SAMBHRAM ACADEMY OF MANAGEMENT STUDIES
Affiliated to Bengaluru City University

Under Graduate Department of Commerce and Management

MANAGEMENT DEVELOPMENT PROGRAM
Digital Transformation is Shaping Global Supply Chain
International Webinar Series from July 05 - 09, 2021

The Report

Sambhram Group of Institutions (SGI) chairman **Dr. Nagaraj V** was the Chief Patron of MDP, International Webinar Series and led the team to success.

Sambhram Academy of Management Studies (SAMS) Principal **Dr. K. C. Mishra** was the Patron of webinar series and directed the team towards accomplishment.

The Head of Commerce and Management Department and IQAC Co-ordinator **Prof. C. N. Anil** along with his Department had taken an initiative to organise Management Development Program (MDP) entitled, "Digital Transformation is Shaping Global Supply Chain" an International Webinar Series from July 05 to 09, 2021. The webinar organising committee consisted of Prof. Jomon Thomas, Prof. Gopi G, Prof. Rajeshwari D, Prof. Lathakumari, Prof, Sindhu and Prof. Pavithra V K

The webinar series was organised with an objective to facilitate learning opportunity to Senior Management and Supply Chain Professionals of India and abroad to enrich their knowledge on advancement of Global Supply Chain.

The five days of MDP, Webinar Series had following sub-topics:

1) Advanced Technologies in Supply Chain

2) Cold Supply Chain and Reverse Logistics

3) Emerging Trends and Supply Chain Models

4) Supply Chains of the Future

5) Supply Chain Analytics

Global Supply Chain Management

Supply chain is a complex mix of activities that are focused on cost-effectively delivering products or services. It refers to the start-to-finish process that involves everything, from researching, inventory, logistics, and manufacturing to distributing and delivering the product to the customers.

Global supply chains are needed by companies that operate in global markets. It is similar to the traditional supply chains but differs due to the digital transformation. The global supply chain

focuses on the organization's global interests and suppliers. Effective supply chain management gives the companies a competitive advantage over others and helps in eliminating wastes and reducing the inherent risks.

Through supply chain management, the entire supply chain is analyzed in order to identify the changes required to increase efficiency and productivity. It looks at the effectiveness of the operations on a global level which leads to the organization's economic growth. Supply chain management (SCM) makes the whole process faster and cheaper.

Keynote Address by Chief Guest

Mr. M. R. Seetharam was the Chief Guest to MDP, International Webinar Series. He is the President of Electronics City Industries Association (ELCIA), Bangalore. He is also a Director and Co-founder of M/s. Synthesis Winding Technologies Private Limited, Bangalore.

In his keynote address to webinar participants, he emphasised on efficient and effective supply chain is a necessity for an organisation to sustain and progress. Advanced technologies and latest innovations are playing a significant role in achieving excellence in the global supply chain to foster growth of an organisation.

He congratulated Management, Principal and Staff of Sambhram Academy of Management Studies for organising MDP, International Webinar Series on the topics that are need of the hour. He said participants attending the series would benefit from knowledge shared by eminent speakers.

Address by Principal

Dr. K. C. Mishra spoke about role of technology and innovation in transforming global supply chain. He addressing to webinar participants said that, by harnessing a combination of technologies like Artificial Intelligence, machine learning, and predictive analytics, companies can automate warehouse operations, improve delivery times, proactively manage inventory, optimize strategic sourcing relationships, and create new customer experiences that increase satisfaction and boost sales.

Address by Head of Commerce and Management Department

Prof. C. N. Anil welcomed Chief Guest, Principal, Resource Persons, Faculty, Management and Supply Chain Professionals and other guests participating in webinar. In his welcome speech, he said, Successful global supply-chain management occurs after implementing the appropriate framework of concentration, complying with international regulations set by governments and non-governmental organizations, and recognizing and appropriately handling the risks involved while maximizing profit and minimizing waste.

Dissemination of knowledge in International Webinar Series

Day One

Topic: Advanced Technologies in Supply Chain
Resource Person: Mr. Rajendra Todalbagi (Sr. Vice President, Again Drinks, Bangalore)

Staying competitive in supply chain management requires adopting the most advanced technology. Artificial Intelligence (AI) and Machine Learning (ML) create semi / fully automated processes and procedures for supply chain optimization. Optimization improves forecasting, planning, implementation and maintenance in logistics and supply chain. The Internet of Things (IoT) has streamlined connection across various devices - increases visibility and connectivity, while also reducing costs. Cloud based solutions enhance a number of areas such as data storage space, integration, security and information sharing.

Day Two

Topic: Cold Supply Chain and Reverse Logistics
Resource Person: Dr. R. Jagadeesh (Former Dean – Academics, SDMIMD, Mysore)

The cold chain involves the transportation of temperature-sensitive products along a supply chain through thermal and refrigerated packaging methods and the logistical planning to protect the integrity of these shipments. There are several means in which cold chain products can be transported, including refrigerated trucks and railcars, refrigerated cargo ships, reefers and air cargo.

Reverse Logistics is for all operations related to the reuse of products and materials. It is the process of moving goods from their typical final destination for the purpose of capturing value, or proper disposal. Well-designed supply chains are responsive to changes and can handle some reverse logistics requirements. This reverse process can return products one step back in the chain or to the original supplier.

Day Three

Topic: Emerging Trends and Supply Chain Models
Resource Person: Dr. G.V.R.K. Acharyulu (Professor – Supply Chain, University of Hyderabad)

Supply chains around the world are being transformed. External pressures, technology trends and internal evolution are prompting companies to re-evaluate their network to determine how their future supply chain should be structured, both in terms of capacity and capabilities. The broad ongoing trends that will impact the supply chain of the future can be grouped into four main categories as follows; Emerging Technologies, Focus on Supply Chain Visibility, Sharing Economy and Evolving customer channels.

Supply chain management is critical to every business, large or small, and it is generally broken down into six different models. These six supply chain models each fall into one of two categories. Those models that are primarily focused on **efficiency**, and those that are primarily focused on **responsiveness**. All models have some elements of each, but have one or the other as their main focus. The six supply chain models are as follows; Efficient chain model, Fast chain model, Continuous flow model, Agile model, Flexible model and Custom configured model.

Day Four

Topic: Supply Chains of the Future
Resource Person: Mr. V. Ramesh (Manager, Dept. of Operations, Hawe Hydraulics Pvt. Ltd.,)

Technological advances are catalyzing the digitalization of supply chain management, changing how products and services are made and delivered, and enabling the creation and sharing of supply chain information in new ways by a more diverse set of actors. Companies are digitally transforming the management of their supply chains by piloting and applying technologies such as machine learning, blockchain, and augmented reality to traditional supply chain management activities. Supply chains are becoming hyper-transparent as suppliers, workers, and communities' access increasingly sophisticated technologies and use them to create and share information about environmental and social performance.

To design a supply chain that is fit to flourish in 2025, supply chain leaders should anticipate how key forces of change will impact their supply chains and look to evolve their supply chain management approaches accordingly. This inflection point is an opportunity for forward-thinking supply chain leaders to build future-fit supply chains that both drive progress on top procurement priorities and advance the sustainable business agenda.

Day Five

Topic: Supply Chain Analytics
Resource Person: Dr. M. Mathirajan (Chief Research Scientist, Dept. of Mgmt. Studies, IISc.)

Supply chain analytics refers to the processes organizations use to gain insight and extract value from the large amounts of data associated with the procurement, processing and distribution of goods. Supply chain analytics is an essential element of supply chain management (SCM).

Supply chain analytics make it possible for companies to gather, assess and act upon the data generated by their supply chains. It allows them to make not only quick adjustments, but long-term strategic changes that will give the business a competitive advantage.
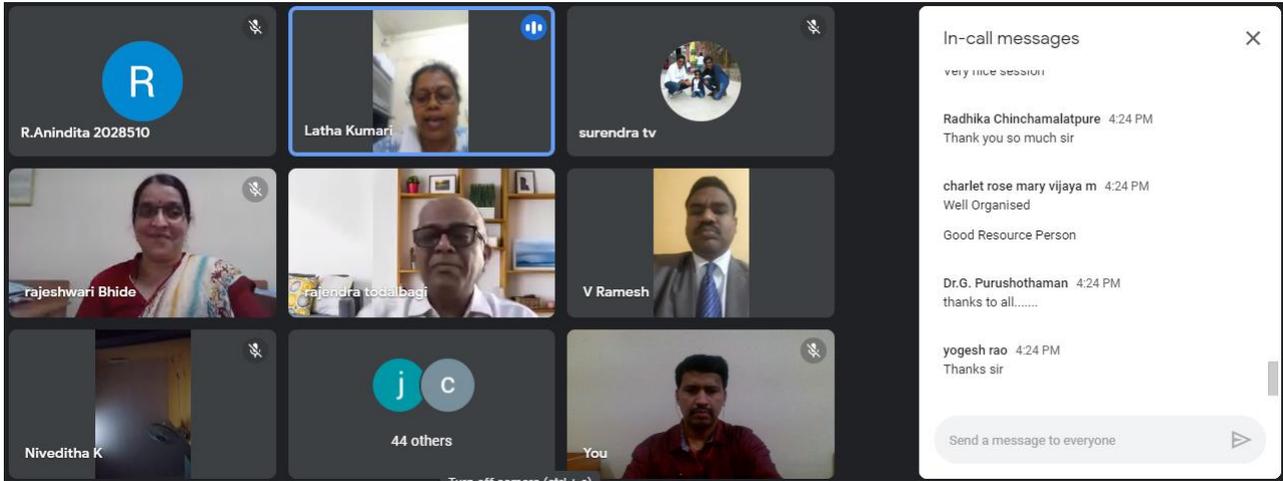
The four types of supply chain analytics are Descriptive, Predictive, Prescriptive and Cognitive Analytics. Supply chain analytics help organizations across all industries make better, faster and more informed decisions about their business operations.

Webinar Series Screenshots

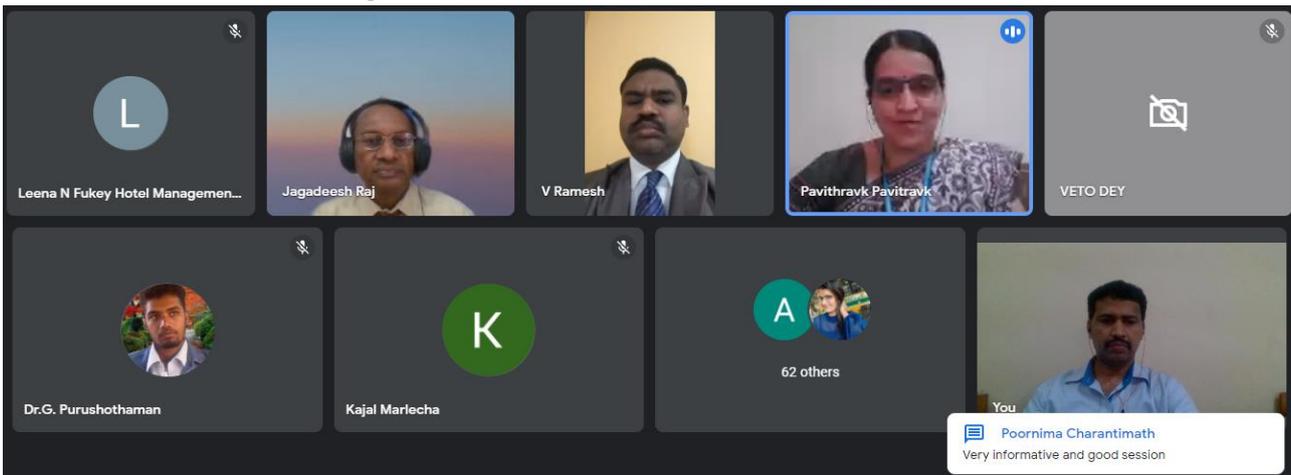## Day One

Topic: Advanced Technologies in Supply Chain

Resource Person: Mr. Rajendra Todalbagi

Day Two
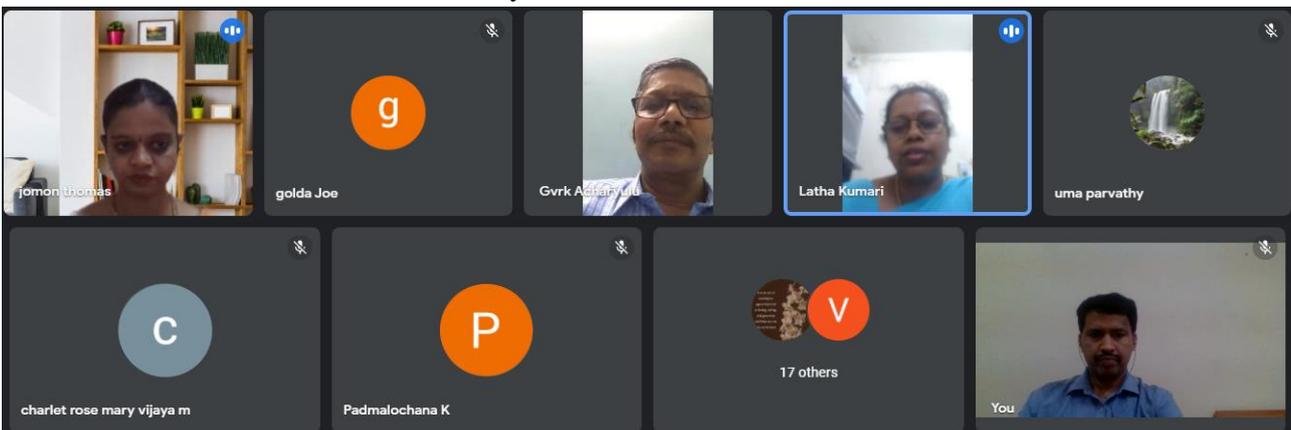
Topic: Cold Supply Chain and Reverse Logistics

Resource Person: Dr. R. Jagadeesh

Day Three

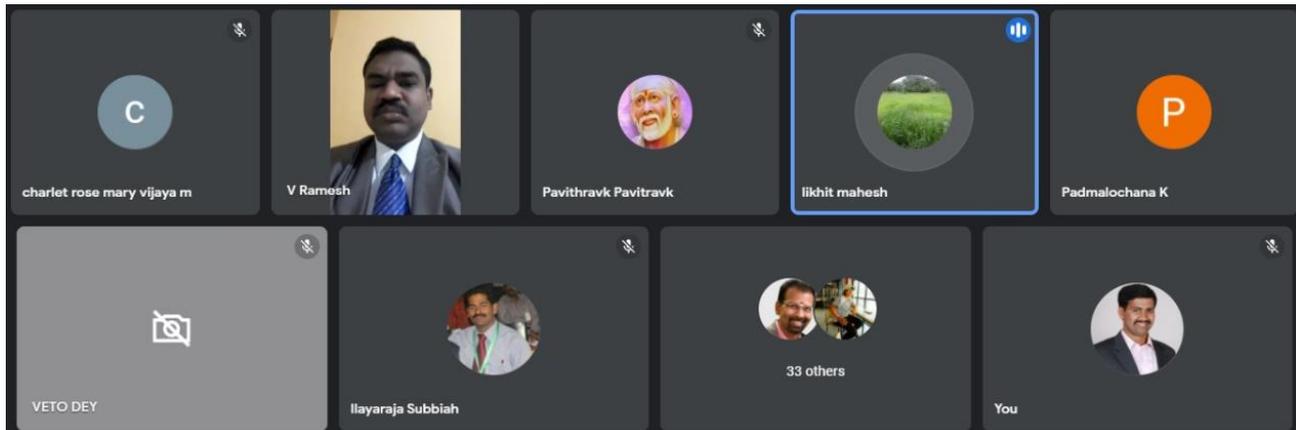**Topic:** Emerging Trends and Supply Chain Models

Resource Person: Dr. G.V.R.K. Acharyulu

Day Four

Topic: Supply Chains of the Future
Resource Person: Mr. V. Ramesh

Day Five

Topic: Supply Chain Analytics
Resource Person: Dr. M. Mathirajan (Chief Research Scientist, Dept. of Mgmt. Studies, IISc.)

Webinar Participants Feedback

Radhika Chinchamalatpure 4:24 PM
Thank you so much sir

charlet rose mary vijaya m 4:24 PM
Well Organised

Good Resource Person

Dr.G. Purushothaman 4:24 PM
thanks to all.......

yogesh rao 4:24 PM
Thanks sir

Geetha Jeyaraghavan 4:51 PM
Thank you mam

You 4:51 PM
Participants are requested to Fill the feedback form
https://forms.gle/PZ2KHNtZF88Kc6rr6

surendra tv 4:51 PM
Thanks to all the members of the MDP organising
committee lead by Dr. K C Mishra Sir.
It was a meaningful effort from your side.

You 4:51 PM
Thank you all the participants for your Co-operation
& Support

Webinar Series Gallery

Principal
Dr. K C Mishra

Head of the Dept.
Prof. C N Anil

Chief Guest
M R Seetharam

Webinar Organising Committee

Dr. Jomon Thomas

Prof. Gopi G

Prof. Rajeshwari D

Prof. Lathakumari

Prof. Sindhu P

Prof. Pavithra V K

Webinar Series Resource Persons

Mr. Rajendra T   **Dr. R. Jagadeesh**   **Dr. Acharyulu**   **Mr. V. Ramesh**   **Dr. Mathirajan M**