

APICS SSCBS CHAPTER

Tasks done in 2023-24

JIT Speaker Sessions:

APICS SSCBS Chapter continued with the Just-In-Talks (JIT) series, featuring distinguished professionals from the supply chain industry engaging in discussions with members about the latest developments and emerging trends. These interactive sessions provided students with insights into the realm of supply chain and operations from an industry perspective. We have had the privilege of hosting prominent industry experts, including the following:

- Mr. Dhruv Suri – Fintech Entrepreneur Mentor



The poster features the APICS SSCBS Chapter logo at the top right and the University of Delhi logo at the top left. The central graphic includes a microphone icon with 'JIT' above it and 'Just-In-Talks' below. The main title is 'Supply Chain Finance Growth Drivers in MSME'. A circular portrait of Mr. Dhruv Suri is on the right. The text describes the session and lists the time (11:00 AM), date (11th March), and venue (4th Floor Seminar Hall). Logos for DM and FMS are at the bottom.

JIT
Just-In-Talks

Supply Chain Finance
Growth Drivers in MSME

APICS SSCBS invites you to Just-In-Talks with Mr. Dhruv Suri, a fintech expert with experience in lending and entrepreneurship. He focuses on innovative solutions for financial inclusion and SME empowerment, with expertise in lending strategies, supply chain technology, and processes. Mr. Suri currently leads a fintech company dedicated to customer-centric MSME lending solutions.

MR. DHRUV SURI
FINTECH ENTREPRENEUR
MENTOR

TIME - 11:00 AM
DATE - 11TH MARCH
VENUE - 4TH FLOOR SEMINAR HALL

- Mr. Dhruv Suri served as the distinguished speaker during our recent session titled "Supply Chain Finance: Growth Drivers in MSME" on **11 March, 2024**. He explained how FinTech is revolutionizing traditional supply chain practices by providing innovative financial solutions. Through his insightful discourse, attendees gained a deeper understanding of the evolving dynamics within supply chain management and the significant role played by technological advancements. Mr. Suri's expertise and articulate presentation shed light on the transformative potential of FinTech in driving growth and efficiency, particularly for Micro, Small, and Medium Enterprises (MSMEs) operating within the supply chain sector.



- **Dr. K. Ganesh – Partner, McKinsey India**

JIT
Just-In-Talks

Transforming Supply Chain for Sustainable Performance

APICS SSCBS invites you to Just-In-Talks with Dr. K. Ganesh, a leading expert in optimizing manufacturing and supply chains across industries. Mr. K. Ganesh leads McKinsey's India office's manufacturing and supply chain practice. He graduated in Production Engineering with a university rank of one. He did his Ph.D. in Supply Chain at IIT Madras and worked as a Senior Consultant with companies like IBM and Tata Consultancy.

DR. K. GANESH
PARTNER
MCKINSEY

McKinsey & Company

TIME - 5:00 PM
DATE - 27TH MARCH
VENUE - ONLINE

- During our recent session titled "Transforming Supply Chain for Sustainable Performance," we had the privilege of hosting Dr. K Ganesh as our esteemed speaker on **27 March, 2024**. Dr. Ganesh delved into a comprehensive discussion on the multitude of disruptions affecting the global supply chain sector. He provided valuable insights into the evolving themes within the Indian supply industry and outlined the proactive measures being implemented by companies to mitigate associated risks. His expertise and informative discourse shed light on the strategies necessary for achieving sustainable performance in supply chain operations, emphasizing the importance of adaptability and resilience in navigating dynamic market conditions.

Shocks are getting more frequent and severe – and we need to prepare

Operations Disruptions 2000-2022

McKinsey Global Institute

Dr. Ganesh Kothandapani

Supply chains are exposed to diverse shocks at increasing frequency, leading to tangible P&L impact

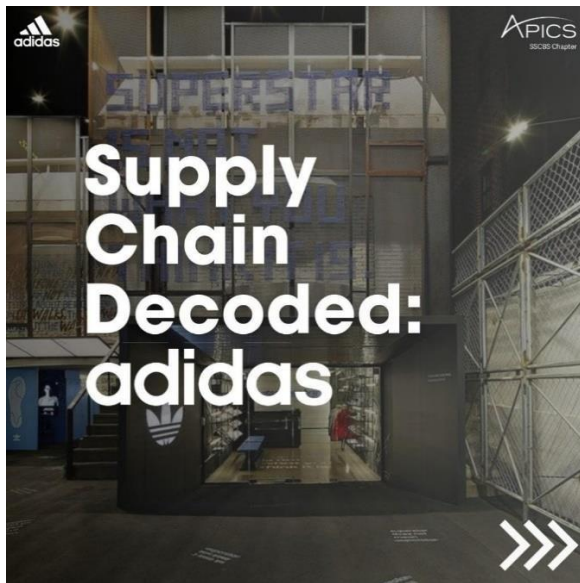
1+ month disruptions occur every 3.7 years ...

... causing losses worth **45%** of one year's EBITDA during a decade

Dr. Ganesh Kothandapani

Social Media Campaigns:

We also regularly upload content on social media explaining the crucial elements involved in supply chain management and the intricacies associated with it. In recent times, we also did a series of posts on real time companies like 'Adidas' (**25 June, 2023**) and 'Nestle' (**12 August, 2023**) decoding the supply chain process adopted by the companies along with their sourcing models. These analyses not only delivered insights on the strategies adopted by successful companies but also highlight the hurdles they navigate, offering valuable learning opportunities for individuals interested in supply chain management and related fields.



Just-In-Time Treasure Hunt:

During the recruitment process for the Organizing Committee 2023-24, the APICS SSCBS Chapter arranged its annual Just-In-Time Treasure Hunt event. This engaging competition comprised an Online Round held on **23 August, 2023**, where participants were challenged to solve riddles centered around Supply Chain Management concepts.

The top five teams from this round advanced to the Offline Treasure Hunt held on **6 September, 2023**, which offered an exciting opportunity for hands-on problem-solving and collaboration. The winners from the Offline Treasure Hunt earned a direct entry to the final Personal Interview (PI) round for APICS SSCBS.



Live Projects:

Connect Ventures Inc, USA



About the Company:

Founded by Dr. Anil Gupta, **Connect Ventures** specializes in cross-border business support across the globe including the USA, Canada, UK, etc.

They specialize in global legal setups, tax compliance, and Chamber of Commerce collaborations and also provide support at both customer and vendor sides of business activity.

The company has also engaged with diverse stakeholders, from startups to tier 1 corporates, with 670+ successful clients with 12+ years of experience.

About the Live Project (Duration: **October – December 2023**)

We were tasked with suggesting strategic alignment that were beyond financial gains as a priority for investors and investees.

Similarly, we were told that there was a demand for a sophisticated DIY platform, emphasizing streamlined processes and increased stakeholder autonomy and that Investors were seeking empowerment through comprehensive due diligence tools to inform their decision-making.

The target markets included India, the US, UK, UAE, Canada, and Singapore, with a strategic focus on tech for investees and traditional sectors for investors.

Our Work

After dividing ourselves into teams, we conducted in-depth research and completed the following deliverables:

- Conducted in-depth industry and competitor analyses to inform strategic decisions
- Analyzed value propositions for investors and investees to ensure strategic alignment.
- Proposed advanced features, such as captchas and enhanced search options, for an improved user experience.
- Formulated a precise go-to-market strategy and conducted market sizing for Connect Ventures.
- Implemented a targeted approach to amplify brand profiles and enhance market presence.
- Conducted a thorough analysis of potential fraud risks, providing actionable solutions for mitigation.

The project proved to be successful, and the company was impressed by the caliber of our research. They have also committed to offering additional projects in the future.

Naturz Bio Kontrol Private Limited



About the Company

Founded by Mr. Suresh Goyal, Vedansh Goyal, and Anagh Goyal, **Naturz Bio Kontrol Pvt Ltd** aims to provide nutritious, delicious & sustainable plant-based alternatives tailored for India.

With its **1.5 Degree** brand, the company is leading the way in plant-based dairy technology and is dedicated to providing consumers with tasty, convenient, and sustainable food that meets their needs.

Furthermore, they are motivated by the worldwide objective of limiting global warming to 1.5°C. They also aim to ensure quality and traceability through precision farming and sustainable packaging, aiming to reduce CO2 emissions by 214 million kg in 5 years to help create a safer environment.

About the Live Project (Duration: **October 2023 – February 2024**)

Our tasks involved the following deliverables-

- Evaluating technologies providing granular traceability, taking into account scalability, real-time tracking, and integration capabilities.
- Preparing an extensive list and assessment of FPOs in prime soybean cultivation locations, considering their size, credibility, and alignment with startup goals.
- Establishing optimal storage conditions and warehousing solutions as well as making recommendations on storage conditions, innovative storage technologies, and best practices to ensure product quality.
- Fostering an efficient logistics strategy for raw materials and finished products by examining transportation options, while considering elements such as speed, environmental impact, and reliability.
- Integrating sustainability throughout the supply chain through exploring practices like reduced carbon footprint transportation, sustainable packaging, and waste minimization.

Our Work

We prepared a comprehensive research document and completed various deliverables ranging from partnerships to automation to traceability and last mile delivery. Also, we further worked on the following-

- Evaluating technologies providing granular traceability, taking into account scalability, real-time tracking, and integration capabilities.
- Preparing an extensive list and assessment of FPOS in prime soybean cultivation locations, taking into account their size, credibility, and alignment with startup goals
- Establishing optimal storage conditions and warehousing solutions as well as making recommendations on storage conditions, innovative storage technologies, and best practices to ensure product quality.
- Fostering an efficient logistics strategy for raw materials and finished products by examining transportation options, while considering elements such as speed, environmental impact, and reliability
- Integrating sustainability throughout the supply chain through exploring practices like reduced carbon footprint transportation, sustainable packaging, and waste minimization.

It was a paid live project, and the founders appreciated our work and further recommended us to other companies.

Future Course of Action

Research Reports:

Our objective is to deepen our understanding of Supply Chain Management by exploring its practical applications and enhancing industry knowledge. Through careful assessment and thorough industry analysis, we aim to identify potential areas for improvement and develop strategies to mitigate prevalent problems within the supply chain and logistics systems.

To achieve this goal, we are currently engaged in three ongoing research projects focusing on 'E-Commerce and Omni Channel Logistics', 'Last Mile Delivery', and 'AI in Supply Chain and Operations Management'.

ASCEND, The Global Supply Chain Case Competition Event:

APICS, Operations and Supply Chain Cell of SSCBS will be conducting the **Global Case Study Competition 'Ascend'** this year. It will test participants' critical thinking, problem-solving, and analytical skills. In the past, case studies have required participants to apply the concepts of quality, cost, delivery time, supply chain agility, resilience, etc. The event will consist of 3 rounds which are:

1. Quiz Round – The first round will be held on Unstop (Formerly D2C) consisting of questions challenging the ability of participants to think out of the box.
2. Submission Round – A case will be provided to the participants, and they will have to present a presentation detailing each team's proposed solution.
3. The Finals – Finally, shortlisted teams from round 2 will compete in a virtual round where they will present their proposed solutions to the esteemed judge.

Bootcamp and APICS Logi(c)stics Blogs:-

APICS SSCBS plans to conduct a bootcamp, selecting 50 students to boost their skills in the ever-changing field of operations by facilitating industry-student interaction and ideas sharing. Also "Inside CBS" Seminars are planned for the upcoming batches.

We also plan to launch a blog series by posting regular content on our website as well as platforms like LinkedIn with the medium of which we hope to cover supply chain and other related topics, current affairs, major terms and concepts, startups etc.

APICS Connects (Global Collaboration): -

We plan to collaborate with a global supply chain related run organization that would be instrumental in formulating a research report from two varied perspectives. With our 450+ chapters strong global network, we look forward to collaborating with chapters like ASCM Toronto Chapter for activities like Joint Panel Discussion Sessions, Case Presentations, Report Making and Live Projects. We aim to provide industry exposure at the global level for our members and our institution.

Upcoming Live Projects and JIT Buzzinga

We are currently engaged in two live projects – one with RTAF, a Venture Capital fund and the other with Genme, a pharmaceutical-based supply chain startup. We are working on deliverables involving industry research, formulating GTM strategies and developing excel dashboards.

We will be organizing "JIT Buzzinga", a thrilling challenge during Crescendo, SSCBS's annual fest, where participants will face a high-octane decoding round with time-sensitive riddles.

How the APICS SSCBS Chapter is unique and different from other societies/chapters at SSCBS

APICS SSCBS Chapter primarily functions in and promotes the domain of **Operations and Supply Chain Management (OSCM)**, which is one of the most sought after and upcoming management domains of the 21st century. Before APICS SSCBS Chapter, there wasn't a single student group advancing the OSCM domain in the entire undergraduate circuit in India, let alone in SSCBS (*this has changed after the chartering of APICS SSCBS Chapter as several Operations Clubs have propped in colleges such as Shaheed Bhagat Singh College (SBSC) and Hansraj College in the past one year*).

The chapter works in a domain that is completely different and non-overlapping with other societies/chapters. It also resonates with subjects such as Inventory Management and Operations Management as well as the specialization in Management of Global Business (MGB) which are a part of the curriculum offered at SSCBS and it aims to build a peer-learning environment around the domain.

Furthermore, APICS SSCBS Chapter is affiliated with the Association of Supply Chain Management (ASCM), which is the world's largest association for supply chain. APICS SSCBS Chapter is **India's first and only student chapter with the ASCM credential**. Currently, OSCM forms only a negligible component in the overall placement and internship opportunities brought on campus. APICS SSCBS Chapter aims to change that by upskilling its members and helping them become better prospective hires for such roles. Moreover, ASCM is a global name that supply chain professionals and organizations recognize, therefore exponentially increasing the exposure avenues for students.

Teachers in Charge:

1. Dr. Mona Verma
2. Dr. Amrina Kausar

Contact Persons:

1. President: Saksham Khandelwal
2. Vice President: Ayush Kejriwal