

# MANIFEST

A MONTHLY NEWSLETTER BY CII SCHOOL OF LOGISTICS, AMITY UNIVERSITY



## Director's Note

DR ANITA KUMAR

Hello readers,  
CIISoL is proud to present yet another edition of Manifest. At the onset, as we gain more confidence and expand, we must thank all industry professionals, senior management both from CII Institute of Logistics and Amity, faculty members, alumni and student community who continue to associate closely with us.

This month's theme is **Vocal for Local**- a concept not new, since Gandhiji launched Khadi in the 1920s, yet finding momentum after 100 years to make *Atamirbhar Bharat* in 2020. As supply chains become local or glocal, it is time to leverage our strengths to create products and services that not only compete in the global market but also appeal to the local customers. Post COVID-19 Pandemic, there have been many initiatives by the Indian Companies to become more localised: sourcing raw materials indigenously, manufacturing in local factories, strengthening domestic distributions and serving customers through hyper-local last mile delivery. What can be a better example of vocal for local than our home-grown brand Patanjali whose Vice President Operations delivered a webinar for CII School of Logistics recently.

Please, also, look at **Manifest Trade**, a compilation of monthly Trade News by the students of CII School of Logistics and other details to be revealed soon.

I also invite you to contribute an article on August theme "Resilience in Supply Chains"

Happy Reading!



Confederation of Indian Industry organized a Global Supply Chain Summit post COVID-19 19.

## GLOBAL SUPPLY CHAIN SUMMIT 2020

Confederation of Indian Industry organized a 5-day Global Supply Chain summit with the theme '*Forge a New path - Post COVID-19*'. There were notable speakers from all around the world including Dr. Bhanumathi, COO, CII Institute of Logistics who shared the challenges that they faced during the pandemic and what they learnt from this situation.

The speakers spoke: about-

- Their company's future strategies to deal with supply chain disruptions
- Adapting to technology for example Artificial Intelligence, helps in supply chain visibility.
- To find opportunities in the VUCA world
- How to deal with the black swan event.
- Vocal for local.

- Resilient supply chains
- Introduced the 5c's crucial for a supply chain.
- Barriers and challenges their companies faced during the lockdown.
- Overcame the COVID-19 situation by having a strategic partnership.
- Advantages of digitalization.
- Adapting multi- modality in future will help save time and cost.
- Business Continuity Plan (BCP)
- Vendor development post COVID-19-19.
- Supply Chain risk Management, post COVID-19- 19.

They also talked about inventory imbalances, difficulties in running warehouse along with other issues.

### PRIME MINISTER'S VISION: VOCAL FOR LOCAL

Prime Minister Narendra Modi addressed the nation regarding the ongoing COVID-19 pandemic. He spoke about the strengths of the nation when it comes to stepping up in times of distress. Among the many topics highlighted in his over-half-an-hour long speech were:

1. there was a focus on how citizens should support local companies and produce.
2. Building their own narrative around this his call to go Vocal for Local,
3. several businesses put up brand creatives on social media handles today.

Among the brands that participated in the #VocalForLocal trend, a strong sense of pride could be felt. Elements like gears of progress and product images found prominence in the creatives. Most brands seemed to have harnessed the power of fonts in their creatives, mixing English and Hindi in their communication. Use of graphics and cartoons could also be seen.

**EXCLUSIVE  
WEEKLY WEBINAR SERIES**

**CII School of Logistics  
AMITY UNIVERSITY**

5th in WEBINAR SERIES  
on  
**Opportunities and Challenges in Exports and Imports during and Post Covid -19**

Tuesday, May 28th, 2020  
2:30 PM - 3:30 PM IST



**Ms. Manisha Thaker**, Vice President, M/s Trialliance Global Solutions India Pvt Ltd, is an Export Import (EXIM) Faculty & Trainer, having a rich experience of 20 years in Logistics & Shipping, handling General, Odd dimensional & Project cargoes in both imports and exports by Air and Sea transportation. She has rich practical experience in dealing with goods involving Chartering of vessels & Air crafts and handling cargo for Indian Navy and Defense services.

Being an Executive Committee Member of EXIM CLUB - Association of importers and exporters in Vadodara, Gujarat has also delivered sessions on Women Empowerment in the area of Exports.

Session moderator :  
**Dr. Smriti Asthana**  
Assistant Professor  
CII School of Logistics,  
Amity University, Noida



**CII School of Logistics  
AMITY UNIVERSITY**

8th in WEBINAR SERIES  
**" Harnessing Data to devise Smart Supply Chain Strategies"**

SESSION MODERATOR



**MR PRAMENDRA KUMAR**,  
PROFESSOR  
CII-SCHOOL OF LOGISTICS



**DR KABIR RUSTOGI**  
HEAD-DATA SCIENCES  
DELHIVERY

Date : July 17, 2020  
Time: 02:30 PM – 03:30 PM

**CII School of Logistics  
AMITY UNIVERSITY**

9th in WEBINAR SERIES  
**" Supply Chain Risk Analysis in a Post Covid Scenario"**

SESSION MODERATOR



**MR SANJAY KHANDUJA**,  
PROFESSOR  
CII-SCHOOL OF LOGISTICS



**MR ASHUTOSH DHAR**  
DIRECTOR-SUPPLY CHAIN  
BECTON DICKINSON INDIA PVT LTD

Date : July 23, 2020  
Time: 02:30 PM – 03:30 PM

**CII SCHOOL OF LOGISTICS  
AMITY UNIVERSITY**

10th in Webinar Series

**Redefining Supply Chain and Distribution Strategies at Patanjali : Vocal for Local.**



**Speaker:**  
**Dr Sanjeev Khanna**,  
Sr Vice President- Operations  
Patanjali Ayurveda limited



**Session Moderator :**  
**Er. Ashok K. Srivastava**, IIM-C  
Vice President – Educatava 4.0  
Head of Institution, CII School of Logistics & ASUM

Date: 29th July 2020  
Time: 2:30-3:30pm

**CII SCHOOL OF LOGISTICS  
AMITY UNIVERSITY**

11th in Webinar Series

**How to be Industry Ready post Covid-19 ?**



**Speaker:**  
**Yeena Dhamankar**,  
Director- Human Resource  
FM India Supply Chain Private Limited



**Session Moderator :**  
**Dr Anita Kumar**  
Director  
CII School of Logistics

Date: 30th July 2020  
Time: 2:30-3:30pm

Sneak peek into the weekly webinar series organized by CIISoL, Amity University, Noida in the month of July. Webinars are hosted by the CIISoL faculty on weekly basis for the students in order to provide them the practical and industry knowledge from some of the very successful organizations like Patanjali, Delhivery, and many more. The experts from the organization share their expertise and experiences about various topics like Post COVID-19 world of supply chains, operations, Vocal for Local, resilient supply chains, etc.

*Special thanks to all the faculty members associated with CIISoL, Amity University, Noida for providing their students with such a great opportunity despite of the troubles and disturbances caused by the pandemic.*

## EXPERT'S TABLE

*Vocal for Local: The impact of deglobalization on Logistics Industry*

Logistics broadly covers the entire process of managing how resources are acquired, stored, and transported to their destination. Logistics management involves identifying prospective distributors and suppliers and determining their effectiveness and accessibility.<sup>1</sup> Therefore, logistics Industry forms the backbone for any country and has even a greater role to play in growth story of the Indian Economy, which has set an ambitious target to reach 5 trillion USD by 2024-2025

Indian Logistics market has been growing at 10.5% CAGR and about to reach 215 billion USD by 2020.<sup>2</sup> The Logistics sector majorly includes industrial parks, warehouses, cold storages, and transportation. Presently the Indian logistics industry is considered unorganized and majority of the players operate with traditional mode of trucking, loading, unloading and material handling. The technological disruption in terms of adoption of automation, RPA, e-billing, etc. are still to find a significant place during operations.

With the advent of COVID-19 pandemic, logistics industry has faced the brunt of multiple lockdowns in countries like China, India, Italy, U.K, etc., recent changes in Indian trade policy, US-China trade relations and various other protectionist measures. The estimated cumulative losses in Indian Logistics industry have been estimated to the tune of Rs 50,000

Crores because of the extended lockdowns.<sup>3</sup> The recent campaign of '*Aatmanirbhar Bharat*' by our Honourable Prime Minister, is not only focussed on '*Made in India*' products but also on promotion of local brands, manufacturing and supply chain.<sup>4</sup> Such campaigns are dual aimed at creating a self-reliant nation and moving towards '*Swadeshi*', in wake of pandemic which has disrupted the global supply chain ecosystem.

Majority of the world economies including USA have closely tied supply chains with China, which became the single point of failure during the current COVID-19-19 pandemic. The costs of subcontracting production to China are painfully observed in the shortage of essential medical equipment like COVID-19 test kits, syringes, and the simple face masks in the United States and Europe.<sup>5</sup> This makes for another reason of deglobalization when supplies dependency was hit hard.<sup>6</sup> The factor of geo-political risk amid the pandemic added to the woes of international brands having global presence with supply chain tied to China. The trend of deglobalization was witnessed much before the outbreak of virus. The US-China trade relations as well as Brexit are major events which directed the trend. Many companies around the globe are nowadays talking about the shortened production and supply chains amid pandemics and geo-political situations.

Also, as WTO allowed for temporary export restrictions to prevent critical shortages in the exporting country, countries across the world have exercised export restrictions, limiting trade of key supplies, and leading to supply disruptions. However, such restrictions made traders find alternative routes to reach key markets by intermediary countries.<sup>7</sup> This indirectly results in movement of goods from one country to another despite restrictions.

### Key initiatives by Government

- Setting-up of new logistics division under Department of Commerce for "Integrated development of Logistics sector" in India.
- Identification and development of 24 Logistics Park along National Corridors.
- Multi-Modal Logistics Parks (MMLPs) to improve the country's logistics sector by lowering overall freight costs, reducing vehicular pollution and congestion, reducing warehousing costs.
- Multimodal Logistics Park Policy
- New National Logistics Portal to connect buyers, logistic service provider and relevant government agencies
- Logistics Data Bank Project

### Impact

The Coronavirus pandemic is considered as the second major crisis of globalization in the current decade. The pandemic has left multifarious impacts on various fronts such as economy, employment, demand, supply, etc. The Indian market also got affected, which is house to various industries which are top ranked in the world such as Pharma, Auto, and Electronics. These industries were hugely dependent on China for importing APIs, auto components and devices. The Indian auto sector which contributes nearly 7% to the Indian has been further hit due to this pandemic. When the supply faces a rupture, supply chain dwindles as a result economy gets into distress.<sup>8</sup> Estimated job losses in India are close to 130 million due to pandemic.<sup>9</sup>

1. <https://economictimes.indiatimes.com/industry/transportation/shipping-/transport/logistics-sector-to-lose-rs-50000-crore-due-to-lockdown-relief-package-needed-industry-body-icc/articleshow/75185550.cms?from=mdr>

2. <https://www.thehindubusinessline.com/brandhub/vocalforlocal/how-modis-vocal-for-local-campaign-is-going-places/article31917030.ece>

3. <https://www.tni.org/en/article/coronavirus-and-the-death-of-connectivity>

4. <https://www.bloomberg.com/news/newsletters/2020-02-29/why-deglobalization-is-accelerating-bloomberg-new-economy>

5. <https://www.outlookindia.com/website/story/opinion-going-vocal-for-local-the-case-of-localized-regional-supply-chains-in-south-asia/352745>

6. <https://logisticsviewpoints.com/2020/03/19/coronavirus-disrupting-indian-industry/>

7. <https://www.indiatoday.in/education-today/latest-studies/story/india-to-lose-130-million-jobs-due-to-covid-19-pandemic-report-1689590-2020-06-16>

### Lessons for Indian Logistics Sector

- Indian logistics industry witnessed multiple problems on mobility, labor, access to warehouses, technology, etc.
- Access to labor had become difficult as many were forced to return to their hometowns with no surety of their jobs.
- Logistics without labor is such as army without weapons as most of the operations are carried out by manpower.
- Therefore, hiring local labor provides a cushion in such testing times. Lockdowns also resulted in shortage of essential supplies and wastage issues due to improper storage facilities. Reforms like GST drove the need for consolidation of warehouses however pandemics like these backfired the companies.
- For mitigating shortages, agility in supply chain with multiple sourcing option paves the way for cost and risk optimization.
- Multiple sourcing also helps when major portion of supply chain network is based on trust, if one supplier point fails, the subsequent will get impacted and overall impact will be huge.
- Technological interventions at multiple touchpoints is the need of hour especially when payments can be powered with AI and digital systems.

### Challenges Ahead

- Since majority of the supply chains focus on concept of 'just in time', producing and delivering only that much which can be consumed at the consumer's end.
- This tightly knit configuration fails when the pandemics of such scale sweep across the continents.
- Adding to it, the costs of packaging, sanitizing, and ensuring safe deliveries will increase the overall logistics cost.
- The major challenge will still lie in pushing the demand especially in sectors such as Manufacturing and Infrastructure, which involve huge capital and manpower investment.

### Actions Taken

- Indian Government took multiple steps to support varied stakeholders.
- They announced the stimulus package of rupees 20.97 lakh crore to address immediate concerns.
- Indian Government also addressed the need of smoothening logistics amid pandemic by creating ministerial level committee to look after the smooth supplies of essentials and food items.
- In addition to the above, E-commerce players and deliveries of essential supplies were given e-passes to cross state-borders and ensuring minimum resistance during lockdown.

### ABOUT THE AUTHOR

- ✓ Asim Prasad is the Chief General Manager in Gail (India) Limited. He is graduated in B.tech from IIT Kanpur.
- ✓ He joined the Natural Gas Industry in 1994.
- ✓ He is a Natural Gas Value Chain Specialist in areas related to Natural Gas Marketing, Gas Transmission, Project Management for Cross Country Natural Gas / LPG Pipeline Projects, Project Planning, Control & Monitoring, Risk, Financial Management, HAZOP. Operation and Maintenance of Natural Gas Pipeline System, Safety Management, Last Mile Connectivity.
- ✓ He has multiple certifications in the areas of Project Management, Project Risk Management, and Complex Project Management.

For more details on the topic, you can reach out to him via LinkedIn using this link: <https://www.linkedin.com/in/asimprasadiitk/>

## STUDENT'S DESK

*Vocal for Local: The new masterstroke*

Vocal For Local. The initiative was taken by the Indian Government for the local suppliers and service provider; it's going to make a huge impact on the economy side in the upcoming future. To minimize the dependency on the importing shipment will be going to minimize in the upcoming future. Ultimately it will help in the development of the country.

There is huge scope available in the Consumer durable industry for the local manufacturing and selling locally as well as it will improve exporting to the global market. In the year 2019, there was \$55.63b of import of electronics machinery and other electronic equipment, and there was an increase in the export from \$6.39b to \$8.88b. There is a huge gap between imports and exports, this will be going to open new opportunities for the local manufactures as well as suppliers.

MNC's (Multinational Companies) are now willingly investing in India for the local operations of the industry. With local suppliers, supply lead time gets reduced for the manufacturers, fewer chances of product obsolescence, the quantity of the bulk orders gets reduced as the cycle time is less. Local sourcing and supplier linkage have a managerial relevance and a considerable policy. As the Indian government is opening up and economic reforms have initiated the competitiveness of indigenous firms and capacity building.

Lower inventory level, with a continuous supply of the required product or raw materials as per the requirement of the manufacturer, it leads to a lowering in inventory holding cost. Due to this lower inventory turns and this also reduces product obsolescence risk. leads to cost-saving to the firm. Due to the availability of the raw materials or products from the local supplier as per requirement, it avoids more wastage of the products and services; somehow the product or services is not usable and this may lead to more wastage of the raw materials.

Local for the local supply chain is the better option for the upcoming time for the price efficiency, fast shipping process and also will help in a reduction in inventory risk.

Vocal For Local. The initiative was taken by the Indian Government for the local suppliers and service providers. It's going to make a huge impact on the economy in the upcoming future. To minimize the dependency on imports will be the primary target. Ultimately it will help in the development of the country.

There is huge scope available in the Consumer durable industry for the local manufacturing and selling. It will also improve exports to the global market. In the year 2019, there were \$55.63b of import of electronics machinery and other electronic equipment, and at the same time, there was an increase in the export from \$6.39b to \$8.88b. There is a huge gap between imports and exports. This will open new opportunities for the local manufacturers as well as suppliers.

MNC's (Multinational Companies) are now willingly investing in India for the local operations of their industry. With local suppliers, supply-lead time gets reduced for the manufacturers. There are fewer chances of product obsolescence, and the quantity of bulk orders gets reduced as the cycle times are less. Local sourcing and supplier linkages have a managerial relevance as well as a considerable policy relevance. As the Indian government is opening up, economic reforms have initiated the competitiveness of indigenous firms and their building capacity.

MSMEs are one of the most important sectors of the Indian industry. They play an important role in almost all sectors, especially sectors like auto and auto components, supply chain, and several other manufacturing sectors. The MSME sector should have been infused with direct cash relief. The weak link in the chain can deprive larger industries of supply. Strengthening the chain from its weakest link is certainly the logical and correct way to go.

Lower inventory levels, along with a continuous supply of the required product or raw materials leads to a lowering in inventory holding costs. Due to lower inventory turns, product obsolescence risk is reduced. This leads to cost savings for the firm. Due to the availability of raw materials or products from local suppliers as per requirement, it avoids more wastage of the products and services. Somehow the products or services are not usable, and this leads to more wastage of raw materials.

Local supply chains are better options for the upcoming future because of price efficiency, fast shipping process, and reduction in inventory

ABOUT THE AUTHOR

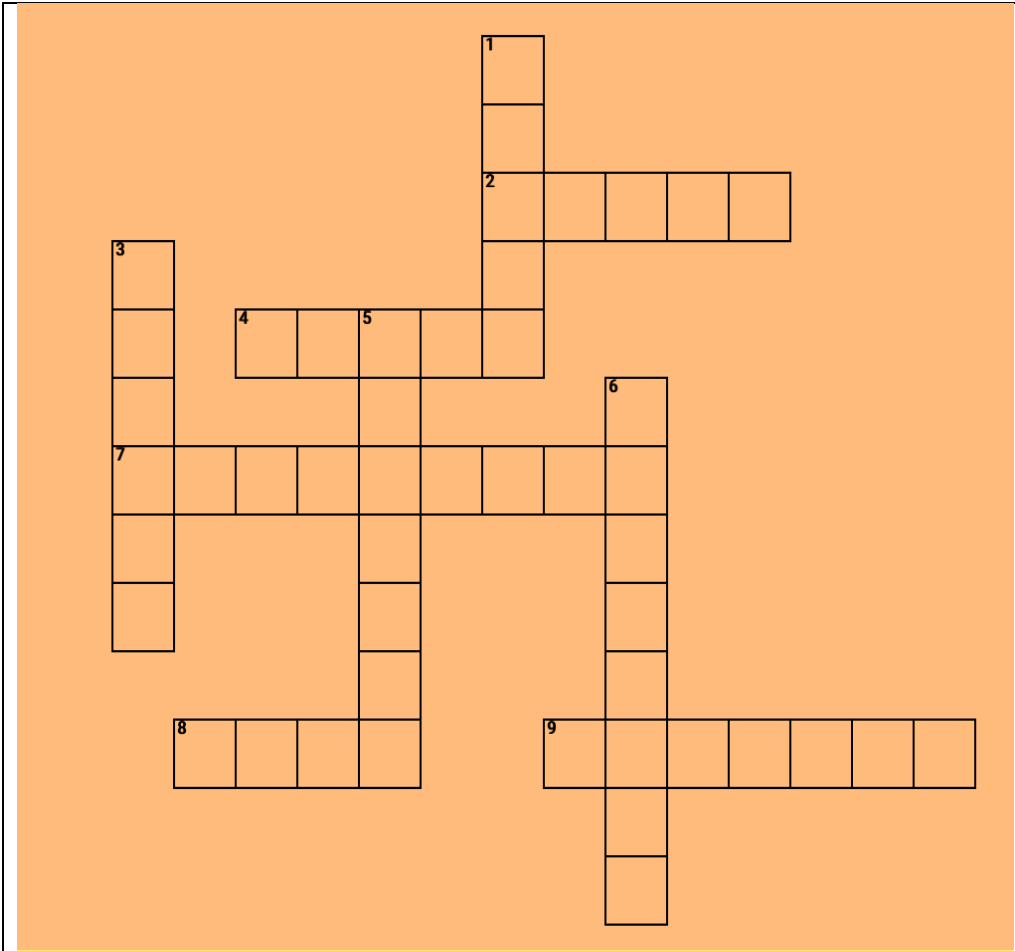
WARAD AKSHAY  
CHANDRASHEKHAR

- ✚ Akshay Warad B.E. (Mechanical), final year student of MBA Supply Chain Management, CII-SoL, Batch 2019-21.
- ✚ He has interest in Local for local supply chain management in Consumer Durable Electronics Industry
- ✚ The findings shared in his article are a part of his internship project "Local for local supply chain management in Consumer Durable Electronics Industry"

For more details on the topic, you can reach out to him via LinkedIn using this link: <https://www.linkedin.com/in/akshay-warad-88942412a/>

**SCM Crossword Puzzle #1**

Guess the Desi brand from its Videshi version!



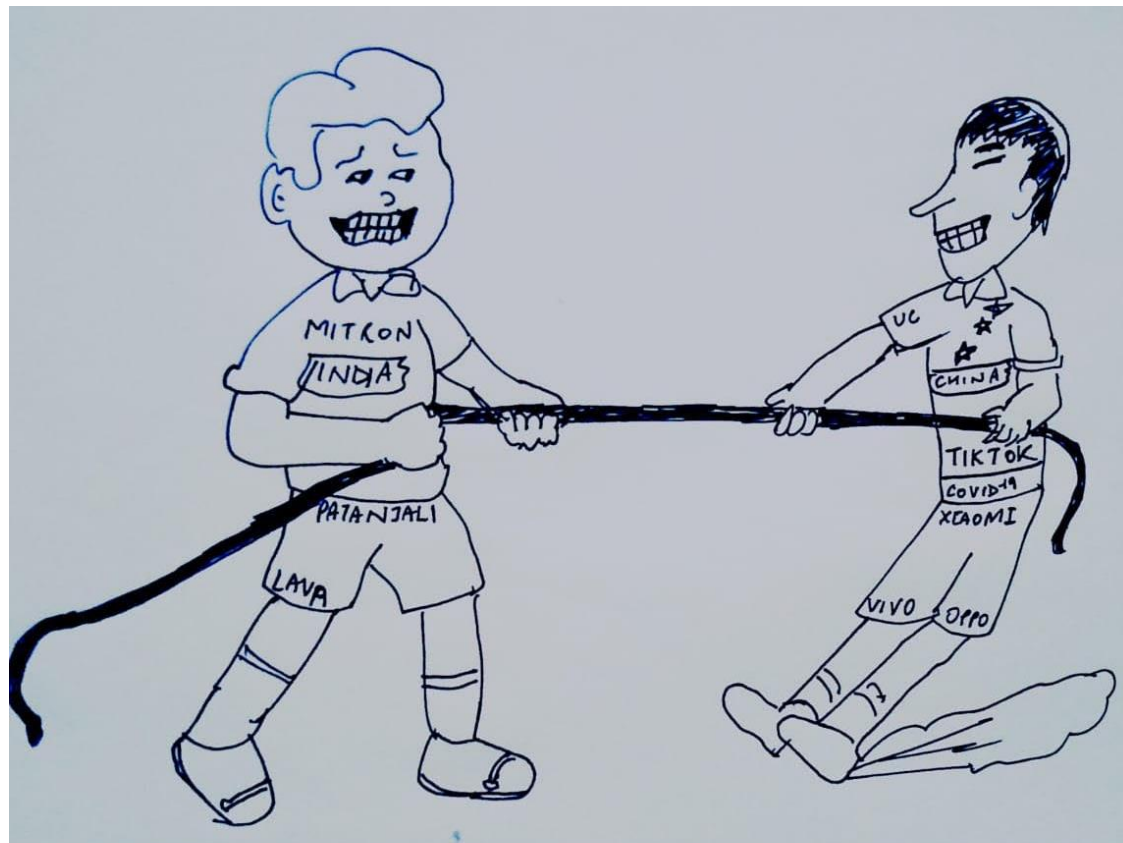
**Down**

- 1. LAYS (substitute brand for potato chips)
- 3. MAGGI (substitute brand for noodles)
- 5. PEARS (substitute brand for soap)
- 6. Johnson's & Johnson's (substitute brand for baby products)

**Across**

- 2. SURF EXCEL (substitute brand for detergent powder)
- 4. CLOSE UP (substitute brand for toothpaste)
- 7. AMWAY (substitute brand for essentials and healthcare)
- 8. CADBURY (substitute brand for chocolates)
- 9. TETLEY TEA (substitute brand for tea)

**LOGI-TOONS Series #2**



**Hind cheen par bhaari, ho rahi aatmnirbhar banne ki tayari!!**

Illustrations by *Gaurav Ghosh* (CII-SoL, 2019-21 batch)

**POSTER MAKING COMPETITION**



Winning poster by **Shishant Dhoundiyal** (class XI)  
(The poster making competition was organized by CIISoL on the DAY OF BELONGINGNESS.)

**EDITORIAL TEAM**



**Trisha Manrai**



**Aprajita Jha**



**Gaurav Ghosh**



**Tanush Bhatnagar**



**Akshay Warad**