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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,  
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.

## INSIDE THIS ISSUE

1. The Greening of Supply Chains
2. Reverse Logistics
3. Value Stream Mapping
4. Passenger vehicle sales dip 19% in Nov as chip shortage woes continue: SIAM

# The Greening of Supply Chains

- Kankan Das

Environmental advocacy organizations and consumers' increased attempts to be more environmentally conscious encourage the supply chain to become less environmentally destructive. Because transportation and electricity both contribute significantly to greenhouse gas emissions in the United States, green logistics is swiftly gaining support among many businesses today.

Green logistics is only one of the numerous supply chain innovations that are having an impact on warehousing. Advanced energy management systems, for example, are used in environmentally friendly warehouses to monitor the consumption of electricity, heat, water, and gas throughout the facility, using timers and gauges (Inbound Logistics, 2018). These systems aid in the prevention of resource waste. Electric and solar-powered cars are also becoming increasingly common in supply chains, helping to lower the supply chain's overall carbon impact.

Similarly, in the coming year and beyond, climate-smart supply chain planning is projected to become more important in SCM. Climate change has an impact on the availability of goods and resources, which could cause supply chain disruptions. Companies must take these variables into account and, if necessary, seek out additional resources.



Businesses that implement sustainable activities stand to benefit in terms of profit and consumer loyalty, in addition to doing their part to preserve the environment (Nielsen, 2018). After all, almost 60% of customers are willing to pay a higher price for environmentally friendly products. More businesses are likely to develop eco-friendly supply chain operations in the coming years, as green consumerism grows.

# Reverse Logistics

- *Vimlendu*

Reverse Logistics as the name denotes, deals with the planning, process and flow of finished goods inventory, packaging materials and parts of finished product back from end customer to the product company as sales return or warranty return or unsold inventory with trading partners. Reverse Logistics planning further recaptures value from these materials as much as possible by way of re salvaging, repair, refurbishing, recycling etc.

Globally awareness about Hazardous waste generation and disposal is increasing and leading to legislations being passed by the various countries. Europe has been the leader to implement legislation about ensuring that the product companies take responsibility for reverse logistics of all product wastage arising out of any supply chain activity. The European Union has passed bills on Waste Electrical and Electronic Equipment and Restriction of Hazardous Substances. **Green Logistics initiative has outlined a detailed process for the suppliers and manufacturers to adapt color coding systems to identify different kinds of waste reusable, recyclable, green waste, etc..** Packaging retrieval, salvaging and scrapping process have been well developed with the entry of many small and medium sector companies investing in setting up scrap salvaging activity as commercial ventures.

Awareness has further pushed companies to adopt standards and measures in ensuring recycling and e-waste in a bid to take responsibility towards minimizing environmental impacts and reducing scrap besides ensuring complete recovery of waste materials.

Automotive After Market and Electronic Equipment and Computer Hardware industries have developed successful Reverse logistics practices and have managed to integrate reverse logistics as a important marketing strategy to project the company's social responsibility in the area of waste management as well as to contribute to the developmental activities in society by donating funds arising out of scrap disposal and recycling.

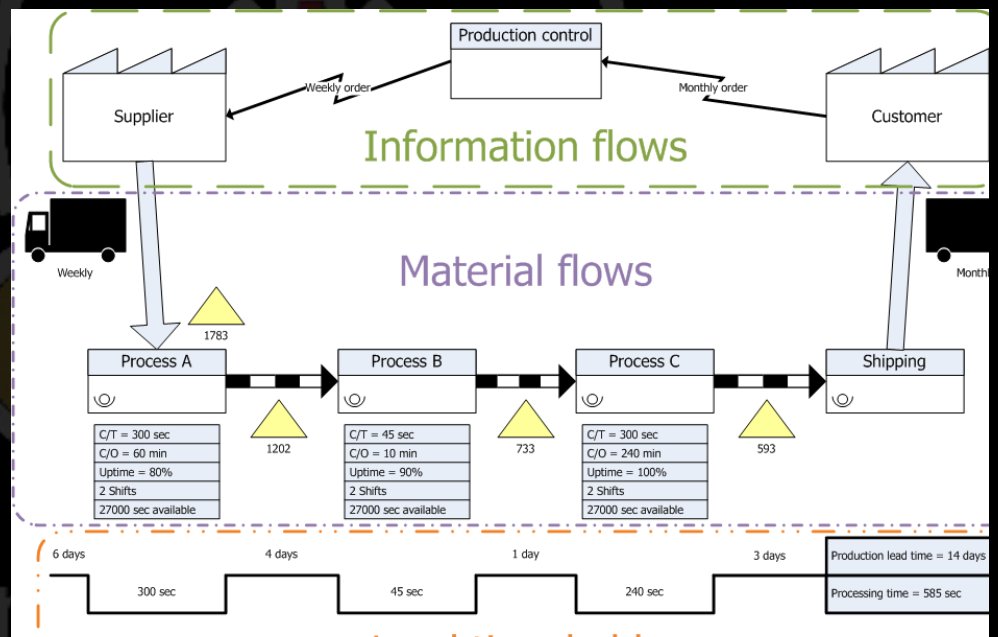
While many developing countries are yet to pass legislation concerning environmental safeguards, recycling, e-waste disposal processes, the Multinational Organizations have already adapted processes of reverse logistics and implemented them in all countries wherever they have operations.

# Value Stream Mapping

- Ishar Alam

The Value stream mapping process allows you to create a detailed visualization of all steps in your work process. It is a representation of the flow of goods from the supplier to the customer throughout your organization. For example, the value a software company delivers to its customers is software solutions and all features inside. A value stream map displays all the important steps of your work process necessary to deliver value from start to finish. It allows you to visualize every task that your team works on and provides single glance status reports about each assignment's progress.

Mapping out this value stream involves defining each of those steps and where handoffs occur between them. But modern manufacturing value streams are more complex.



It is essential to clarify that value in Lean is everything that the customer would pay for. However, when it comes to mapping a value stream, some steps may not bring direct value to your customer but help ensure that you will deliver the final product/service. A clear example of such steps is the quality inspections that are irreplaceable in every production process. Of course, your customer is not paying you to do these checks, but if you deliver a final product that doesn't meet their quality standard or expectations, they will be less willing to buy from you ever again.

# Passenger vehicle sales dip 19% in Nov as chip shortage woes continue: SIAM

- *Shubham Mehrotra*

According to the auto industry body SIAM, passenger car sales in the nation fell 19 percent in November as a shortage of semiconductors continued to affect vehicle manufacturing and subsequent deliveries to dealers.

Last month, passenger vehicle (PV) shipments to dealers were 2,15,626 units, down 19% from November 2020's 2,64,898 units.

Similarly, overall two-wheeler sales fell by 34% in November, to 10,50,616 units, down from 16,00,379 units the previous month.

In November, motorcycle dispatches fell to 6,99,949 units, down from 10,26,705 units the previous month.

Last month, scooter dispatches totaled 3,06,899 units, compared to 5,02,561 units in the same period the previous year.

Total three-wheeler dispatches were 22,471 units, down 7% from November 2020's 24,071 units.

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Last month, total automotive sales across all categories fell to 12,88,759 units, down from 18,89,348 units the year before.

Maruti Suzuki India, the market leader in passenger vehicles, sent 1,09,726 units in November, down from 1,35,775 units in November 2020.

Similarly, Hyundai Motor India's deliveries fell to 37,001 vehicles this month, down from 48,800 the year before.

# 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!*