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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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Supply chain risks owing to the Russia-Ukraine crisis

-Shubham Mehrotra

Everstream Analytics, a supply chain risk analytics firm that provides actionable insights, has warned companies to expect disruptions due to cross-border holdups, bans against technology exports, higher pricing for essential commodities, and other factors. It advises that even if a company's activities do not have direct Tier-1 suppliers in



Ukraine, ripples from its suppliers' suppliers may be felt. MATERIALS IN THEIR NATURAL STATE According to the report, Ukraine transports almost 33% of Russia's gas to Europe. Increased military actions may force Ukraine's state-owned gas firm to shut down its network for safety concerns. High-pressure gas pipes could trigger explosions in a combat zone, potentially causing more price spikes.

A long-term disruption could prevent gas stockpile from being restored over the summer, resulting in higher winter prices in 2022–2023. Expect disruptions to all commodity shipments, as well as higher pricing for important agricultural commodities such as corn and wheat, with Russian forces stationed in the largest Ukrainian port cities of Odesa and Mariupol. The price pressure will be exacerbated by Russia's commercial port restrictions in the Sea of Azov. The presence of Russian forces in Ukraine may potentially disrupt the supply of essential gases used in semiconductor manufacturing, which are primarily obtained in Ukraine.

The US government has encouraged the semiconductor sector to diversify its supply chain in case Russia tries to cut off access to neon, krypton, and xenon. Ukraine is said to manufacture up to 90% of semiconductor grade neon sent to the United States. Five of the top 100 auto suppliers in the world have manufacturing activities in Ukraine, and Russia's invasion will have a number of consequences for the automotive supply chain. Russia exports around 46% of global palladium output and 15% of global platinum, both of which are important components in vehicle catalytic converters. Nickel ore is used in stainless steel, alloys, casting, and electric vehicle batteries, and Russia is the world's third-largest gas exporter.

Purchase Order Visibility

-Vimlendu

The Purchase order visibility is the backbone of any business. This software allows the company to track orders from receipt through shipment and payment processing. The purpose of purchase orders is to document purchases, sales, and other transactions that occur within the company. An effective way to manage these documents is through the use of a database management system (DMS). The DMS allows your business to track and store the information associated with each transaction. Information can then be accessed through various reports and other applications. These are some benefits of using a DMS.

Flash Survey shows only 50% of procurement organizations surveyed had high or very high visibility into their tier 1 suppliers, while 90% of organizations rated visibility into their extended supply networks as moderate to very low. 40% companies are utilizing manual spreadsheets



and/or offline modelling in their planning processes. Centralize all your orders in one system. It allows you to track the orders through the entire delivery process. This provides the ability to get updates about the status of orders. This feature also allows us to provide a centralized platform where we can view all orders at once and allow our team to perform tasks like tracking shipments, managing inventory and creating reports. All orders are entered into the system but not processed until after your payment has been complete. Inventory management has become increasingly complex due to the increasing number of different types of goods that are being bought and sold.

As the global economy continues to evolve, companies need to adapt their purchasing strategies to stay competitive. Purchasing departments have a large number of responsibilities, including ordering materials; receiving goods; creating invoices; monitoring stock levels; generating reports; accounting for inventory; tracking shipments; and reporting on inventory usage trends. The ability to manage inventories is critical to providing services to customers. Companies can often face significant challenges in terms of keeping track of its inventory and complying with legal regulations. In addition, the amount of time spent on manual processes means less time can then be allocated to other areas of the business.

Distributed Channel Management

- Ishar Alam

Distribution channel management is process of managing transfer of products from producer to end customer. Distribution channel is the medium or channel which companies use to carry products. It is a critical element in business as this process is used to distribute products to retailers & customers across various locations.

Every company produces a large volume of goods which are made for customers which are spread across geographies. While goods are produced in a factory, it is critical to understand how these goods are to be sent out to warehouses, distributors, retailers and eventually customers spread across locations. This is where distribution channel management is essential in ensuring an efficient, cost-effective, profitable & secure distribution of products.

Some of the main elements of an effective distribution channel management are:

1. **Route:** The most preferred route has to be selected depending on geography, locations, cost etc.
2. **Flow:** The flow of goods & services has to be addressed in a structured, systematic & sequential manner, for a smooth execution.
3. **Logistics:** The selection of the type of logistics medium like rail, road, airways, waterways, pipeline etc.
4. **Levels:** The different levels or intermediaries have to be finalized like wholesalers, retailers, agents etc.

Consider a smartphone manufacturing company, which wants to sell its phones. The company can use multiple distribution channels to ensure its phones are sold across various geographies & customers. The company can distribute its phones through its own stores, through multi-brand retail outlets & even e-commerce platforms. As a part of its strategy, the company will have to tie-up with intermediaries like distributors, wholesalers, retailers etc.



Supply-chain recovery in COVID-19 times

~ *plan for now and the future* ~

- *Kankan Das*

Even as the immediate toll on human health from the spread of coronavirus (SARS-CoV-2), which causes COVID-19 disease, rises, the economic consequences of the crisis—and the livelihoods at stake—become clear. Businesses must respond on multiple fronts at the same time: while working to ensure the safety of their employees, they must also protect their operational viability, which is under increasing strain as a result of a historic supply-chain shock.

Many businesses are capable of quickly mobilising and establishing crisis-management mechanisms, ideally in the form of a nerve centre. The typical focus is, by definition, short-term. How can supply-chain leaders prepare for the medium and long term, as well as build the resilience that will see them through?



So What to do now !!

In the current environment, we see that a comprehensive short-term response entails addressing six sets of issues that necessitate immediate action across the entire supply chain. These actions should be taken in tandem with steps to support the workforce and meet the most recent policy requirements:

1. Transparency in multitier supply chains can be achieved by compiling a list of critical components, determining the source of supply, and identifying alternative sources.
2. Estimate available inventory along the value chain, including spare parts and after-sales stock, for use as a bridge to keep production running and customers satisfied.
3. Assess realistic final-customer demand and respond to (or, where possible, limit) customer shortage-buying behavior.
4. Optimize production and distribution capacity to ensure employee safety, for example, by providing personal protective equipment (PPE) and collaborating with communication teams to share infection-risk levels and work-from-home options. These steps will enable leaders to understand current and projected workforce and material capacity levels.
5. Identify and secure logistics capacity by estimating capacity and accelerating where possible, as well as being flexible on transportation mode when necessary.
6. Manage cash and net working capital by conducting stress tests to determine where supply-chain issues will begin to have an impact on the bottom line.

TEAM OPCELLENCE

BATCH 2020-22



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BATCH 2021-23



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Let's turn our Factories to max efficiency level!