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Issue 1

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,
Operations Management*



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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Demand Forecasting in Operations

- Ishar Alam

For an organization to provide customer delight it is important that organization can understand what customer wants and how much do they want. If an organization can gauge future demand that manufacturing plan becomes simpler and cost effective. The process of analyzing and understanding current and past information to understand the future patterns through a scientific and systemic approach is called forecasting. And the process of estimating the future demand of product in terms of a unit or monetary value is referred to as demand forecasting.



Classification of Business Forecasting

Business forecasting has many dimensions and varieties depending upon the utility and application. The three basic forms are as follows:

Economic Forecasting: These forecasting are related to the broader macro-economic and micro-economic factors prevailing in the current business environment. It includes forecasting of inflation rate, interest rate, GDP, etc. at the macro level and working of particular industry at the micro level.

Demand Forecast: Organization conduct analysis on its pre-existing database or conduct market survey as to understand and predict future demands. Operational planning is done based on demand forecasting.

Technology Forecast: this type of forecast is used to forecast future technology upgradation.

Forecasting Methods

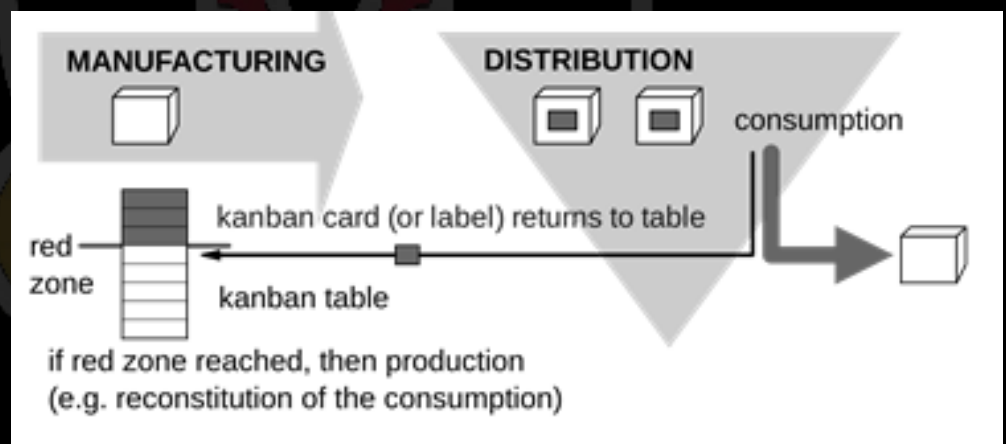
Forecasting is divided into two broad categories, techniques and routes. Techniques are further classified into quantitative techniques and qualitative techniques. Quantitative techniques comprise of time series method, regression analysis, etc., whereas qualitative methods comprise of Delphi method, expert judgment. Routes forecasting consist of top-down route and bottom-up route.

Kanban Supply Chains

- Rohit Das

Kanban (Japanese meaning signboard) is a scheduling system for lean manufacturing (also called just-in-time manufacturing, abbreviated JIT). Taiichi Ohno, an industrial engineer at Toyota, developed kanban to improve manufacturing efficiency. The system takes its name from the cards that track production within a factory. Kanban is also known as the Toyota nameplate system in the automotive industry. In contexts where supply time is lengthy and demand is difficult to forecast, often the best one can do is to respond quickly to observed demand. Kanban became an effective tool to support running a production system as a whole, and an excellent way to promote improvement.

This situation is exactly what a kanban system accomplishes, in that it is used as a demand signal that immediately travels through the supply chain.



This ensures that intermediate stock held in the supply chain are better managed, and are usually smaller. Kanban cards are a key component of Kanban and they signal the need to move materials within a production facility or to move materials from an outside supplier into the production facility. The kanban card is, in effect, a message that signals a depletion of product, parts, or inventory. When received, the kanban triggers replenishment of that product, part, or inventory. Consumption, therefore, drives demand for more production, and the kanban card signals demand for more product—so kanban cards help create a demand-driven system. In the last few years, systems sending kanban signals electronically have become more widespread.

Cold Chain Logistics in India

- *Shubham Mehrotra*

According to JLL, India's cold chain sector is expected to grow at a CAGR of more than 20% by 2025 as it transitions from traditional cold storage to modern storage space. The estimates are based on the sector's performance over the last few months, in which, despite post-covid economic obstacles, the structured cold chain segment has seen significant growth in its country-wide footprint. There is an opportunity for organised cold storage or 'palettized' cold storage in tier-I cities such as Mumbai, Delhi-NCR, Bengaluru, Chennai, Pune, Kolkata, and Hyderabad, as well as tier-II cities such as Lucknow, Kanpur, Ranchi, and Patna.

The transportation and warehousing of temperature-sensitive products from point of origin to point of consumption, which increases shelf life and prevents spoilage, is referred to as the cold chain.



Approximately 60% of cold storage capacity is concentrated in the states of West Bengal, Uttar Pradesh, and Bihar, with potato storage accounting for 85-90% of the capacity. Cold storage in India accounts for 43.7 percent of total revenue from the cold chain industry, with only 36% having a capacity of less than 1,000 MT.

Leaders in Supply Chain

Celebrating Leading Individuals that are blazing trails in our Industry

- *Jessica Singh*

Known as the "Queen of Supply Chains," Sheri Hinish proudly wears her regal moniker with panache and intent. She is a huge advocate of utilizing the ubiquity and power of supply chains for the betterment of our world and communities, as a self-described "rebel with a purpose."

In her capacity at IBM, Hinish is responsible for sustainable supply chains and circular transition across IBM's Finance Supply Chain Transformation centres of competency and ecosystem partners. She is also the founder and host of the Supply Chain Revolution, a podcast exploring the future of sustainable, circular, and equitable supply chains,

which has morphed into an online community of like-minded business leaders. Likewise, she is an Ambassador for the Sustainable Procurement Pledge, a group of procurement leaders, academics and students committed to responsible sourcing.

Like many others in the sector, supply chain was never part of her plan, but it is where she feels she belongs. "I believe supply chains can save the world," Hinish said in an interview. "And I'd like for supply chain to be accessible as a career path to everyone."

"I believe
Supply Chains
can save the
world"

Global supply chains
magnify the importance
of human connection.

Sheri Hinish,
Global Partner and Offering Leader for
Sustainable Supply Chains

IBM



TEAM OPCELLENCE

BATCH 2020-22



Shikhar Prasad



Bhaskar Saha



Trinadh Koushik Burra



Kriti Chakraborty



Manthan Shrivastava

BATCH 2021-23



Kankan Das



Shubham Mehrotra



Vimlendu Shekhar Mishra



Hazari Ishar Alam



Jessica Singh

Let's turn our Factories to max efficiency level!