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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.

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Magic ingredients that helped Apple to grow

- Jessica Singh



More than any MNC in the history, Apple is the corporate incarnation of its owner. Steve Jobs was Apple. Apple was Steve Jobs. Back in 2011, when the world learned that Jobs was terminally ill with cancer, analyst predicted a rocky road ahead for the company. They weren't alone; few could envisage the company without its inspired, iconic and occasionally tyrannical leader.

Jobs knew that Tim Cook was the best person to take the company forward. Why did Jobs choose Cook? Because more than anyone, it was cook who had ensured Apple's phenomenal growth by never allowing the supply of its products to be outstripped by demand, even when the demand was stratospheric.

With a degree in industrial engineering, he spent 12 years at IBM, and had short stint at Compaq, before joining Apple as a VP of worldwide operating, going on to serve as executive VP for worldwide sales and operations. When Cook joined Apple, it was a very different company to today's behemoth. It was in decline. There was no iMac, iPad, iPhone nor streaming services. Its product range was jaded and unfocused. Yet, less than a year later Cook joined, Apple was reporting profits. As the visionary Jobs came with one era – defining products after another, Cook made sure they were always available and in huge numbers.

An early Cook ploy was to buy US\$100mn of holiday season air freight, months in advance. This cut put competitors, and left them scrambling to ship products during the holiday season. But he realized very early in his Apple career that the company's supply chain was unwieldy, over complex and unresponsive, so he moved Apple to a Just in Time (JIT) manufacturing model – a process he has overseen in his time at IBM. Cook pared back the number of supply chain vendors from more than 100 to 24, reduced the number of warehouses by half and established relationships with contract manufacturers. Thanks to his JIT supply model, Apple is able to turn its inventory once in 5 days. Apple's ability to launch, manufacture and ship millions of iPhones globally like clockwork – with virtually no inventory surplus – is held to be a miracle of the JIT model.

"Inventory is inherently evil. It's like dairy produce, and who wants to buy spoilt milk?" - Tim Cook



Krishi Udan 2.0

-Shubham Mehrotra

The Krishi Udan 2.0 scheme is expected to facilitate and reward agri-produce movement through air transportation, with the Indian government pledging to double farmer revenue by 2022. If it can overcome the current structural issues, the North East is anticipated to be one of the biggest beneficiaries. With the merger of the slow-moving Operations Greens scheme (announced in the 2018-19 budget) and the newly minted Krishi Udan 2.0, the government is offering a 50% freight subsidy for agri-perishables from NER (North Eastern Region) states and three Himalayan States/UT in a bid to improve air cargo transportation from these states and expand product coverage from just tomatoes, onions, and potatoes to include 22 more.

The scheme, which was formulated by AAICLAS, a 100 percent subsidiary of the Airports Authority of India (AAI), Invest India, and India's National Investment Promotion and Facilitation Agency under the Ministry of Commerce and Industry, is expected to facilitate and incentivize the movement of agri-produce by air transportation. Among its highlights, the scheme includes a full waiver of landing, parking, TNLC and TNFC charges for Indian freighters and P2C(passenger to cargo) freighters at select AAI airports. The scheme will be implemented at 53 airports mainly focusing on Northeast, tribal and hilly areas with farmers, freight forwarders and airlines as its key beneficiaries and stakeholders

Current challenges:

- Low agri yield
- Lack of infrastructure
- Lack of international air connectivity from NE
- High risk, high logistics cost
- Tackling wastage woes
- Need for food processing & modernization



Advantages for North East :

Despite no international connectivity from the northeastern states, plans are afoot to connect Guwahati to six South east Asian countries soon. This move is expected to boost trade and rev up the export sector and perhaps pave the way for more airports from NE states to connect internationally as well.

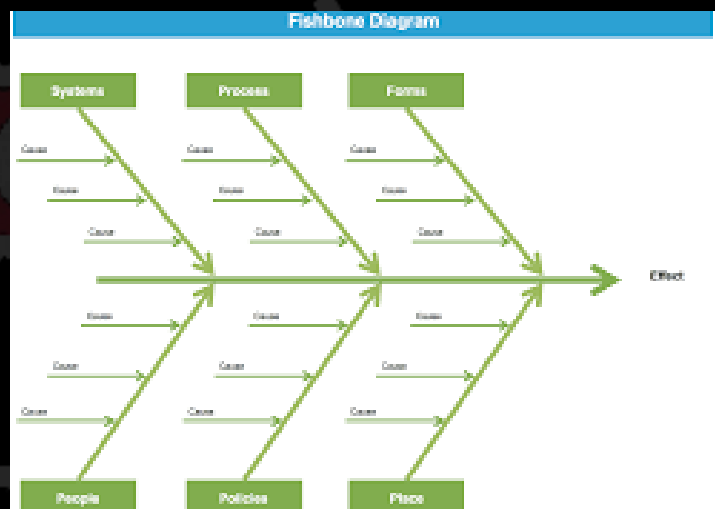
Under the Krishi Udan 2.0 scheme, a total of 53 AAI operated airports have been strategically selected for the first phase of the scheme, including in the Northeast region. These will provide access to regional domestic markets but also connect them to international gateways of the country and facilitate the hub and spoke model.

Fishbone Diagram

- Ishar Alam

Fishbone Diagram is one of the seven Quality control tools which is used to analyse a problem by identifying its possible causes. It is also called as Cause-and-effect diagram or Ishikawa diagram. It is called as 'fishbone' because the diagram looks like a fish spine with ribs branching out. This tool was created by Kaoru Ishikawa, a pioneer of quality management in 1960's. Different factors can be used to determine the cause of the problem depending on context. In manufacturing setup, one can use factors like Man, Machine, Material, Method, Measurement and Environment. It can also be used in service, financial, marketing context also.

After the group has brainstormed all the possible causes for a problem, the facilitator helps the group to rate the potential causes according to their level of importance and diagram a hierarchy. The name comes from the diagram's design, which looks much like a skeleton of a fish. Fishbone diagrams are typically worked right to left, with each large "bone" of the fish branching out to include smaller bones, each containing more detail.



Fishbone diagrams are typically made during a team meeting and drawn on a flipchart or whiteboard. Once a problem that needs to be studied further is identified, teams can take the following steps to create the diagram:

- Identify the problem situation that is faced
- Determine the factors that can be attributed to the problem
- For each of the factor, identify the possible causes to the problem
- Analyse the diagram

One of the more famous uses of the fishbone diagram wasn't used to find causes of existing problems, but rather in the design phase to prevent problems. Mazda Motors used fishbones diagrams to design the Miata (MX5) sports car. Details down to the design of the car's doors, so drivers could rest their arm on it while driving, were considered.

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!