

## Spectrum 2016,

### 1. Event theme

The 8th edition of supply chain conference, **SPECTRUM 2016**, providing cross Industry learning was held on **February 19th & 20th, 2016** at **The Raintree Hotel, Anna Salai, by IIMM Chennai branch**. The event had focused theme of **“Make In India- Supply Chain -For Global Competitiveness**



**Mr. P.Y. Venkateswaran, the branch chairman and Mr. T.A.B.Barathi Chairman - Spectrum 2016** welcomed each of the guests in the inaugural session on 19<sup>th</sup> Feb 2016. A total of **100 plus personnel** participated in the event **with Raj group and Barani Hydraulics India Pvt Ltd as Conference Supporters.. Motor India, leading industrial magazine was the Media Partner.**

### 2. Event at a glance

Experts from different fields in Supply Chain Management covered in a **total of 8 technical sessions**, bringing awareness, enabling participants to build their own approaches based on modern trends to improve their performance. The **event concluded with the needed competency for the right SCM manager** and approach to build skills to manage the emerging challenges. **IIMM highlighted the support, guidance and assistance provided to the SCM professionals** in this regard. In specific the event brought out the need for better networking to convert opportunities to profits.

The eight technical sessions were **moderated by experts from IIMMChennai** and the collective knowledge available in the field was shown as an IIMM viewpoint prior to start of each technical session. **The CEO level panel discussion on the first and second day, concluded on the support systems and competences** required in implementation.

## Proceedings on Feb 19 2016

### 3. Inaugural function

The event was formally inaugurated **by Mr O.P.Longia , National President IIMM**, with lighting of Kuthuvilakku and invocation song. **Mr. T.A.B.Barathi Chairman - Spectrum 2016** while welcoming the gathering stressed to **“SHARE, DEBATE and MAKE INDIA COMPETITIVE”**. It had a galaxy of following luminaries- The **chief guest for the event Mr. Raju Venkataraman, MD & CEO, MEDALL Healthcare Pvt. Ltd providing the inaugural address** and sharing of his rich experience, **Prof G.Srinivasan from IIT Madras** Dept of Mgt studies, providing the key note address by highlighting on how to build the supply chain of the future.

### 4. Inaugural Address by Chief Guest

**Mr. Raju Venkataraman, MD & CEO, MEDALL Healthcare Pvt. Ltd**

*Make in India Supply Chain for Global competitiveness*

He highlighted the intertwining of business and technology. He stressed on the need to constantly put up with challenges and putting metrics to make India competitive. Examples of his own experience in setting up BPO- healthcare systems in rural India and achieving a performance of reaching any target customer within **30 Kms radius** were illustrated using innovative solutions such as use of shared public service vehicles. He emphasized on the use of forecasting in business to meet uncertainties and situations.

## **5. Key-note Address**

**Prof. G Srinivasan, IIT Madras, Dept. of Mgmt. Studies,**

*Building the Supply Chain of the Future*

Innovation alone leads to growth was his key message. A drone transportation for medical supplies in Africa which had ensured last mile reach in supply chain and the role of quantitative models in supply chain and operations research as tools were pointed out as the need of the hour. He briefly showed the emerging trends in smart manufacturing with geographically spread manufacturing facilities.

## **6. Technical Session 1**

**Mr. R Sridhar, SVP-Strategic Sourcing Mahindra & Mahindra, Automotive & Farm Equipment Sector**

*The Rise of Distributed Manufacturing*

The shift from traditional manufacturing to distributed manufacturing ,was illustrated as the way forward in business. While stressing on the advantages of distributed manufacturing such as opportunities for job creation he pointed out the challenges such as inflexibility. He focused on the need to enhance management capabilities when using distributed architecture. He closed with the remark that business capability is the key watch word and increasingly family owned businesses come under sharper attention as stakeholders want to know who is “ the man behind the machine”.

## **7. Technical Session 2**

**Mr. Rajeshwar Rao, Management Consultant, Out Sourcing and Global Delivery**

*The Internet Of Things” Impact on Manufacturing & Logistics*

He gave the three action sets of “digitize, industrialize and optimize as the workable solution for most businesses. He illustrated how “internet of things “ drives technology right through the chain. He also suggested gamification to drive “IOTs” in the VUCA- volatile, uncertain, complex and ambiguous environment of business.

## **8. Technical Session 3**

**Mr. Sanjay Kerkar, Former Managing Director & CEO, ICICI Lombard**

*Trends in B2B Supply Chain Finance*

The key role of finance to drive the supply chain was illustrated as a concept. He briefly touched upon the banking system, in which domain he had spent his entire career and the choice of instruments and mechanisms available for supply chain operators. While answering the questions on how the banks ensure securitization of working capital assets such as stocks etc, he stressed that the emerging technologies or instruments have not diluted or replaced any of the traditional processes such as prior screening and evaluation of credit worthiness etc.

## **9. Technical Session 4**

*Panel Discussion Make for India Vs. Make in India-*

**Dr. N. Ravichandran, Retd Executive Director Lucas TVS Ltd, Chennai**

The five forces of Globalisation, Digital Governance, Accelerated Consumption, Urbanisation and Changing Life Styles were stated as the key drivers to watch while making in India. He illustrated the internet growth and technology convergence, changing and transforming the business scenario. Compared to the earlier context of older, conservative and narrow-minded approaches, the change was vividly brought out by him. Specifically for MMEs steps such as Increasing easy finance and credit tools, limiting regulatory framework and access to affordable technology were stated as the key growth steps  
*View on Make for India -*

**Mr. R JagannathRetdDeputy Managing Director -Ashok Leyland Ltd**

The stable economic environment and the reasonable stability in macro economic factors such as agricultural production were highlighted as the positive indicators. Need for skilling of workforce, access to overseas funding, unlimited access to quality parts and unlimited access to technology were highlighted. The concentration of market power in large pension and mutual funds, globalization forces and technology needs were stated as the three key success factors in which only the fastest will survive. He stressed that sourcing in India requires zero defect supplies. As Indian people become quality conscious, the long term prospects are good in India. The need for global reach was stressed as the vital step

**Mr. S. Arul, Chief Executive L&T Kobelco Machinery Pvt Ltd**

*View on International experience Make for National & International*

While narrating the success of their enterprise in providing custom-made products across many countries in the globe, he provided a comprehensive picture of what works in the global business. Selling in 40 countries and reaching a performance of exports contributing to 40% of production, by focusing on large corporate and ensuring quality and delivery, were highlighted as the success factors. Managing the culture in negotiations and customization to specific country requirements were narrated as vital needs to success in business penetration. Managing cost escalation issues due to currency rate changes and building strategic alliances with vendors were stated as the most effective steps for entering the world market

## **Proceedings on Feb 20 2016**

### ***Recap and warm up session***

The morning session started with a brief recap of the previous day's proceedings by the past branch chairman N.Swayambhu. He noted that the number and quality of questions raised by participants were high and proposed using a structured mechanism to answer all the questions of participants.

### **10. Technical session 5**

**Mr. VenkateshNatarajan,VP - IT,Ashok Leyland:**

*e-business impact on Supply Chain*

The extensive use and leveraging of information technology was the stress made by the speaker. The fine tuning of MRP (Material Requirement Planning), using real time data and also taking information from social media, such as twitter was illustrated. Using a mix of historical/predictive models, the forecasting and predictive analytics were illustrated in developing a 7 days publishing schedule in planning manufacture. He highlighted that they have reached a capability to make a supplier schedule from vehicle demand in 40 minutes.

## **11. Technical session 6**

**DrN.K.Narayanan Consultant Diabetologist& EndocrinologistApollo Hospitals**

*Redefining the Healthcare SCM*

He defined what is a health care supply chain and illustrated various health care service provider models ( such as National Health Insurance UK model ) to present the issues in this specialized supply chain. The roles of financier, service provider, coverage and cost control were explained. He briefly described the Indian model as a mix of three models of Govt, private and voluntary (NGO) operated mechanisms. The need to redefine the model on account of the four factors of over utilization/scarcity, drug/ product shortages, lack of proper system to collect data, better IT system integrating the chain, can result in efficiency, consistency, cost-effectiveness. Leveraging medical tourism and better management of inventories ensuring safe patient care were shown as further action sets.

## **12. Technical session 7**

**Mr. T.P. Gurunaryan, Regional Head Purchase, ShapoorjiPallonji& Co Ltd**

*Construction Industry SCM trends*

He narrated an overview of Indian construction industry, challenges and the role of owner, contractor, sub-contractor, architect, supplier, in the construction industry supply chain. Emergence of mega cities, access to capital and shortage of talents were stated as the three core issues for the industry. Energy crisis, water requirement and need for green buildings were stated as the new and emerging trends.

## **13. Technical session 8**

***Panel Discussion SCM competency building - Current & Future***

***Moderated by Spectrum 2016 Chairman Mr.T.A.B.Barathi.***

He highlighted the importance of Skill level in SCM which is more of common sense approach . He also explained the efforts taken by IIMM in imparting skills to SCM professionals at all levels.

**Mr. Narasimhan,Executive DirectorBrakes India ltd**

*View on current available competency,skill gap & future requirements*

He focused on the unquestionable need to provide "On the job training". He quoted the auto industry example where 75% of value is created by vendors and role of SCM personnel in the emerging stringent and regulatory business environment was highlighted.

**Mr. G.D. Sharma, CEO of Beeline HR Advisory**

*View on current skill buildingAcademic perspective –*

He stressed on the triad of resource-process-capability in the SCM skill building journey, based on value chain perspective. He illustrated the 6 mega-trends namely more mega cities proliferation of segments, improved supply chain infrastructure, better regulatory climate and increased globalization, leading to greater competency. All the three behavioral, managerial and functional core competencies were highlighted as the need of the hour. Need for international accreditations, joint research projects with IIT, NITIE etc were stated as some of the key requirements.

**Mr. R.Ravi Srinivasan Founder &Architect - The equilateralHR Consulting & Learning Enablers**

*Consultant Industry view- on The job training and retention of talent –*

With simple examples he defined what is talent and how to nurture talent. He stressed on the three legs of motivation, culture and competence for effective performance. The cycle of recruit, perform, retain

and develop as an integrated process was emphasized by him. He illustrated the challenges in talent acquisition , training them and engaging them meaningfully as the vital steps in talent bank development. Building the leadership pipeline was stated as the key organizational need for nurturing talent.

#### **14. Networking and skill upgradation –message from IIMM**

At the end of technical sessions ,**Mr. M. Sundaram Advisor - Spectrum 2016**, stressed on the joint programmes and need to participate in all events organized by IIMM Chennai branch. He highlighted the various courses offered by IIMM Chennai branch and **Diploma in Supply Chain Management (DSCM)** as the star programme being internationally recognized and approved **by International Federation of Purchasing and Supply Management, UK**.

**Mr P.Y.Venkateswaran, Branch Chairman**, announced that all participants will automatically get a one year of free membership of IIMM by virtue of their participation in the Spectrum event. The event concluded with a formal vote of thanks by the **treasurer P.Ramesh** , who thanked all the personnel who worked behind in IIMM Chennai branch and hotel authorities and event partners in making the event a great success