are full. At some point, the robot returns to a charging station before its next assignment. The tireless robots have dramatically speed Amazon’s order packing process, reducing the average time to fill an order from 90 minutes to about 15 minutes. The inventory-moving Kivas may be just the start of automation in Amazon’s warehouses. In the future, the company is looking to robots that can actually pick items out of bins themselves.

Amazon Flywheel Cycle: The number 1 Key to Success

Amazon is the master of exploring, expanding and disrupting in both retail capabilities and providing business services, typically technology services via AWS, to companies. When they can connect the two together, there are reinforcing synergies between the capabilities and investments. The Amazon Flywheel is a long-tested systems dynamic view of Amazon’s core retail and marketplace business. With the recent steps in both customer devices and computing services infrastructure, the Internet of Things (IoT) launches by Amazon start to define a reinforcing Amazon Flywheel demonstrating the promise of future business and customer impact in general and an important business focus for Amazon. Amazon has shown the ability to launch experiments to understand how special purpose devices can make both ordering items and accessing content on-the-fly.
Today, successful companies rely on the skills of supply chain management professionals to keep their goods and services flowing to the marketplace quickly, efficiently, and as cost-effective as possible. Supply chain management is a bright spot among up-and-coming careers, with employment opportunities in a wide variety of industries, in firms of all sizes. If you’re interested in a challenging career with a variety of specializations, as well as prospects for advancement, you might want to check out supply chain management.

**WHAT IS SUPPLY CHAIN MANAGEMENT?**

Supply chain management includes all the activities a business employs to keep its products flowing, from sourcing raw materials, to delivering finished goods at the point of purchase. Top firms in industries such as automotive, food and beverage, computer hardware, electronics, and pharmaceuticals practice supply chain management to deliver goods consumers want or need at a price the market will support.

Businesses from manufacturers, wholesalers and retailers, to warehouses, healthcare providers and government agencies use supply chain management principles to plan, assemble, store, ship, and track products from the beginning to the end of the supply chain. Supply chain management encompasses collaboration with suppliers, intermediaries, third-party service providers, and customers, and includes:

- Sourcing raw materials and parts
- Manufacturing and assembly
- Warehousing and inventory tracking
- Order entry and order management
- Delivery to the customer

**Example of Supply Chain Management**

If you go to a Supermarket and pick up a few items off the shelf from electronics and white goods or even clothes and look at the labels, the chances are that you will find them having been manufactured in China or Mexico. The coffee pods you buy to use for your everyday use comes from Africa. Computers have been shipped out of South American Factories and Soft furnishings on the shelves are from India and Hong Kong.

Global markets are expanding beyond borders and re-defining the way demand and supplies are managed. Global companies are driven by markets across continents. To keep the cost of manufacturing down, they are forced to keep looking to set up production centers where the cost of raw materials and labor is cheap. Sourcing of raw materials and vendors to supply the right quality, quantity and at right price calls for dynamic procurement strategy spanning across countries.

With the above scenario you find companies procuring materials globally from various vendors to supply raw materials to their factories situated in different continents. The finished goods out of these different factory locations then pass through various chains of distribution network involving warehouses, exports to different countries or local markets, distributors, retailers and finally to the end customer.
In simple language, managing all of the above activities in tandem to manage demand and supply on a global scale is Supply Chain Management. As per definition SCM is the management of a network of all business processes and activities involving procurement of raw materials, manufacturing and distribution management of Finished Goods. SCM is also called the art of management of providing the Right Product, at the Right Time, Right Place and at the Right Cost to the Customer.

Why SCM strategy is important for an Organization

Supply Chain Strategies are the critical backbone to Business Organizations today. Effective Market coverage, Availability of Products at locations that hold the key to revenue recognition depends upon the effectiveness of Supply Chain Strategy rolled out. Very simply stated, when a product is introduced in the market and advertised, the entire market in the country and all the sales counters need to have the product where the customer can buy and take delivery. Any glitch in the product not being available at the right time can result in the drop in customer interest and demand which can be disastrous. Transportation network design and management assume importance to support sales and marketing strategy.

Inventory control and inventory visibility are two very critical elements in any operations for these are the cost drivers and directly impact the bottom lines on the balance sheet. Inventory means value and is an asset to the company. Every business has a standard for inventory turnaround that is optimum for the business. Inventory turnaround refers to the number of times the inventory is sold and replaced over a period of twelve months. The health of the inventory turn relates to the health of business.

In a global scenario, the finished goods inventory is held at many locations and distribution centers, managed by third parties. A lot of inventory would also be in the pipeline in transportation, besides the inventory with distributors and retail stocking points. Since any loss of inventory anywhere in the supply chain would result in loss of value, effective control of inventory and visibility of inventory gains importance as a key factor of Supply Chain Management function.

SUPPLY CHAIN MANAGEMENT JOBS

Skilled logistics managers are in demand because of their ability to spot complications and create effective solutions — all in support of a company’s objectives. Supply chain management professionals fulfill roles that offer a multitude of employment opportunities, which can be divided into two general areas:

1. Planning. Working in office environments, these supply chain managers are involved in areas such as inventory control, forecasting demand, and handling customer service issues.

2. Operations. Often located in distribution facilities, port terminals and operations centers, these jobs involve day today management of people and the flow of products.

Specific job titles fall into one of several categories; among them are:

✔ Forecasting. This specialty includes supply chain analysts, planners, and project managers, who use analytical and quantitative methods to manage the supply chain process. They typically focus on performance improvements and identifying potential problems.

✔ Fulfillment. Job titles include fulfillment supervisor, distribution center supervisor or distribution team leader. They are often responsible for receiving, storing and shipping products, and typically supervise teams focused on these activities.

✔ Purchasing. Roles include purchasing manager, acquisitions manager and buyer. Professionals in these positions typically direct buying activities, locate suppliers, negotiate contracts, and coordinate materials management.
Storage and Distribution. Known as warehouse operations managers, directors of logistics, or warehouse and delivery managers, these supply chain management professionals are skilled in inventory management; from receiving and storing goods, to filling orders across town or around the globe.

Customer Service. Also known as customer order managers and logistics or distribution coordinators, these professionals plan and direct activities of customer service teams, to ensure accurate orders, efficient shipments, and timely delivery of products.

SKILLS REQUIRED

How can an aspiring supply chain manager prepare for a career in this growing, competitive and complex field? You'll not only need outstanding communication, negotiation, and leadership abilities, but also a core competency of knowledge in the basics of supply chain management, such as distributions strategies, planning, and procurement. In addition, a broad range of specialized knowledge in areas such as globalization, risk management, logistics and lead-time management will serve you well.

Professionals in every category of supply chain management have obtained these in-demand skills and industry knowledge by enrolling in professional education courses. Relevant coursework will provide an understanding of the essentials of supply chain management, such as strategy, planning, sourcing, sales support, and customer service, as well as advanced techniques and skills in technology issues, key trends and tactics, and continuous improvement methods, such as Lean Six Sigma and Kaizen.

SUPPLY CHAIN MANAGEMENT CERTIFICATIONS

Supply chain management professionals at any stage of their careers can further distinguish themselves by earning industry-recognized certification. Leading organizations, such as The Association for Operations Management (APICS), and the Institute for Supply Management (ISM), recognize qualified supply chain managers with the following prestigious designations:

CPSM. The Certified Professional in Supply Management designation, offered by Indian Institute of Materials Management in association with Institute of Supply Management, USA

GDMM. The Graduate Diploma in Materials Management is offered by Indian Institute of Materials Management, and is well known to thousands of employers countywide.

IPSM. The International Diploma in Purchasing and Supply Chain Management, also offered by Indian Institute of Materials Management, is the most widely recognized credential in the field.

Earning supply chain management certification demonstrates a high level of commitment to your career, as well as expertise in the field. Certification may also give you a competitive edge when seeking supply chain management positions, as employers often show preference to CPSM, GDMM, and IPSM designees.

LAUNCH YOUR NEW CAREER

With the right mix of skills, industry knowledge, and certifications, you can prepare to launch a promising career in this exciting field. Explore professional supply chain management training and certification courses, choose the one that fits your needs, and get started on breaking into this exciting, fast-moving field.
“MAKE IN INDIA” – CONTRIBUTION OF SCM PROFESSIONALS IN ITS SUCCESS

Ms. Shirisha Jitri, Alumni IIMM

Make in India campaign was launched in New Delhi by the Prime Minister Narendra Modi on 25th of September in 2014. It is an initiative to make a call to the top business investors all across the world (national or international) to invest in India. It is a big opportunity to all the investors to set up their business (manufacturing, textiles, automobiles, production, retail, chemicals, IT, ports, pharmaceuticals, hospitality, tourism, wellness, railways, leather, etc) in any field in the country. This attractive plan has resourceful proposals for the foreign companies to set up manufacturing powerhouses in India.

Many have perceived the call in divergence and expressed different opinion. Larger understanding is that India should reduce our import quota at least for components of subassemblies and assemblies of Capital Machinery and also avoid or reduce import of fully finished Capital Machineries. In case, Import of such machinery is inevitable, insist overseas suppliers to source minimum of 30% components from India. This will, to some extent, control the outgo of Foreign Exchange as we may earn foreign exchange by exporting components to our own suppliers of unavoidable Capital Machinery imports.

Benefits:
- Emphasized on the development of labour intensive manufacturing sector. So, this campaign will generate a lot of employment opportunities.
- Employment will increase people’s purchasing power which ultimately helps in poverty eradication and expansion of consumer base for companies.
- The model of “look east and link west” policy will strengthen the industrial linkages as well as bilateral ties with many countries.
- Government has decided to formulate an auto response mechanism and issues pertaining to procedural clearings will be resolved at different levels in a given time frame, which is a positive step in making industrial friendly environment.
- Foreign investment will bring technical expertise and innovative skills along with the much needed foreign capital.
- This campaign will make India a key part of global value chain and unfolds numerous opportunities for other countries as well.

Challenges to make it Success:
- The biggest challenge is to restore the broken trust between industry and government, which was hampered by the policy paralysis.
- India has a myriad of infrastructural bottlenecks and to overcome these it needs to invest $1 trillion during 12th five year plan. Generating such a huge capital will be a daunting task.
- Another contentious issue is of environmental clearance, which has been surfaced in many projects especially related to mining sector.
- Uncertainty in tax regime (highlighted by Vodafone case) and delay in implementation of GST is also a matter of concern for industries.
- India along with poor infrastructure lacks a proper logistical network for the supply chain of components and materials required in manufacturing industries.
- Manufacturing sector demands highly skilled labour whereas India lacks highly skilled labour force.
- Complex processes have proved to be hurdles in getting procedural and regulatory clearances especially for new entrepreneurs.
- This also reflects in World Bank’s “Ease of Doing Business” report which ranked India at 134 out of 189 countries in 2013.
- Land acquisition for establishing manufacturing industries will prove to be a tedious task for successful unfolding of this campaign.
SCM Contributions to its Success

As companies increasingly use their supply chain to compete and gain market Share, spending and activities in this area are notably on the upswing. Technology and process upgrades at forward-thinking companies clearly show that supply chain excellence is more widely accepted as an element of overall business strategy and that increasing value to customers is not just management’s, but everyone’s business. This MAKE IN INDIA concept will bring new trend in supply chain function. Instead of conventionally plant level production planning it is better to focus on demand driven model, which is more customer centric. This will also have a telling effect on Inventory holding of the company. In the present, global business environment, most impacted area is supply chain. Sourcing of material, manufacturing, distribution, invoicing, have all been significantly impacted by the increased integration of global customer and suppliers. MAKE IN INDIA to be successful, Indian companies is to manage increased global competition and price pressure. They have to look towards supply chain at ways to reduce cost and to create more efficient value chain so that they can remain globally competitive. Cost improvements around inventory management, logistics operations, material management and manufacturing costs, including raw material and component acquisition can be found with

- Transportation/distribution management
- Improved product lifecycle management
- Improved strategic sourcing and procurement
- Lean and Green supply chain

Suppliers can differentiate themselves in a number of ways as well as provide Value, addition services and capabilities to their customers.

The differentiating factors include:

- Vendor Managed Inventory (VMI)
- RFID (Radio Frequency Identification)
- Labelling and packaging

Yet another increased trend is to outsource all non-core jobs. Some time, to get the best in the Industry from superior and high tech or cost competitive suppliers outsourcing is resorted. In a MAKE IN INDIA project, which is more global even labelling, compliance to environment and responsible packaging are critical to success. Collaboration is seen in the increased focus around RFID (Radio Frequency Identification). Value chain leaders are looking at functional areas to better integrate the supply chains of their partners with themselves. RFID can serve as a means to quickly and efficiently ensure that critical product information is communicated as products flow through the value chain and ultimately to the consumer. As supply chain networks have become more complex, the need for greater and improved supply chain technology solutions have become critical. Enterprise Resource Planning (ERP) and best Supply Chain Management (SCM) solutions have been developed to address the needs of manufacturing and distribution companies such as Inventory Optimization, Logistics Optimization, Product Lifecycle Management, RFID demand based Manufacturing Optimization etc., These technologies have helped enable the supply chain function to innovate, Drive cost optimisation, improve service and meet customer expectations better than ever. In order to have sustainable improvement in supply chain performance, a business must have the right balance of processes and technology. To remain successful, companies must bestow intensive focus on supply chain Excellence and may even need to re-evaluate their current processes and performance. In the areas like Demand Planning, Globalization, Outsourcing etc.

Companies must embrace Supply Chain Excellence as a core competency at all levels throughout the organisation and recognize that supply chain management is executed in all relevant areas, not just the functional supply chain function. The question automatically arises as to whether India is having sufficient skilled man power on different aspects and at all levels of supply chain. Again our Prime Ministers call of SKILL INDIA dream can also be realised which is an essential part for MAKE IN INDIA project. Training and Certification on Demand planning, Procurement and its components like indenting, Negotiating, commercial and taxation areas, warehousing, Inventory optimisation, Logistics and even Export and Import Management, will give adequate support to MAKE IN INDIA project.
"MAKE IN INDIA" – CONTRIBUTION OF SCM PROFESSIONALS IN ITS SUCCESS

Venkat Ramesh, Alumni IIMM

Introduction

Make in India campaign was launched in New Delhi by the Prime Minister Narendra Modi on 25th September 2014. It is an initiative to make a call to the top business investors all across the world (national or international) to invest in India. It is a big opportunity to all the investors to set up their business in 25 different sectors such as manufacturing, textiles, automobiles, IT, ports, pharmaceuticals, hospitality, tourism, etc., in the country. This attractive plan has resourceful proposals for the foreign companies to set up manufacturing powerhouses in India.

Make in India campaign launched by the Indian government focuses on building the effective physical infrastructure as well as improving the market of digital network in the country to make it a global hub for business (ranging from satellites to submarines, cars to software’s, pharmaceuticals to ports, paper to power, etc). The symbol (derived from national emblem of India) of this initiative is a giant lion having many wheels (indicates peaceful progress and way to the vibrant future). A giant walking lion with many wheels indicates the courage, strength, tenacity and wisdom.

The mission of Make in India is “Manufacture in India and sell the products worldwide”.

The prime objectives are : Make India a manufacturing hub and generate employment. The key highlights include, eliminating the unnecessary laws and regulations. And time-bound project clearances through a single online portal.

Growth Corridors – Pentagon

The Government of India has planned the growth corridor to support the growth of industrialization in an orderly manner as follows:

- Delhi-Mumbai Industrial Corridor Development Corporation (DMICDC)
- Bengaluru-Mumbai Economic Corridor (BMEC)
- Chennai-Bengaluru Industrial Corridor (CBIC)
- Chennai-Vizag Industrial Corridor (CVIC)
- Amritsar-Kolkata Industrial Development Corridor (AKIC)

Government Policies

The Indian Government has brought about various changes in its standing policies to encourage the MAKE IN INDIA program. These changes are in form of New Initiatives, increased FDI, improved IPR apparatus and a robust infrastructure for manufacturing.

Contribution by the Sectors to Indian Economy

In the year 2015, the service sector has contributed 56% to Indian economy, followed by agriculture sector of 28% and Manufacturing sector of 16%.

Make in India is intended to make India a manufacturing hub of the world. The idea was to increase the contribution of the manufacturing sector to India’s GDP. To accommodate the 300 million people who will join India’s workforce between 2010 and 2040, each year 10 million jobs are needed. The thrust on the manufacturing sector will create about 100 million jobs by 2022.

Make in India and Role of Supply Chain

Our Prime Minister gave a clarion call as ‘Make in India’. He is envisaging that India should become a manufacturing hub for the entire world using resources in terms of raw material and technology available in India. Many have perceived the call in divergence and expressed different opinion.
Larger understanding is that India should reduce our imports quota at least for components of sub-assemblies and assemblies of Capital Machinery and also avoid or reduce import of fully finished Capital Machineries. In case, Import of such machinery is inevitable, insist overseas suppliers to source minimum of 30% components from India. This will, to some extent, control the outgo of Foreign Exchange as we may earn foreign exchange by exporting components to our own suppliers of unavoidable Capital Machinery imports.

As companies increasingly use their supply chain to compete and gain market share, spending and activities in this area are notably on the upswing. Technology and process upgrades at forward-thinking companies clearly show that supply chain excellence is more widely accepted as an element of overall business strategy and that increasing value to customers is not just management’s but everyone’s business.

The ‘Make in India’ concept will bring new trend in supply chain function. Instead of conventionally plant level production planning, it is better to focus on demand driven model, which is more customer centric. This will also have a telling effect on inventory holding of the company.

In the present, globally business environment, most impacted area is supply chain. Sourcing of material, manufacturing, distribution, invoicing, have all been significantly impacted by the increased integration of global customer and suppliers.

Make in India to be successful, Indian companies is to manage increased global competition and price pressure. They have to look towards supply chain at ways to reduce cost and to create more efficient value chain so that they can remain globally competitive. Cost improvements around inventory management, logistics operations, material management and manufacturing costs, including raw material and component acquisition can be found with:

- Transportation / distribution management
- Improved product lifecycle management
- Improved strategic sourcing and procurement

Suppliers can differentiate themselves in a number of ways as well as provide value, addition services and capabilities to their customers. The differentiating factors include:

- Vendor Managed Inventory
- RFID
- Labeling and Packaging

Yet another increased trend is to outsource all non-core jobs. Some time, to get the best in the industry from superior and high tech or cost competitive suppliers outsourcing is restored. In a ‘Make in India’ project, which is more global even labeling, compliance to environment and responsible packaging are critical to success.

Collaboration is seen in the increased focus around RFID (Radio Frequency Identification). Value chain leaders are looking at functional areas to better integrate the supply chains of their partners with themselves. RFID can serve as a means to quickly and efficiently ensure that critical product information is communicated as products flow through the value chain and ultimately to the consumer.

As supply chain networks have become more complex, the need for greater and improved supply chain technology solutions have become critical, Enterprise Resource Planning (ERP) and best Supply Chain Management (SCM) solutions have been developed to address the needs of manufacturing and distribution companies such as Inventory Optimization, Logistics Optimization, Product lifecycle Management, RFID demand based Manufacturing Optimization etc.,

These technologies have helped enable the supply chain function to innovate, drive cost optimization, improve service and meet customer expectations better than ever. In order to have sustainable improvement in supply chain
performance, a business must have the right balance of processes and technology. To remain successful, companies must bestow intensive focus on supply chain excellence and may even need to re-evaluate their current processes and performance.

In the areas like demand planning, globalization, outsourcing etc., companies must embrace supply chain excellence as a core competency at all levels throughout the organization and recognize that supply chain management is executed in all relevant areas, not just the functional supply chain function.

The question automatically arises as to whether India is having sufficient skilled manpower on different aspects and at all levels of supply chain. Again our Prime Minister call of ‘Skill India’ dream can also be realized which is an essential part for Make in India project. Training and Certification on demand planning, procurement and its components like indenting, negotiating, commercial and taxation areas, warehousing, inventory optimization, logistics and even export and import management, will give adequate support to Make in India project.

These few additional and extended initiatives of supply chain coupled with well trained staff at all levels and bring them under SKILL INDIA empowerment will promise to make India as a manufacturing hub and ensures our Prime Ministers Make in India, a reality.

**Following are some of the expected outcome of Make in India mission:**

- India will be more connected with the rest of the world.
- India will be bigger, more heterogeneous and globalized.
- Affordable and accessible technologies.
- Supply chain organizations will become data-centric.
- Decisions will be supported by superior visualization and analytics.
- Innovations in technology and the information explosion will continue.

**Make in India – Supply Chain Challenges**

To achieve its aims, Make in India will need to increase the contribution of manufacturing to India’s GDP from 16 to 25% which would make it comparable with other developing countries like Korea (35%) and China (31%).

People have not fully realized that one area where they will run into trouble is the supply chain. The critical item in manufacturing in India is the supply chain, not labor. Workers can be trained but the supply chain is the problem. We need better suppliers, which have technology and ability to invest adequately.

The overhaul of supply chain in India is a pressing issue. India, the seventh largest country in the world measured by land area, currently presents a range of problems and challenges for manufacturers, both international and domestic. Frequent power outages, the high cost of rail freight infrastructure improvement, government processes themselves being lengthy and bureaucratic - all of these are challenges which need to be considered and tackled where feasible.

The Supply Chain makeover is a much needed one for India. The 7th largest country in the world in terms of land area presents following supply chain challenges for domestic and international manufacturers:

- Frequent power outages may cause delays in manufacturing schedules and an increased likelihood of defective parts.
- Perishable and cold supply chains face a 20% spoilage rate on average due to inefficiencies in India’s domestic freight infrastructure.
- India is approximately two weeks farther from the United States by shipping line than China.
- The Indian bureaucracy itself poses a challenge: government processes are complex and confusing, and have the potential to cause further delays and frustrations.
- India lacks a developed supply base: raw materials and parts are still often imported for production.
Future of Supply Chain in India

With the implementation of ‘Make in India’ the Indian economy will grow multi-fold by 2025 and consumers will have become much more heterogeneous, presenting organizations with a unique set of opportunities and challenges. The supply chain will be impacted by various evolving macro-factors. The six trends that we believe will have the most impact on the future of the supply chain in India and how organizations can prepare for these.

The future of supply chain in India will be shaped by: More mega cities, proliferation of segments (increasing consumer segments), improved supply chain infrastructure, better regulatory climate, increased globalization and affordable technologies.

Skills for the new era of SCM

Education on supply chain management is vital to the success of “Make in India” mission, your organization and to the survival and growth of the profession. There have been dramatic impacts upon and changes within the field of purchasing/supply management. Examples, but not limited to, are:

(1) Changing nature of customer / supplier relationships and alliances.
(2) The growth and use of the Internet to facilitate e-business.
(3) Significant reductions in staffs.
(4) Focus on strategic goals related to cost/value.
(5) The evolution of supply chain management as an integrated competitive business strategy, and the contribution of purchasing to this strategy.

The following are the insights into personnel requirements of future supply management organizations. A summary of the salient themes that emerged are as follows:

Supply Chain Trends

• Move towards centralized procurement/logistics and tracking of costs
• Rationalization of the supply base to a small set of strategic suppliers
• Outsourcing the procurement of non-strategic items
• Stress on real time response to customer requirements
• Greater emphasis on better forecasting, sales and operations planning and information sharing across the supply chains.
• Increasing pressure to reduce costs and demonstrate credible cost savings
• Rising bar in terms of skills and training desired in supply management professionals
• Growing emphasis on certifications and training for procurement professionals

Supply chain challenges facing companies include

• Inability of supply chain personnel to keep up with the rapid environmental changes and technological changes in procurement systems
• Integrating multiple systems existing internally
• Managing inventory levels – accumulation of inventory in the pipeline
• Maintaining training budgets in a difficult economy
• Greater emphasis on price rather than total cost in the wake of the growing pressure to increase revenue and reduce cost

Solid skills required in future supply chain managers include

• Project management
• Ability to understand financial statements
• Troubleshooting, problem solving
• Understanding of the legal issues involved in managing contracts
• Technical understanding
• Understanding of e-business / e-procurement systems
• Understanding of cross-cultural / global issues
• Cost accounting skills
• Business ethics
In the future, we are likely to see

• Growing emphasis on “Demand Chain Management”
• Greater expertise in effectively managing relationships through collaboration and measurement
• Increased visibility of price, but focus on cost management
• Alternative training technologies will become commonplace

As you can see – the need for managers who can effectively manage uncertainty and change is more important than ever. Managers will need to be able to lead teams of multi-skilled individuals, make decisions with less information yet be able to have effective contingency planning requirements in the background. Managers must further be able to effectively understand the impact of supply chain decisions on the bottom line, and be able to apply activity-based costing decisions to supply chain activities, (not just manufacturing activities).

Conclusion

India is likely to be a global economic power house by 2025 with the implementation of MAKE IN INDIA. As the economy grows and the operating environment evolves, several macro trends will shape the future supply chain design. Contribution of SCM professionals is very vital in the success of Make in India, as they are key players in shaping the organizations and bringing in new developments in the businesses through innovations and technological advancements. The success of Make in India can be witnessed through parameters like improved infrastructure, skilled manpower, global market for the Indian products, implementation of new policies and systems, adapting to advanced technologies and sustainability.

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✓ Technical Publications with Multimedia. This includes Authoring, Illustrations, IETM and CBT, etc
✓ IT solutions ranging from Application Development, IT Infrastructure to System Integration
✓ ERP Solutions to large and complex enterprises like Aerospace, Defence, Power sector, Manufacturing etc

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19.02.2016

IIMM Bangalore Branch was organized an evening lecture program on “Importance of Packaging, Design of Consumer Products in Current Scenario and Packaging Waste’ and Case discussion, live demo of various samples also displayed on this occasion. Talk by Dr. H.B.N Murthy gave with live demo of packaging explaining the significance of its features are really it was too good and appreciated by all presented members. At his age of 87 years the memory and abundant knowledge on logistics and packaging it was commendable and he has given very good presentation on topic.

He is a member of IIMM since 1980. He has also received Best Faculty Award of IIMM, and he was awarded as distinguished member in NATCOM 2012 -2013 held at Kolkata. He served the institute as Sr Faculty, Speaker, Examiner, Paper Setter, Evaluator, Project Guide, Preparation of Study Materials for GDMM/PGDMM Course etc.

On this occasion IIMM Bangalore Branch has felicitated Dr. H.B.N. Murthy and all members given great respect to him giving through standing ovation.

Mr. M.S. Shankar Narayanan Welcomed the gathering. Mr. C.L. Kapoor, Past National President, Branch Adviser, Mr. C. Subbakrishna, Former National President and Branch Adviser, and Mr. Shankar Narayanan, Branch Chairman felicitated Dr Murthy with Shawl, Fruit Bowl, Flower Bouquet and memento. Mr Srinivas Rao, Branch Vice Chairman proposed vote of thanks. Received Good Feed back and very much appreciated by the members participated.

22nd and 23rd February 2016 – Two Days Workshop on “E-Procurement"

Two days workshop on 'E-procurement ‘based on International Trade Centre’s Modular Learning System an initiative supported by International Trade Centre(ITC) UNCTAD/WTO and a global network of training Institutions was conducted at IIMM Bangalore Branch Conference Hall. Mr. C.Subbakrishna, Former National President, and ITC MLS - Train the Trainer Sr. Faculty, Mr. P . Srinivas Rao, ITC MLS -Train the Trainer, Sr. Faculty, Mr. K.S. Mohan Kumar, ITC MLS -Train Trainer, Sr. Faculty and D. Subramani, Vice President (South) ITC MLS - Train the Trainer Sr. Faculty handled the sessions. After all sessions handle by the Faculty, participation certificates issued to the participants.

4th Mar 2016 – Open house session on “Impact of Union Budget 2016 on Central Excise, Customs and Service Tax”

An open house program on Impact of Union Budget 2016-2017 on Customs and Central Excise and Service tax was orgnised on 4th March 2016 at Hotel Royal Orchid Central, Bangalore. The presentation highlighted on the subject of Union Budget 2016-2017 on Central Excise and Customs and Service Taxes by Mr. Vinod Kumar IRS, Chief Commissioner of Central Excise and Mr. Phani Kumar D. IRS, Dy Commissioner – Service Tax. Mr. K.V. Sudheendra, Honorary Secretary, welcomed Commissioners and Gathering. Mr. C. Subbakrishna, Former National President introduced Chief Commissioner - Mr.Vinod Kumar IRS. and Phani Kumar D IRS., Dy Commissioner and moderated the program. Participants and Members had an opportunity of interacting directly with Speakers covering the Tax Matters.

18.03.2016 Monthly Lecture Program

IIMM Bangalore Branch was organized an evening lecture program on “Importance of Importance of Supplier Quality in Vendor Selection Management’ by M. Rajesh Kumar C.E.O. Mobilitics. Mr. M.S. Shankarnarayanan, Branch Chairman, welcomed the Speaker and Gathering. Mr. M.H. Kulkarni, briefed about Speaker of the program.

Mr Srinivas Rao, Branch Vice Chairman proposed vote of thanks. Received Good Feed back and Program was very much appreciated by the members participated.
5th and 6th April 2016 Two Days Workshops

Two days workshop on "Vendor Management and Negotiation Skills" organized on 5th and 6th April 2016 at Royal Orchid Central, Bangalore. Total 29 Delegates attended workshop from various organization. Mr. C.Subbakrishna, Former National President, and ITC MLS - Train the Trainer Sr. Faculty, Mr. T.K. Ramasubbu, ITC MLS -Train the Trainer, Sr. Faculty, Mr. H.R.T. Chari, ITC MLS -Train the Trainer Sr. Faculty and Mr. K.P. Rajendran, Sr. Faculty handled the sessions. After all sessions handled by the Faculty, participation certificates issued to the Delegates. Feed Back was good, participants were very much appreciated the workshops and interactive sessions. Some of the Case studies also discussed in the workshops.

9th April 2016 One Day Seminar:

One day Seminar on "Advanced Supply Chain and Logistics Management" was conducted for the benefit of Management Studies Students of IBMR International Business School. About 96 students were attended the seminar. Dr. Venkatesh A. Arakeri, Principal Director of IBMR welcomed dignitaries and gathering. Mr. C.Subbakrishna, Former National President and Speaker for the day of seminar was the Chief Guest. Dr. Venkatesh A. Arakeri, Principal Director of IBMR requested for lighting of the Lamp and he has assisted the dignitaries in lighting the Lamp. Mr. C.Subbakrishna, Sr. Faculty and Mr. H.R.T. Chari Sr. Faculty handled the sessions. After the session Management Students were awarded participation Certificates by Mr. H.R.T. Chari, Mr. P. Viswanathan, Faculty and E.C. Member, and Mr. S.M. Nagaaj, Manager Administration.

11.04.2016 MM Day Celebration 2016 – QUIZ Competition:

As part of MM Day celebration a Quiz Competition was conducted on 11.04.2016 for Students and Member of our Branch. Mr. Srinivas V. Rao, Vice Chairman, compiled Q & A and was the Quiz Master. Mr. D. Lakshmaiah, Hon. Treasurer, Mr. H.R.T. Chari, Mr. G.S. Raju – EC Member, Mr. Achyuth Rao, E.C. Member, Mr. Mahesh Kulkarni, E.C. Member, Mr. Akash Kumar Gupta, E.C. Member, Mr. P. Viswanathan, E.C. Member and Mr. S. Subhash, Sr. Member Co-ordinated the programs.

Prize Winners : Quiz Competition:

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<tr>
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<th>Name</th>
<th>Company</th>
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<tr>
<td>1</td>
<td>Mr. Ashok Kumar</td>
<td>Kotak Mahendra</td>
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<td></td>
<td>Mr. Sanjay Kumar</td>
<td>Essae Digitronics Pvt. Ltd.</td>
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<tr>
<td>2</td>
<td>Mr. Prakash Upadhye</td>
<td>Biesse India</td>
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<td></td>
<td>Mr. Praveen K.K.</td>
<td>Biesse India</td>
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<tr>
<td>3</td>
<td>Mr. Shanmukha</td>
<td>Narayana Hrudyalaya</td>
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<td></td>
<td>Mr. Ramesh</td>
<td>Narayana Hrudyalaya</td>
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12.04.2016 – Debate Competition:

As part of MM Day celebration a Debate Competition was conducted on 12.04.2016 for Students and Member of our Branch. Mr. K.V. Sudheendra, Honorary Secretary, Mr. D. Subramani, Vice President (South),
Mr. H.R.T. Chari, Sr. Faculty, Mr. P.L. Mohan, Sr. Faculty, Mr. G.S. Raju, Faculty and E.C. Member were Judges for the Debate Competition held at IIMM Conference Hall. Mr. D Lakshmaiah, Hon. Treasurer, Mr. M.H. Kulkarni, E.C. Member, Mr. P. Viswanathan, EC Member and Mr Akash Gupta, E.C. Member were co-ordinated the Debate Competition.

Prize Winners: Debate Competition:

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<th>Prize Winners</th>
<th>Organization</th>
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<tr>
<td>1</td>
<td>Mr. Venkat Ramesh</td>
<td>IIMM Alumni</td>
<td>I Prize</td>
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<tr>
<td>2</td>
<td>Mr. Arjun Bhardwaj K.</td>
<td>SATRAC Engineering</td>
<td>II Prize</td>
</tr>
<tr>
<td>3</td>
<td>Ms. Shirisha Jitri</td>
<td>IIMM SCM Students</td>
<td>III Prize</td>
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13.04.2016 - One day Workshop:

One day workshop on "Advanced Technology in Stores-Warehouse and Inventory Management" was conducted 13.04.2016 at IIMM Conference Hall. Faculty were Mr. G.S. Raju, Sr. Faculty, Mr. H.R.T. Chari, Sr. Faculty. Mr. Sanjay Kikla, CEO handle the sessions on Advanced Technologies how it being used in Warehouse/Stores Management and how technologies growing faster and controlling Inventory, making cost reduction by using of latest technology of Bar Coding, RFID and Speak Pick, and also handled sessions on What is a Warehouse? Why is Warehousing Required, Types of Warehouses, Internal Container Depots, Cross Docks, Warehouse Management System etc. Case studies also discussed in the workshop. Participants who have participated from various organisations were very much appreciated and given good feedback.

14.04.2016 Essay Competition:

The Essay competition held on 14.04.2016 Essay articles reviewed by Mr. Srinivas V. Rao Branch Vice Chairman and Akash Kumar Gupta E.C. Members. Total 10 essays received from Members and Students on the MM Day Theme of MAKE IN INDIA – Contribution of SCM Professionals in its success and some of the articles selected for Publication in Matemanews and MMR.

Prize Winners: Essay Competition:

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<tr>
<td>1</td>
<td>Ms Shirisha Jitri</td>
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<td>I Prize</td>
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<td>2</td>
<td>Mr Venkat Raman</td>
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<td>3</td>
<td>Mr Rabi Narayan Padhi</td>
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<td>III Prize</td>
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16.04.2016 BEST MATERIALS MANAGER CONTEST

TOPIC: "MAKE IN INDIA – Contribution of SCM Professionals in its success"

4 Teams Registered

The judges were Mr. Srinivas V. Rao, Branch Vice Chairman, Mr. K.V. Sudheendra, Branch Vice Chairman, IIMM, Mr. G.S. Raju, EC Member & Faculty, Mr. Mahesh Kulkarni, EC Member and Mr. P. Viswanathan, EC Member & Faculty.
BEST MATERIALS MANAGER PRIZE WINNERS

<table>
<thead>
<tr>
<th>TEAM MEMBERS</th>
<th>ORGANISATION</th>
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<tbody>
<tr>
<td><strong>FIRST PRIZE</strong></td>
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<tr>
<td>Mr. Venkata Krishna</td>
<td>The Akshaya Patra Foundation</td>
</tr>
<tr>
<td>Ms. G. Nalini</td>
<td>The Akshaya Patra Foundation</td>
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<tr>
<td>Mr. Nagesh</td>
<td>The Akshaya Patra Foundation</td>
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<tr>
<td><strong>SECOND PRIZE</strong></td>
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<tr>
<td>Mr. Venkat Ramesh</td>
<td>IIMM Alumni</td>
</tr>
<tr>
<td>Mr. Shirisha Jitri</td>
<td>IIMM CSCM Student</td>
</tr>
<tr>
<td><strong>THIRD PRIZE</strong></td>
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<tr>
<td>Mr. Ashok Kumar</td>
<td>Kotak Mahendra</td>
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<tr>
<td>Mr. M.R. Kiran</td>
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<tr>
<td>Mr. Srikumar</td>
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18.04.2016 Study Circle Meeting

As part of MM Day Celebration a Study Circle meeting was organized on 18.04.2016 at IIMM Office Conference Hall, on the Subject “Impact of Union Budget 2016 on Central Excise, Customs and Service Tax” by Mr. H.R. Gowri Shankar, Advocate and Tax Consultant. It was very good interactive program and well received by the Students and Members who have participated. Feed back was very good.

20th and 21st April 2016 Two days workshops:

Two days workshop on “Contract Management & Suppliers Relationship” MLS Based, WTO ITC conducted at Hotel Royal Orchid Central, Bangalore. Senior Faculty and MLS Trained the Trainer, WTO ITC handled sessions. Some of Case Studies also discussed. Feed back received by the participants was very good.

22nd April 2016 Evening Lecture Program:

An evening lecture program was organized on 22.04.2016 at Woodlands Hotel, Bangalore by Mrs. Wilma Rodrigues, CEO and Founder Member of SAAHAS Waste Management Services, on “Waste Management –Role in Supply Chain Management”. Program well received by the participants and it was followed by good interactive session also.

MATEMANEWS Advertisement Tariff

<table>
<thead>
<tr>
<th>Cover Page Inside / Backside</th>
<th>Rs. 20,000/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Rs. 10,000/-</td>
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<tr>
<td>Half Page</td>
<td>Rs. 5,000/-</td>
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<tr>
<td>Filler Page</td>
<td>Rs. 2,500/-</td>
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</tbody>
</table>
BRANCH ACTIVITIES


Mr. M.S. Shankarnarayanan, Branch Chairman addressing the participants on 12-13.02.2016

Welcoming Dr. H.B. N. Murthy for the Lecture Presentation on 19.02.2016 with Boquet

Mr. P. Srinivas Rao, Branch Vice Chairman introducing Speaker to Gathering

Mr. M.S. Shankarnarayanan, Branch Chairman welcoming Speaker with Boquet

Mr. C. Subbakrishna, & Mr. C.L. Kapoor, Former National President felicitating Dr. Murthy - Distinguished Member and Sr. Faculty

Welcoming Address by Mr. K.V. Sudhindra, Hon. Secretary on 04.03.2016

Mr. C. Subbakrishna, Former National President moderating on 04.03.2016

Address on Impact of Union Budget 2016 by Mr. Vinod Kumar IRS, Chief Commissioner of Central Excise on 04.03.2016

Mr. D. Subramani, Vice President (South) welcoming Chief Guest Mr. Vinod Kumar IRS, Chief Commissioner with Boquet

Group of Dignitaries with Mr. Vinod Kumar IRS, Chief Commissioner of Central Excise.

A view of Participants attended on 04.03.2016
Appeal

1) Writers are requested to send their article to iimmbg@airtelmail.in / akashforce@gmail.com

2) Members are requested to send us their latest e-mail id, official and communication address to update our membership database urgently.

3) All Communication are being sent by mail id only, Please send information to iimmbg@airtelmail.in
# Indian Institute of Materials Management, Bangalore Branch

## Admission Open for Following Courses

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Course Description</th>
<th>Mode</th>
<th>Eligibility</th>
<th>Total Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Graduate Diploma in Materials Management (GDMM)</td>
<td>2 Years - Regular (Evening classes)</td>
<td>Engg. Diploma / Degree</td>
<td>Rs. 55,500/- (4 instalments)</td>
</tr>
<tr>
<td>2</td>
<td>Graduate Diploma in Materials Management (GDMM)</td>
<td>2 Years - Distance</td>
<td>Engg. Diploma / Degree</td>
<td>Rs. 42,000/- (4 instalments)</td>
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<tr>
<td>3</td>
<td>PG Diploma in Materials Management (PGDMM)</td>
<td>3 Years - Distance</td>
<td>Degree/GDMM with minimum 55% marks + 2 Years Experience in MM/Supply Chain</td>
<td>Rs. 45,000/- (6 instalments)</td>
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<tr>
<td>4</td>
<td>Post Graduate Diploma in Logistics Management</td>
<td>1 Year – Distance</td>
<td>Degree with 3 years experience</td>
<td>Rs. 18,000/- (2 instalments)</td>
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<tr>
<td>5</td>
<td>Diploma in Stores Management (DSM)</td>
<td>1 Year - Distance</td>
<td>Engg Diploma/Degree or Higher Secondary with 2 years Experience</td>
<td>Rs. 9,900/-</td>
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<tr>
<td>6</td>
<td>Diploma in International Trade (DIT)</td>
<td>1 Year - Distance</td>
<td>Engg Diploma/Degree or Higher Secondary with 2 years Experience</td>
<td>Rs. 9,900/-</td>
</tr>
<tr>
<td>7</td>
<td>International Diploma in Purchasing and Supply Chain Management (in association with ITC/WTO)</td>
<td>Intl. Certificate – 6 Months (6 Modules, Advance Certificate – 6 Months)+6 Modules Intl.Diploma – +6 months (+ 3 Modules + Project)</td>
<td>Degree + 2 Years Experience in Purchase/Supply.</td>
<td>Course Fee: Rs. 2,500/- per Module, Proj. Rs. 3,500/- Exam Fee: Rs. 1,500/- per Module</td>
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<tr>
<td>8</td>
<td>Certified Professional Supply Manager (CPSM) in association with Institute of Supply Mgt, USA</td>
<td>Min six months - Distance</td>
<td>Degree + 5 Years Experience</td>
<td>Examination Rs. 20,000/- Exam Fee: Rs. 4,500</td>
</tr>
<tr>
<td>9</td>
<td>Graduate Diploma in Public Procurement (GDPP)</td>
<td>1 year – Distance</td>
<td>Engg. Diploma / Degree</td>
<td>Contact our NHQ Edn. Wing</td>
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<tr>
<td>10</td>
<td>Certificate Course International Trade (International Trade)</td>
<td>6 Months – Regular (Evening Classes)</td>
<td>12th Std and above</td>
<td>Rs. 12,000/-</td>
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<tr>
<td>11</td>
<td>CIT (Certificate Course on International Trade)</td>
<td>6 Months (Regular - Classes will be conducted weekly three days in the evening 6.30pm to 8.30pm)</td>
<td>Any Degree /12th Standard</td>
<td>Rs. 14,000</td>
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<tr>
<td>12</td>
<td>SKILL Development Program Purchasing Management Stores Management</td>
<td>4 Months to 6 Months</td>
<td>10th 12th Standards, with Working People</td>
<td>As per Govt. Notification</td>
</tr>
<tr>
<td>13</td>
<td>PDPP (Professional Diploma in Public Procurement (In association with World Bank)</td>
<td>6 Months</td>
<td>Graduates /Post Graduates or Engg. Diploma with three years experience</td>
<td>Rs. 20,000/-</td>
</tr>
</tbody>
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For more details and prospectus, please contact IIMM Secretariat
- July – December 2016 Batch Prospectus and Applications are being issued.
- For further details and prospectus please contact IIMM Bangalore Branch Secretariat at the following address:

**Indian Institute of Materials Management**
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E-mail : iimmbg@airtelmail.in; Website : www.iimmbangalore.org ; www.iimm.org

**National Headquarters:**
Plot No: 102 & 104, Sector-15, Institutional Area, CBD Belapur, Navi Mumbai-400 614, Phone : 27565922
E-mail : iimmediu@iimm.co.in ; iimmnhq55@gmail.com
Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.

- Steve Jobs