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EXCELLENCE

# OPs InSights

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# 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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# Various Aspects of Supply Chain Sustainability

- Jessica Singh



## How do you measure sustainability?

Harvard Business School's Impact Weighted Accounts Initiative is useful for measuring environmental impact alone.

Harnessing software can be helpful for complex supply chains or we need complete visibility and traceability around our partners and what they supply to us.

We could also develop supplier codes of conduct, or encourage suppliers to acquire ISO and other accreditations themselves.

**At a minimum, we can aim to ensure direct and upstream suppliers follow the United Nations Global Compact's ten principles. But, at the same time, we should treat these checklist to start building sustainable, transparent supply chains.**

1. Developing our policies. What standards do we want to set for our business to follow, and for our partners to adhere to?
2. Choosing our partners carefully. Use those standards to choose partners that either meets them now, or that will commit to meeting them in a short timeframe. If our business has significant purchasing power, we can have considerable influence over how our suppliers work.
3. Tracing source ingredients and materials. Ensure that we can work with both direct and upstream suppliers to measure supply chain sustainability at all levels.
4. Conducting audits and communicating with our suppliers. Sustainable supply chains are a collaborative effort. Make audits and identifying opportunities for improvement a joint project, not "us versus them."
5. Analyzing, storing, and sharing data about our supply chain. By taking a data driven approach to our supply chain, we can identify potential sustainability improvements, but also operational issues like inefficiencies and bottlenecks.
6. Developing a governance structure for supply chain management. Who is accountable for implementing our agreed standards and ensuring our supply chain remains sustainable on a day-to-day basis?

# Union Budget expectations 2022-23 towards International Cargo and Logistics

*-Shubham Mehrotra*

India must lessen its vulnerability as a result of its excessive reliance on foreign freight carriers. India needs its own strong ocean and air carriers, which should be owned and run by Indian corporations. According to Lancy Barboza of Flomic Global Logistics, the Covid-19 outbreak showed the vulnerability of Indian trade being completely at the mercy of foreign carriers and the opportunistic price spikes in freight rates to benefit particular countries. The government should develop policies that encourages major private enterprises to own and operate ocean and air transport routes out of India.

Because these are capital-intensive and sophisticated business operations, the government of India should act as a facilitator and provide all feasible assistance to private companies wishing to establish shipping lines and aircraft. Another area that has seen a major shortfall is the construction of ocean containers, which have been held up at various ports and delivery sites. As part of the "Make in India" initiative, the Indian government should provide all available incentives and tax exemptions to those who manufacture containers in the country. Containerization of domestic freight movements should be supported, as it will completely change cargo transit within the country, resulting in faster vehicle turnover, reduced dwell time, and elimination of cargo damage and pilferage. Because of the cargo's dwell period, the logistics cost rises. Increased automation and mechanisation of freight handling is one technique to reduce dwell time. As a result, specific concessions and interest subsidies should be given to industries that make cargo handling and lifting equipment. This will also assist with "Produced in India "

The Indian government is heavily encouraging the usage of solar energy. Taking this a step further, solar-powered cold storage warehouses should be offered incentives and subsidies. This will aid in the greater utilisation of farm and dairy products, as well as enhance farmer yields while also being environmentally friendly. Government of India should also encourage use of electric vehicles in cargo transportation and should give various incentives and subsidies



# Analysis of Amazon's Supply Chain Management Practices

- Vimlendu

The combination of multi-tier inventory management, superlative transportation, and highly efficient use of IT (Information Technology), and its wide network of warehouses are all geared towards aligning its SCM with its competitive strategy.

Amazon outsources the storage and distribution of products that are not frequently purchased nor ordered for immediate delivery as well as products where the costs of storing them exceed the marginal returns on their sales.

The logo for Amazon India, featuring the word "amazon.in" in a black sans-serif font with a yellow curved arrow underneath the "a" pointing to the "n".

Amazon stocks the frequently purchased and ordered items in its own warehouses so that it can be responsive to the customer needs as well as not compromise on the delivery times and the lead times. In other words, by segregating its inventory. Amazon divides its customer segments and follows a price differentiation strategy. The various forms of delivery are one day delivery, free super saver delivery, first class delivery, and prime customers delivery.

For all these segments, Amazon offers the customers an option of paying more for faster delivery or retains the traditional lead-time. Coupled with the inventory outsourcing, the customer segmentation into price-differentiated customers offers the company a nimbleness and agility in the market that changes with dynamic fluctuations in demand.

A key aspect of Amazon's SCM is that it has evolved over the years in response to its growth in the market. For instance, Amazon started off as a bookstore, which acts as an intermediary between the buyers and the sellers and does not stock any product of its own. Gradually, this gave way to holding some items in its own warehouses and at the present, Amazon follows a push-pull strategy wherein the inventory is held in a push strategy and the shipment of the orders is done in a pull strategy.

The first tier is the aggregation in the distribution centers, which ensures that Amazon holds fewer inventories and responds to demand in a dynamic manner. The next tier is comprised of the partner distribution centers and the wholesalers wherein whenever an ordered product is not available in its own distribution centers; Amazon can rely on its partners and wholesalers to supply the customer with the required product. Further, through the use of sophisticated and real time IT, Amazon is able to leverage efficiencies in its distribution.

The third tier is comprised of the networks of third party sellers, publishers, vendors, and manufacturers who ensure that Amazon acts as an intermediary that fulfills orders from customers by linking them to this tier.

# Cold Chain Logistics

- *Kankan Das*

The technology and method that provides for the safe transportation of temperature-sensitive commodities and products along the supply chain is known as cold chain logistics. It heavily relies on science to assess and account for the relationship between temperature and perishability. Although transportation as a concept is relatively new, the transportation of temperature-sensitive goods dates back to the late 1700s, when the British employed ice to protect fish from rotting. It was also utilized to transport perishable goods throughout the late 1800s. Dairy goods were transported from rural to urban regions for sale, while South America sent frozen meat to France and Australia, while New Zealand sent it to the United Kingdom, due to a European meat supply shortfall. Cold chain technology has always been critical to global trade and will continue to be so.

Any product that is known to be "perishable" or is labelled as such will almost certainly require cold chain management. Foods like meat and seafood, produce, medical supplies, and pharmaceuticals could all fall under this category. Full monitoring, track-and-trace, chain-of-custody, and point-of-origin information across all sites and many parties is required for these crucial products, which is a difficult undertaking.

In 2021, business network platforms with these capabilities will become "must haves" for companies that handle such product movements and are responsible for monitoring product requirements from order to delivery across all tiers of supply and distribution to ensure they are met and remain in compliance. The good news is that by implementing this technology, they will also benefit suppliers, manufacturers, and logistics providers, as all parties will be able to reduce costs and improve service levels by effectively managing resources across storage and multi-modal movements throughout the cold chain.

Cold chain logistics has many moving parts. Some of the elements include:

- Cold storage – Facilities that store goods and products waiting to be transported.
- Cooling systems – Systems that bring food up to and keep it at an appropriate temperature during all aspects of the supply chain, including processing, storing and transporting.
- Cold transport – Ensures goods remain at stable temperature and humidity levels.
- Cold processing – Facilities that allow for processing goods with sanitation in mind.
- Cold distribution – Deals with loading boxes or crates and pallets to distribute goods.



# TEAM OPCELLENCE

## BATCH 2020-22



Shikhar Prasad



Bhaskar Saha



Trinadh Koushik Burra



Kriti Chakraborty



Manthan Shrivastava

## BATCH 2021-23



Kankan Das



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Vimlendu Shekhar Mishra



Hazari Ishar Alam



Jessica Singh

*Let's turn our Factories to max efficiency level!*