

## **SUMMARY OF ASCP 2018 PROCEEDINGS**

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The Association of Supply Chain Professionals (ASCP) organized its Annual International **India Supply Chain 2018** Conference on Thursday, November 15, 2018 at JW Marriot Hotel, Mumbai. Following is a brief report on proceedings and deliberations during the conference.

The conference justified its theme “Supply Chain for 2020: India’s Readiness to face Global Competition” by capturing various view-points, concepts and practices, challenges and opportunities relating to the evolving structure and process of Supply Chain Management in future decade. The success of this conference also lies on wide spread participation of experts across the geographic boundary of the globe and industrial sectors.

The conference started with welcome address of Mr Ashish Pednekar, President, ASCP followed by the opening address of Mr Anshuman Neil Basu, Secretary General, ASCP. Both of them narrated the background of ASCP and its journey till date along with the success stories of this association in establishing it as an effective platform for meaningful interactions among supply chain professionals and academicians.

ASCP 2018 conference is unique because of two reasons, both of which capture the inclusiveness phenomenon of Supply Chain Management (SCM). Firstly, it is the globalization, which is justified by participation of around 20 delegates from Japan covering various business sectors and representations of academic institutions. It was further enriched by the presence of experts from Canada, Singapore and Australia. Secondly, the conference also put an effort to add the dimension of spiritualism, human values and culture for achieving the completeness of SCM.

Swami Sarvolokananda, Secretary, Ramkrishna Mission Ashrama & Vidyalaya, Narendrapur, West Bengal was the Guest of Honor in the conference. During his speech he emphatically mentioned the role of human resources, amalgamation of science & technology with human values, internalization of imported inputs and knowledge, and drawing synergy between spiritualism and materialism for creating sustainable footprint of India in the global map.

Mr Ryoji Noda, Consul General, Consulate General of Japan in Mumbai was invited as Chief Guest of the conference. During his address he mentioned how Indo-Japanese collaborative efforts are contributing to India’s journey towards achieving industrial leadership. He shared some facts in this pursuit. Japan is supporting India in seven projects amounting to around INR 200 billion, 26 MOUs / MOCs have been signed during last visit of Indian Prime Minister to Japan, India is going to get High Speed Trains in collaboration with Japan and so on. It is expected that Japan will share its expertise in pollution control and environmental management of India in future (around 2050).

The last agenda item of the inaugural session was the discussion on KPMG – ASCP Thought Leadership Report released by Mr Ravind Mithe, Partner, Management Consulting – Strategy & Operations, KPMG India. The report shared meaningful data with participants and broadly concluded that plan seems to be the most challenging activity in SCOR model.

The second session of the conference after coffee break was the Academic Conclave with primary objective of discussions on role of academic experts and institutions in shaping the future of India's supply chains.

Prof TAS Vijayaraghavan, Professor, XLRI and Chair – Academic Research & Policies, ASCP introduced the main theme of this session. Prof. Vijayaraghavan talked about the role of academic institutions in research and training of human resources, particularly on GST issues, e-commerce sectors, IT-enabled systems, transport, warehouse management etc., and also in making this logistics profession more attractive among people.

Dr Bhimraya Metri, Director, Indian Institute of Management Trichi was the Keynote Speaker in Academic Conclave. Dr Metri began his speech by making the delegates aware of the leadership of Asia in this new world order. In his address he mentioned the need for smart SC in an era of Industry 4.0 and subsequently the necessity of the fundamental phenomenon, like cost reduction in every step of supply chain management. A balance of globalization of reach with localized resource utilization seems to be the new direction for performance improvement. He also mentioned the role of disruptive technology, which leads to drastic change of business perspectives. He warned that the flip side of the new trend of IoT, Smart Robotics, deep learning of machines etc. might pose a threat to employment of people, as soon some millions of jobs may disappear from business world.

The next speakers of this session were Dr Donald Tham, Professor, Ryerson University, Canada and Dr K G Karmakar, Board Member, India Post Payments Bank. Prof Tham initiated his speech with the three essential dimensions for better performance of any SC, namely Visibility, Velocity and Variability to match with the contemporary complex business environment, as described by VUCA. He also described how the cooperative internship programs are organized for undergraduate students in Ryerson University.

GMP (2018 – 2019) students of XLRI presented a video on “Supply Chain: The Path Forward”, which was appreciated by participants by round of applause. Skill development efforts in logistics sector were presented and discussed by Mr T S Ramanujam, CEO and Mr Ramesh Venkat from Logistics Sector Skill Council, which was followed by networking luncheon. ITC limited distributed hampers to participants as a season's greetings as a sign of appreciation for active involvement of delegates in interactions and discussions on this debatable theme.

The post-lunch session (Business Conclave) was started by a very rich and lively presentation by the student delegates of Meiji University, Japan, who came all the way from Japan. Delegates expressed their warm appreciation.

Ms Debarati Sen, Managing Director, 3M India addressed the gathering as the Guest of Honor in this Business Conclave. Ms Sen mentioned the importance of ethical issues, proper reporting system and transparency. The factors for getting competitive advantage include technology, management, global capability and maintaining brand value of any business house. The common goal for sustainable business of today may be, for example, maintenance of 98% service level, 25% lead time reduction and 5% annual cost reduction. She also drew attention to Product Life Cycle management.

Mr Niraj Ambani, President – Group Logistics, Reliance Industries Ltd, during his Special Guest Key note Address emphasized the role of interactions between individuals and supply chain, management of work flow and single point responsibility

of individuals. He shared his industrial experience mentioning the importance of plug and play, modularity and data – driven approaches of decision making. He reinforced the benefits of revisiting fundamentals and mathematical modeling for better decision making.

Mr L N Mallik, Executive Director, Steel Authority of India Ltd, during his Keynote Speech, described the challenges in managing global logistics with examples on imported coking coal in steel industry. In case of steel industry, 1 ton of steel production requires 3 tons of inputs. So critical thinking on both inbound and outbound logistics in steel industry cannot be overemphasized. Mr Mallik also mentioned the fact that during cost benefit analysis in logistics, opportunity cost issues should not be missed out.

The next item was a grand and dramatic presentation by Mr Raghunath Medge, President, Mumbai Dabbawallas. He narrated the success stories and maintenance of highest level of accuracy and quality in logistics by Dabbawallas. Mumbai Dabbawallas never crossed the error rate of one in 16 million transactions and the whole chain of activities is purely manual without any automation or the techniques of Industry 4.0. The delegates, particularly the whole foreign delegation got amazed and the rounds of applause thundered the conference hall. Mr Megde presented the Japanese delegation Dabbawallas' *topi* (cap) and *dabbas* (tiffin carrier).

The Guest Speaker, Ms Nadia Abdul Aziz, President, National Association of Freight and Logistics (NAFL), Dubai and Chairperson – WILAT (Women in Logistics & Transport) described the challenges and opportunities of women in logistics profession in UAE, India and Japan.

After coffee break various important issues of Last Mile Delivery have been addressed in the speech of Mr S Sathish, Partner – Operations Consulting, KPMG. He particularly mentioned that high cost is associated with better service in LMD, and care should be taken in warehouse management and handling the regulatory issues like GST. On the same track, Mr Anil K Harshana of Tata Steel advocated use of Logistics Performance Index for improvement of LMD performance. This track session continued by Mr Rajesh Achanta, Associate Director, Proctor & Gamble, Singapore, who discussed on issues like, small store format and frequent deliveries.

The next track was on digital disruption in supply chains. Mr V Ramachandran, Partner, Automobile & Ind. Markets, KPMG, and Mr Samuel Selladurai, Co-founder, TRIBE Blockchain, Australia talked about digital interventions and disruptions in supply chain, Blockchain technology, transparency and security issues in digital transformation.

Prof Tomoyoshi Ogawa, Meiji University was invited for a special presentation on comparison of supply chain status between Japan and India. We came to know about the evolution of Japanese logistics system. Japan started its journey on logistics development as early as 1960 with its focus on cold chain and chain of retail stores. In 1970 it established truck terminal system and improved port facilities along with contemporary material handling equipment. JIT and Quick Response concept was successfully implemented in Japanese logistics systems during 1980s and 1990s. After 2000 Japan became active in implementing Green or Sustainable Logistics in managing supply chains. India should initiate involving itself in collaborative research projects with Japan on relevant areas of SCM.

Next was an invited presentation by Osaka Port Corporation, Global Environment Centre Foundation (GEC) of Japan, and Hitachi Zasen India Pvt Ltd. Mr Shinichi Higuchi, President & CEO, Osaka Port Corporation initiated the presentation outlining

the purpose of improving connectivity between Osaka Port and JNPT of India. Mr Makata Mihara, Manager for International Cooperation, City of Osaka discussed on city to city collaboration on sustainable urban development showing Osaka as an exemplary model of sustainable township. Mr Akiko Doi, Deputy Director, GEC gave an overview on activities of GEC showing the grand success of transforming technology intensive Kansai region to a pollution free city by the teams of E – Kansai and GEC. Mr Hiroyuki Ito, Head of Engineering, Hitachi Zosen India discussed on waste management, energy management and environmental management with special emphasis on energy generation from waste materials.

Mr Amitava Bakshi, Chief Procurement Officer, Tata Steel and Vice President, ASCP on Sustainable Supply Chain was invited for the keynote speech of closing session. Mr Bakshi discussed on Responsible Procurement Policy, SFTO scheme, Cross Docking with 3PL, Remanufacturing and Vendor Social Performance Rating.

Mr Samuel Jeffson, Executive Director, St. John Group & Chairperson Southern Region, ASCP announced that the Southern Region Chapter Conclave will be held at Chennai in February, 2019 and invited the gathering for participation in that conclave.

Dr Kampan Mukherjee, Professor, Indian Institute of Management Kashipur summarized the whole proceedings and entire deliberations during the conference highlighting the key issues and findings depicting the challenges and opportunities in Supply Chain Management in 2020 or beyond. Prof Mukherjee also mentioned how the key findings may be captured and translated into practice effectively by the supply chain professionals.

After the vote of thanks, the conference was concluded by networking cocktail dinner, sponsored by TM International Logistics Limited.