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EXCELLENCE

OPs InSights

Official Newsletter of Opcellence, MDIM



MEET OUR MENTORS

Dr. Debasis Chanda brings in 20+ years of cross-functional experience in the IT industry and 5+ years of experience in the Engineering Industry. He is also certified as an Enterprise Architect by The Open Group (TOGAF).

His functional expertise also includes Strategy Consulting and Brand Building.

His industry expertise includes Government, Banking, Insurance, Communications, Media & Entertainment, Manufacturing & Logistics, Retail, Publishing, Pharma & Life Sciences. He also has Global Business exposure – Continental Europe, USA, APAC, Middle East and India.



Dr. Debasis Chanda

*Dean - Academic and Professor,
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Dr. Sunil Giri

*Chairperson - PGDM and Associate
Professor, Operations Management*

Dr. Sunil Giri did B. Tech (Electrical Engineering), MBA and PhD in Supply Chain Management. He has 14 years of rich experience in management teaching, training & consulting and research. His research interest is Sustainable Supply Chain, QR Logistics, Humanitarian Logistics, Supply Chain visibility, Lean manufacturing, Quality Management. He has taken training session in campus and in company MDP's conducted for executives/officers of various organizations. He has guided various Ph.D Scholars and had his name published in national and international Journals.



ABOUT OUR CLUB

OPCELLENCE: The Operations club of MDI Murshidabad is the platform for students to harness their potential in the field of Operations Management.

The name is derived from the objective we desire to achieve i.e. OPERational exCELLENCE. OPCELLENCE is a hub where innovative ideas are garnered and nurtured for execution. Brainstorming, case discussions, simulation games, publications, quizzes, etc. are some of the activities conducted round the year to instill interest in the field of operations research and operations management.

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Why customer satisfaction is crucial in logistics?

-Shubham Mehrotra

Customer satisfaction is one such criterion that can make or ruin a logistics firm. The customer may be evaluating the service provider based on pricing, delivery, behaviour, information, correct billing, or plain convenience. Each interaction with the customer should be nothing short of a delight.



Logistics is synonymous with communication.

As we enter the Millennial era, communication is the key to customer satisfaction. Even if the delivery is delayed and the consumer is informed in advance, chances are he or she will be satisfied. A well-integrated IT system with GPS, Google Maps, and driver SIM tracking can provide the customer with regular updates. If none of the above is possible, a WhatsApp message or even a phone call would be greatly appreciated. We must ensure that the customer is fully informed on the when, what, where, and how each cargo must be picked, transported, or stored.

Logistics is speed

In logistics, communication speed is critical to providing excellent customer service. The communication results in prompt action, which saves the day. The consumer may have several questions, and the logistics partner should be two steps ahead of them in responding to each one. A ignorant or mute logistics partner should be buried rather than invited over for tea.

Logistics is safety

Even if the information was sent on schedule, a damaged delivery is never appreciated. For logistics success, OTIF (On Time in Full) delivery is important. This necessitates meticulous handling, packing, storage, and cross-docking of each item of cargo entrusted to the service provider. Regular training and process audits are the most effective ways to maintain safety standards.

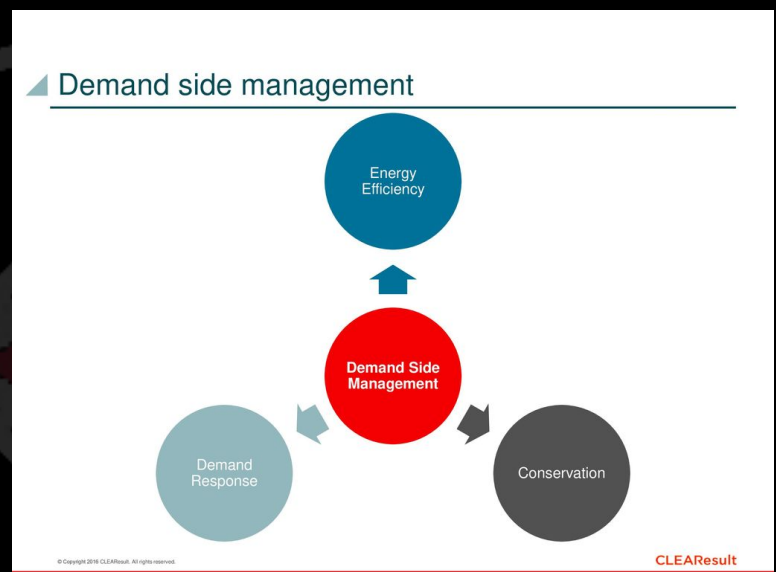
Customer happiness is critical for service companies looking to gain a competitive advantage. Be aware that if you disappoint your consumers, they will quickly be attended to by another logistics provider who places a higher priority on customer happiness.

Demand Side Management (DSM)

-Vimlendu

The demand side management (DSM) solutions are intended to provide retailers with better visibility into their inventory and operations. They offer real time data that helps companies optimize their operational processes across the value chain – from manufacturing, to distribution, to retail. As such, DSM solutions provide both quantitative and qualitative insights into product demand.

Nowadays, companies want to increase their productivity at every level of production. Therefore, they look for ways to streamline their supply chains. This becomes even more important as the competition increases and the pressure to cut costs mounts. In order to achieve success, companies should adopt new technologies and tools that enable them to manage the entire value chain.



(DSM) is based on the premise that all businesses are ultimately responsible for their own sustainability. This means they need to continually monitor their own operations to ensure that they are meeting environmental, social, and economic goals. In order to do this, companies have to be able to measure their performance. DSM helps them achieve this goal by making sure that they understand what they are doing well and where improvements can be made.

DSM is not just about improving individual processes; rather, it is about changing the direction of the entire business. With the right tools, companies can identify opportunities for improvement and implement changes that help drive them towards achieving their sustainability goals. In order to effectively use DSM, companies need reliable data about their business operations. They need to know how much they spend on raw materials, energy, water, transportation, etc., as well as their costs per unit. They also need metrics to show whether the efficiency of their operation has improved over time.

This information should be easy to access from any location, at any time. Companies are increasingly looking toward cloud-based solutions that offer real-time visibility into their operations. Cloud computing allows users to connect to the Internet through web browsers using a standard internet connection instead of having to install software onto their computer. These services provide users with anytime/anywhere access to their data, regardless of their geographical location.

Air WayBill

- Ishar Alam

An Air way-bill (AWB) or an air consignment note is a receipt issued by an international airline during transport of goods from one airport to another. It is a contract of carriage of goods. In simple words, it is a documentary proof of carriage of goods. In no way it is a document to the title of goods. Therefore, an AWB is non-negotiable.

An AWB consists of an 11 digit number. This number is used to make bookings, check the delivery status of consignments and track shipments. The 11 digit number consists of:

- First 3 digits- Airline prefix. Each airline has an assigned 3 digit number by the International Air transport association (IATA). These numbers help us identify the document issuing airlines
- Next 7 digits- Running numbers. There is one number for each consignment.
- Last digit-Check digit. It is arrived by dividing the 7 digit running number by 7. The remainder is the check digit. It is because of this reason that no air way-bill number ends with a number greater than 6.

AWBs are issued in 8 sets of different colours which are as follows:

- Green copy- It is the first original. It is the Issuing carrier's copy
- Pink copy- It is the second original copy. It is the Consignee's copy
- Blue copy- It is the third original copy. It is the Shipper's copy
- Brown copy- It is the delivery receipt. It acts as a proof of delivery
- White copy- The remaining copies are white. One is for the agent and the others are extra copies

Functions: An AWB serves the following functions:

- It is a contract of carriage
- It acts as an evidence of receipt of goods
- It serves the purpose of a freight bill
- It can also be a certificate of insurance
- It facilitates customs declarations

An AWB is typically a one-page document that is packed with important information. The bill is designed and distributed by the IATA and is used in domestic and international shipping. The document itself is issued in eight sets of different colors, with the first three copies being the original.

- The first original (green) is the issuing carrier's copy.
- The second (pink) is the consignee's copy.
- The third (blue) is the shipper's copy.

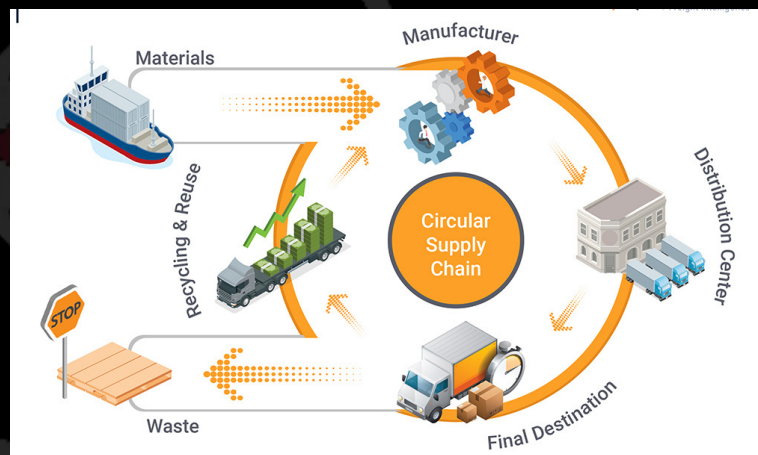
Shipper's Name and Address		Shipper's Account Number		Not Negotiable Air Waybill Issued by	
Consignee's Name and Address		Consignee's Account Number		Copies 1, 2 and 3 of this Air Waybill are originals and have the same validity.	
Issuing Carrier's Agent Name and City		Agent's IATA Code		Accounting Information	
Airport of Departure (Addr. of First Carrier) and Requested Routing		Requested Flight/Date		Reference Number	
To		By		Declared Value for Carriage	
Airport of Destination		Amount of Insurance		Declared Value for Customs	
HOLD FOR PICKUP					
No. of Pieces BCP	Gross Weight in	Rate Class	Chargeable Weight	Rate/Charge	Total
		Commodity Class No.			
Prepaid		Collected		Other Charges	
Valuation Charge		Tax		Total Other Charges Due Agent	
Total Other Charges Due Agent		Total Other Charges Due Carrier		I hereby certify that the particulars on the face hereof are correct and that insofar as any part of the consignment contains dangerous goods, I hereby certify that the contents of this consignment are fully and accurately described above by proper shipping name and are classified, packaged, marked and labeled, and in proper condition for carriage by air according to applicable national governmental regulations.	
Total Prepaid		Total Collected		Signature of Issuing Carrier or its Agent	
Currency Conversion Rates		L/C Charges if Decl. Currency		Executed on (date)	
For Carrier's Use only at Destination		Charges at Destination		Total Collected Charges	

Circular Supply Chains

- Kankan Das

The supply chain structure has mostly stayed unchanged since humans began creating and delivering items to one another. Raw resources enter, are transformed into a product, and are subsequently dispersed and utilized until they are eventually discarded. This linear supply chain has kept economies humming, but a new, more profitable supply chain model, the circular supply chain, is gaining traction. The circular supply chain is a business concept that promotes product producers and dealers to repurpose abandoned materials.

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Companies are also being pushed to explore embracing the circular supply chain by stricter government rules on recycling and trash disposal. Businesses who implement sustainable methods may be rewarded for their efforts not just by the government, but also by consumers, who prefer ecologically friendly products. Companies are refurbishing discarded parts or melting down items to return them to their raw material form rather than developing one-time-use products. Businesses are increasingly deciding to loop their supply chains rather than using a straight "in and out" model to reduce costs and waste.

KEY TAKEAWAYS:

- Traditional linear supply lines will soon be replaced by circular supply systems.
- Companies can save money on raw materials if they loop the supply chain.
- The development of a circular supply chain is also influenced by government laws on recycling and trash disposal.

TEAM OPCELLENCE

BATCH 2020-22



Shikhar Prasad



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Manthan Shrivastava

BATCH 2021-23



Kankan Das



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Hazari Ishar Alam



Jessica Singh

Let's turn our Factories to max efficiency level!