

MANIFEST

“Behind every great leader, there was an even greater logistician” - M. Cox

The New Year has brought new hopes, new possibilities, and new aspirations. Our January Manifest issue focuses on the theme of Entrepreneurship in Logistics. Covid 19 Pandemic has changed the corporate landscape of India and have compelled many companies to reinvent themselves and adapt to the new normal. This is also true for the Indian Logistics sector The traditional unorganized and fragmented industry, has undergone transformation with a significant shift towards digitization and contactless operations. As the consumers have gone online, there are immense opportunities for many established brands seeking the services of logistics partners to satisfy customer demand efficiently and effectively. Not only logistics, the entire Indian supply chain industry, enabled by technological innovation, has received tremendous boost with specific thrust on warehousing and packing/packaging to enable the smooth flow of goods.

The Indian logistics market is worth US\$ 215 billion and is growing at a CAGR of 11-12%. However, only 10-15 per cent of the overall market is owned by organized players. This has created opening for many corporates and small businesses to create job and entrepreneurship opportunities in this sector. This decade has also witnessed the emergence of logistics start-ups specializing in e-commerce deliveries with newer operating models such as hyperlocal, relay and D2C. Many of these start-ups are on their way to becoming unicorns.

This month we hosted Virtual Panel Discussion on Entrepreneurship Opportunities in the Logistics sector under the aegis of ICEIL 2022. We invited entrepreneurs in this field to share their journey and discuss the opportunities and challenges faced by them to ignite and inspire young minds. The session also facilitated award winners of best entrepreneurship idea in Talk Series. For more details, check out our new issue.

Happy Reading!

JANUARY 2022
VOLUME 2, ISSUE 9



ICEIL 2022- EXCELLENCE IN L&SCM



January 22, 2022 - 4th International Conference on Entrepreneurship, Innovation & Leadership was hosted by Amity University. The Session was moderated by Dr Anita Kumar, Director of CII School of Logistics and Mr Pramendra kumar. The Guests for the session were Mr Sam Mukundan, Head Packaging Business Unit, Flexol; Mr Pavithran Kallada, MD BDP UGL Global Logistics India Pvt Ltd. Mr Naveen Rawat, Director Holisol Logistics Private Limited. Mr Shiv Soni, Founder Rise Up Logistics.

Dr Anita Kumar welcomed the panelists and said that it is a challenging time for businesses in India. There are good things happening and the logistics sector is full of opportunities. She requested the panelists to share their entrepreneurial journeys so that students can derive lessons from them and get encouraged to take up entrepreneurial ventures.

Mr Sam Mukundan - He briefly talked about how he transitioned from an employee to an entrepreneur when he decided to relocate to

India from USA in 2005-06. He highlighted that one needs to narrow down the focus to one or two areas only when deciding the field in which to become an entrepreneur. In his case, he had decided that whatever he would venture into it would have to be related to 'Green' and would be 'Technology Driven'. He started his venture 'FLEXOL' IN 2010 and focused on sustainable packaging. Later, as his company grew, TVS logistics invested into his company. And eventually he sold his company to TVS Logistics, while being retained as the Executive Head.

Mr Kallada - He stated that he has been an entrepreneur for the last 12 years and like Mr Mukundan, he too sold the complete equity of his company last year and is now the Executive Head of the company. He highlighted that he became an entrepreneur after working in the corporate sector for 10 years. He started his logistics company in 2008 with funding from his friends who were High Net-worth Individuals (HNI). His company initially specialized in transportation of Oil & Gas. As his company grew, he entered a Joint Venture with an overseas company mainly to secure more funding. The

overseas company helped in buying the shares of some of investors too. Mr Kallad emphasized, "in future logistics companies will be more of 'Logistics Enablers', rather than being asset heavy". The companies will be Technology driven.

Mr Naveen Rawat - He briefly explained how he founded his company with two more friends after working in corporate sector for more than 10 years. He highlighted how they started initially as consulting firm. Later as they gained experience, their company grew from simply 'Designing' solutions to 'Designing and Implementing' solutions and eventually graduating to 'Designing – Implementing - Managing' solutions. Now, his company has diversified to Transport Packaging Solutions for automobile companies. He highlighted that the initial two or three years were financially tough for the company which led them to raise capital through equity.

Mr Shiv Soni - He shared his entrepreneur journey by highlighting how he started his company in 2016 at the age of 26 years with an initial capital of 10 Lakh Rupees. He explained that he started with Freight Forwarding and later shifted focus to Road Transportation. He explained how his company initially had very few assets and how his company is focusing on providing timely trucking solutions to clients, some of which include big logistics companies themselves.

Dr Anita thanked the panelists for their valuable insights and how their passion and conviction had stood them in good stead. She stated that technology is playing a big role in logistics today. She asked the panelists how their respective companies were leveraging technology in their business and how important are technically qualified people to them?

Mr Sam Mukundan - He explained that in 2010, they started identifying Nonvalue-

Added activities in their logistics business. They found that despite enormous manpower and time spent in checking and rechecking there were discrepancies in shipments. The solution was to automate using Bar codes, RFID tags, etc. Mr Mukundan highlighted that we need to identify technology that can simplify common problems and the use of technology should be explained to the customers so that they appreciate the value addition. He explained that his company did not hire technically qualified persons to make solutions, instead they partnered with a technological firm to assist them in finding solutions. This in turn saved them the hassles of hiring technically qualified people.

Mr Kallada - He stated that the biggest challenge in business is visibility. Just like Mr Mukundan, his company also partnered with an IT company for logistic solutions. They integrated multiple technologies on a platform and developed an interface for the customer too, which gave them the competitive edge. Mr Kallad reiterated that in future logistics companies will be more of 'Logistics Enablers', rather than being classic logistics companies with large inventory of assets.

Mr Naveen Rawat - He highlighted that his company was technologically driven and was heavily reliant on AI. He explained how they kept on developing technological solutions to logistical problems and today their platform has 70% logistics domain solutions and 30% technological solutions. He explained how they have harnessed AI to make their Data Analytics relevant and actionable.

Mr Shiv Soni - He explained that even though his company is working at the level of trucks and drivers the use of technology is most important. He explained how they are using the virtues of e-Way Bill to expedite their business.

Dr Anita stated that funding is one the biggest challenge for entrepreneurs. She

requested the panelists to share their experience of funding of their startups. What was the support they received from the ecosystem, the government, banks, etc.

Mr Sam Mukundan - He explained that there is no standard formula for raising funds for a company, it is the founder's choice. But one must bear in mind that when you borrow, your freedom to operate comes down. This has major implications because in a new venture there may be requirements to change direction of the company for which freedom is imperative. He advised that you should start with your own money or money borrowed from friends/ family members. Your business plan should be strong! If your business plan cannot convince your family members then how will you be able to convince investors? On govt policies, he said that it should be taken as a support and not something to be relied upon. You cannot base the success of your business plan on government support.

Mr Kallada - He stated that if you have a strong business plan, then there is no dearth of funds. The decision must be taken whether you want to start with Equity money or Family money. Help of friends who are HNI is the best option. Citing his personal example, he further added that you must not be sentimentally attached to your venture, in the sense that you should be prepared to sell your equity when the opportunity arises.

Mr Naveen Rawat - He brought out that they supported their company initially from personal funds. Starting as a consulting firm, they did not have a significant requirement of Capital. But subsequently, they had to approach investors for raising capital as the company grew in size. He highlighted that they did not get any support of Banks, even though they approached with the necessary documents after running their company for three years. On policies he mentioned that government assistance was welcome, they need to maintain the environment conducive

for businesses to thrive rather than being restrictive.

Mr Shiv Soni - He explained how he started his venture with Rs 10 lakhs only. He recommended the use of personal money. He highlighted how his customers themselves have funded the expansion of his business. He stated that there is a lot of scope for hardworking people in business.

Dr Anita thanked the panelists for their advice. She exhorted the students to stay focused and have confidence in their abilities. She then handed over the proceedings to Mr Pramendra Kumar for felicitating the students whose entrepreneur projects had been selected as the best this year. Mr Pramendra read out the citations of the selected projects. The prize winners then gave a brief about their projects which was well received by the panelists.

The following were the prize-winning entrepreneur projects; -

SUPPLY CHAIN & LOGISTICS SEGMENT.

- 'Save Freight and Drop Hook Service' by **Mr Mohit B.**
- 'Ginger Garlic Paste' by **Mr Vincent Vanlalngilneia.**
- 'The Load Application' by **Mr Ayush Sharma.**

SUSTAINABILITY SEGMENT.

- 'Single Stop Shop for Sporting Solutions' by **Colonel Ketan Prasad.**
- 'Kuddagrator' by **Colonel Manish Manchanda.**



After the felicitations, Engr AK Srivastava enquired from the panelists where there was a need for creating a platform where budding student entrepreneurs could gain access to angel investors and mentors from the logistics fraternity. The suggestion was welcomed by all the panelists. They also applauded the efforts of the CII School of Logistics in creating supply chain

professionals who are industry ready and would certainly help the logistics sector to grow in the country. The session was concluded by Dr Anita who profusely thanked the panelists for sparing their valuable time and sharing their experiences to embolden students to take up entrepreneurial ventures.

SUPPLY CHAIN : FUSION OF TECHNICAL DEVELOPMENT AND MANAGEMENT SKILL

Innovation is critical for any organization, as it gives competitive edge to business and path to bigger opportunities. According to research by McKinsey, 84% of executives say innovation is very important to their companies' growth strategy. Journey of innovation starts with a challenge, which can be linked to technology, efficiency, market pressure, environmental constraint, or economic uncertainty, while the solution can be through technology, process, product, business model etc.

Whenever we think of supply chain innovation, we normally jump to automation or technical innovation in field of supply chain like artificial intelligence, IOT, seamless information flow, network optimization, robotics etc. Once we start demystifying supply chain innovation, in many a case we find that technological tools are enabler for innovation instead of being technological breakthrough. In the world of supply chain, activities don't happen within for walls of an organization, instead huge amount of coordination and collaboration is required between multiple stakeholders spread across geographies and organizations. By nature, supply chain function is extremely physical and not virtual. Such scenario makes supply chain processes complex in nature and driving innovation with large and scattered stakeholders become more and more complex.

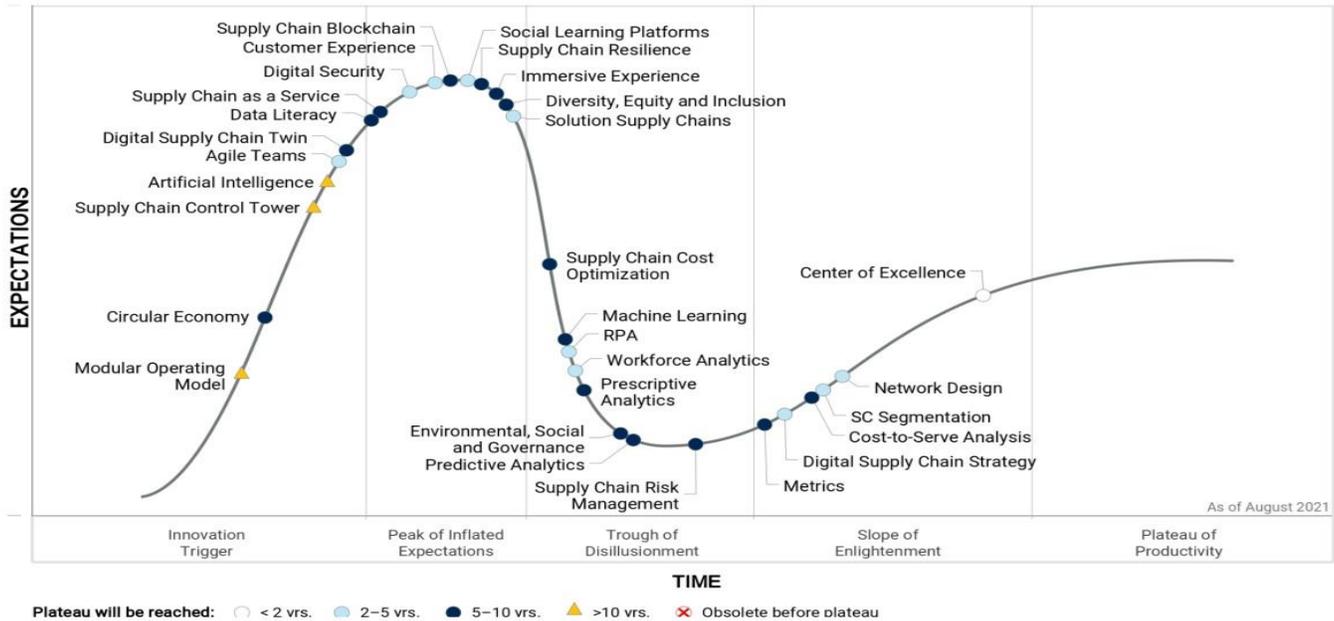
When a new technological breakthrough gets introduced, it makes bold promises for business, but every innovation is not commercially viable. Some new technologies create a big hype while some other might remain dark horse. For new technological trends, Gartner releases a

hype cycle providing graph on maturity and adoption status of technologies and their applications. It also considers, how these trending technologies are potentially relevant to for business problems and able to explore new opportunities. Gartner's hype cycle covers technological innovation from innovation trigger to plateau of productivity. An innovation passes various stages before reaching to productivity stage and in the journey many a technological development gets redundant.

Gartner's hype cycle is applicable for all emerging technologies. Latest release of Hype cycle for supply chain strategy shows various emerging trends in domain. On this strategy map, all new trends are not limited field of automation and technology only, instead they include innovation in operating model, analytics, processes etc. As per the hype cycle, the time to reach plateau of productivity for any innovation varies drastically and every innovation does not reach to stage of commercial viability. Failure of any innovation or difference in time to reach productive stage of an innovation varies due to reason linked to behavioral factors, leadership factor, cost factor, compatibility factor etc.

As per hype cycle journey of innovation passes through 5 stages starting from innovation trigger. Trigger is a stage where need for solution of a problem triggers innovation. A hype around innovation enhances expectation based on theoretical and pilot models. The real challenge for an innovation starts after adaptation of in real business scenario and this phase removes illusion around innovation. In this stage role of team driving implementation of innovation become most crucial.

Hype Cycle for Supply Chain Strategy, 2021



Source: Gartner (August 2021)

Once an innovation passes litmus test of disillusionment stage, it moves to subsequent stages of success.

- Project Management
- Risk taking skill
- Adaptability and leadership

Technology plays a key enabler role in supply chain innovations. Once we adapt any supply chain innovation, the success of an innovation also depends on its commercial viability and effective management in scaling up stage. Our research shows that following management skills are integral part of successful innovation cycle in supply chain.

Success of any innovation in any ecosystem depends on human and their management skills. Technological innovation or process innovations can only make activities faster and efficient. But the true value addition in any innovation come from collaboration with ecosystem.

- Customer understanding
- Commercial understanding
- Cross functional collaboration

ABOUT THE AUTHOR



VIKASH KHATRI

- ✓ *Graduation: Indian Institute of management, Indore*
- ✓ *Post-Graduation: Strategic Innovation in Organisation, Vanderbilt university, USA*
- ✓ *Hobbies: Report writing, Publications.*

BUSINESS ACUMEN FOR ORGANISATION

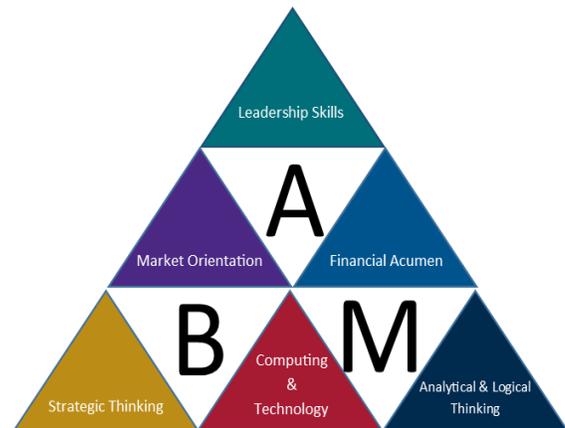
The dictionary defines acumen as “quickness, accuracy, and keenness of judgment or insight,” especially in practical matters. The word comes from the Latin “acuere”—the root of “acute”—and it means “to sharpen.”



- Honing business acumen skills is useful at every stage in a career path. Although the depth of knowledge will vary depending on seniority and familiarity of the business, better business decisions at any level benefit the organization.
- There is nothing that will equip a high potential employee through their journey better than to arm them with an understanding of how their decisions affect bottom-line results. With strong business acumen as a baseline, everything else in their development journey to becoming a future leader will come into focus.

WHAT IS BUSINESS ACUMEN

As we all know for any business Finance, Marketing and Operations are the three central and core functions of the business. Business Acumen is the understanding of how a business works, how it makes money and how strategies and decisions impact financial, operational and sales of the business.



- Business Acumen is not a single skill, but a much broader set of competencies that require understanding across multiple aspects of business which includes Leadership Skills, Market Orientation, Financial Acumen, Strategic Thinking, Analytical and Logical Thinking, Computing and Technology.
- In a practical application, business acumen combines an understanding of how a business works and what it takes for the enterprise to make money. It combines various knowledge one has in finance, operations, marketing to the business goals, strategies, behaviors, actions, and decisions.

WHERE CAN WE USE

The core tenets of business acumen emphasize a need to think outside the confines of individual actions, siloed departmental decisions, and short-term gains. Seeing the big picture always changes how people think and behave - in turn, changing how the organization operates.

- **DAY TO DAY OPERATIONS:** an overall context within which employees can work, while creating an environment that is more likely to break down internal barriers. There is less waste and less ambivalence.

There is increased innovation. Employees are more engaged, they understand their role and its impact on business results, and they are more likely to believe that their efforts really matter.



- **BUDGETING AND FORECASTING:** When an individual has a keen understanding of their organization's goals, metrics like Return on Sales (ROS) and how to budget and forecast within those parameters, they will make well-informed business decisions.
- **BUYING AND SELLING:** Understanding Cost of Goods Sold (COGS) and Gross Profit Margin (GPM) will have a large impact on how organizations negotiate with vendors and how their sales professionals work with clients.
A sales professional's understanding of targeted GPM will allow them to leverage their price setting latitude and mold their client dialog. Being able to position their product or service as having the potential to improve their client's GPM changes the dynamic from simply buying and selling. They're empowering their clients to make informed, business-savvy decisions.
- **STRATEGIC EXECUTION:** Helps to develop and execute a competitive analysis and lead the changes that create differentiation and growth. Helps how strategies and tactics work in the marketplace and regarding your company business.

WHY ORGANIZATIONS NEED BA

For organizations today, no matter how successful, it's critical for employees, managers, and leaders to be able to accurately assess the competitive landscape and connect day-to-day decisions and activities with key financial, functional, and business performance metrics and goals.

Although most organizational goals will focus on profitability, growth, and sustainability, fostering a culture of strong business acumen will have far-reaching, organization-wide impacts.

- **COMPETITIVE ADVANTAGE:** Sales teams with strong business acumen can better position the value of their products and services, in alignment with customer pain points, to create effective customer solutions. Internally, individuals that foster an ownership mindset take accountability for contributing to the business in a fiscally responsible way. Internally and externally, employees with business acumen can create a competitive advantage in growing their top line and optimizing their cost structure to increase profitability.
- **PROFITABILITY:** Strong business acumen skills create a culture of data-driven decision-making. Being able to articulate the story behind the numbers leads to people at all levels in an organization acting and making decisions to affect the bottom line, whether by managing costs, improving processes, eliminating waste, or doing more with less. People with an in-depth knowledge of the financial metrics their company uses to measure success will equip them with the knowledge necessary to drive better efficiency and increase profitability across their organization.



- **GROWTH:** Managing the day-to-day decisions of a business and leading a business with a big-picture understanding of leading and lagging indicators, working capital management, and generating returns on investments, can lead the way for sustainable, organic growth.
- **PROJECT MANAGEMENT:** Ensuring that individuals understand how scope creep or key stakeholder influence can impact a project's potential outcome sets project team members up for success. Bad project management can bring even a large organization to its knees. A HBR article states that an average project cost overrun was 27%, but one in six projects had a cost overrun of 200% on average and a schedule overrun of almost 70%.
- **TALENT ACQUISITION:** When teams understand the financial impact of turnover and the costs of unsuccessful hires, they're better equipped to make good hiring

decisions. Furthermore, a successful organization that fosters an environment of strong business acumen is a company that people want to work for.



BA FOR STUDENTS

As a new hire going into an organization one can contribute faster if they are grounded early on in how the business makes money, how they fit into the big picture of the business, and how they can be part of the organization's financial success. Understanding these topics doesn't make students feel just oriented to the organization – it makes them feel connected to the organization's mission. That's why companies give a onboard programs before job and onboarding programs have been shown to increase retention by 25 percent and even improve employee performance by up to 11 percent.

ABOUT THE AUTHOR



SHUBHAM GUPTA

- ✓ *Graduation: B. Com, MBPG, Haldwani*
- ✓ *Post-Graduation: Pursing MBA in Logistics & Supply chain, CIISchool of Logistics, Amity University*
- ✓ *Hobbies: Listening to music, Travelling.*

TECHNICAL INNOVATIONS IN LOGISTICS AND SUPPLY CHAIN

In 2021, we have seen that resilience and sustainability had a broader coverage in the whole logistics and supply chain industry. But this article here brings out the silent technical innovations which had a big boost of growth in the industry.



The Technical Innovations listed a major integration of physical activities to the software-based applications. The first in the list is,

1. IOT

The Internet of Things is a connection of physical devices that monitor and transfer data via the internet and without human intervention. IoT in logistics enhances visibility in every step of the supply chain and improves the efficiency of inventory management. Integrating IoT technology into the logistics and supply chain industries improves and enables efficiency, transparency, real-time visibility of goods, condition monitoring, and fleet management.

The IoT and blockchain integrated network provides tools to analyze the data transferred between the sensors, distributed ledgers, and databases for optimizing the supply chain.

Then allows accurate tracking of shipments throughout the supply chain, thus ensuring the quality and authenticity of products by leveraging blockchain technology.

2. ARTIFICIAL INTELLIGENCE

AI algorithms combined with machine learning support companies to be proactive in dealing with demand fluctuations. For example, AI-based forecasting solutions allow managers to plan supply chain processes and find ways to reduce operating costs. Self-driving AI and smart road technologies are affecting a positive shift towards delivery service automation. In addition, AI-based cognitive automation technology brings intelligence to automate administrative tasks and speeds up information-intensive operations.



AI-based software solutions for price prediction, demand forecasting, and optimization of flows & processes, catering mainly to the consumer-packaged goods (CPG) and retail industries. The software provides modules for risk assessment and demand forecasting to automate process decisions and control operational conditions. The machine learning-enhanced platform provides tools to collect and integrate process data in real-time. As a result, managers are well equipped to provide actionable insights when it comes to product replenishment.

3. ROBOTICS

Integrating robotics into logistics increases the speed and accuracy of supply chain processes and reduces human error. Robots offer more uptime and increase productivity when compared to human workers. Robots, however, do not take up the jobs of humans but rather work collaboratively alongside them to increase efficiency. Physical robots, such as collaborative robots (“co-bots”) and autonomous mobile robots (AMR), are used to pick and transport goods in warehouses and storage facilities. Moreover, software robots perform repetitive and mundane tasks that free up time for human workers.

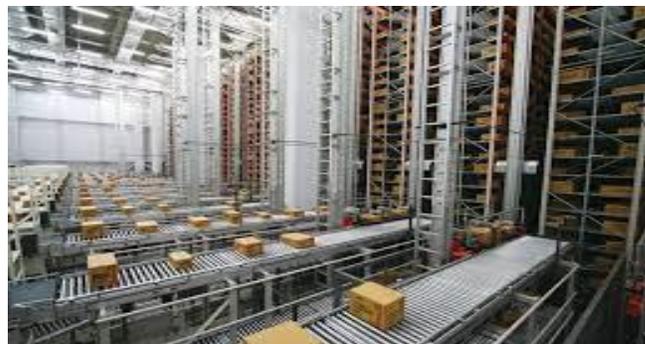


Cobots work collaboratively with human workers, help, and enhance productivity in logistics operations. These robots pick, place, and pack goods in a brief span while eliminating potential human errors. RPA (Robotic Process Automation) offers automation of low-level repetitive tasks, eliminates human error, and reduces overhead costs. For example, RPA software performs operations including invoice processing, automatic storing of information in audit trails, and automates the input of a purchase order.

4. WAREHOUSE AUTOMATION

Warehouse automation increases efficiency, speed, and productivity by reducing human interventions. Pick and place technologies such as automated guided vehicles (AGVs), robotic picking, automated storage, and retrieval (ASRS), and put wall picking reduce error rates

and increases warehouse productivity. Warehouses require a combination of efficient automation technologies to control their operational logistics costs. ASRS assists in



the management of product and material storage in automated warehouses and improves floor space utilization and does not require manual labor to operate, thus reducing the overall operational cost and increasing safety. AGV integration in the warehouse helps in the automation of moving goods. AGVs substitute human labor for addressing challenges regarding processing high-volume goods at scale.

5. AUTONOMOUS VEHICLES

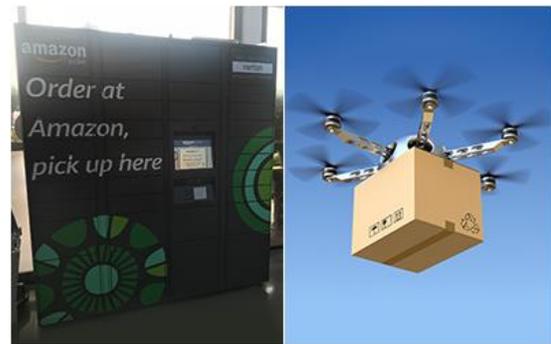
Autonomous vehicles improve vehicle safety and deliver goods safely by eliminating human errors while driving. They increase the efficiency in the first and last-mile delivery as they are designed to work all day and all night. Moreover, autonomous vehicles improve fuel efficiency by using platooning techniques for long haul routes, reduce traffic jams, and optimize travel routes by taking advantage of AI-enhanced technology. These modules are customizable depending on their applications such as mobile lockers, food, and cargo delivery. Deliver cargo in an efficient, reliable, and safe manner without the intervention of a human driver.



6. ELASTIC LOGISTICS

Elastic logistics enables companies to handle supply chain operations with more efficiency during periods of fluctuation in demand. It helps upscale or downscale the supply chain operations, as required, according to the market demand. Elastic logistics thereby tackle the challenges facing supply chain companies including underutilization of vessels, constraints on warehousing, and overstocking. One of service is on-demand warehousing marketplace serving small and medium enterprises (SMEs). A short-term warehousing requirement from a wide network and pay-per-use and on-demand storage and fulfillment services for their customers. The Second elastic is wide range of commercial vehicles for on-demand freight transport. a logistics service network connecting the freight owners with transporters with solutions such as real-time tracking, route optimization, freight security customized reporting, real-time alerts, and help reduce freight costs by leveraging AI-enabled technology.

7. LAST-MILE DELIVERY



The last step of the supply chain, from the warehouse or distribution center to the customer, is often inefficient and comprises a major portion of the total cost to move goods. Last-mile delivery is the most important part of logistics as it is directly related to customer satisfaction. Delivery of goods by drones resolves the problem of traffic congestion in the last mile. Drones have the capability to reach remote areas, thus reducing the delivery time and cost. Smart lockers provide flexibility for customers to receive parcels and reduce the last-mile challenges for returned deliveries due to customer unavailability. These smart lockers offer parcel security by protecting them from adverse weather conditions as well.

ABOUT THE AUTHOR



YASH PRATAP

- ✓ *Graduation: BBA, Greater Noida*
- ✓ *Post-Graduation: Pursing MBA in Logistics & Supply chain, CIISchool of Logistics, Amity University*
- ✓ *Hobbies: Driving, passionate about cars.*

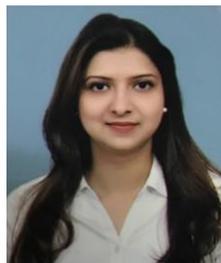


FM → **LOGISTIC**



VISHAL SINGH
(L&SCM) Noida

 **pandø**



DIVYA LAXMI
(L&SCM) Noida

MBA

- Logistics & Supply Chain Management
- Supply Chain Analytics and Management

Admissions Open for Mumbai & Noida Campus
(Batch 2022 - 2024)

Why CII School of Logistics

- With CII strong Industry Network Placement & Internship assistance
- 100% Placement Track Record
- Placement focused in domain sector- Logistics & Supply Chain
- Curriculum designed as per Industry requirement.
- Guest Lectures from eminent Industry speakers
- Industry Collaboration
- Practical exposures to Live Projects, Workshops and Industry Visits
- Student Abroad programme Singapore, Dubai



KEY RECRUITERS



www.ciischooloflogistics.com
Email : admissions@ciisl.org | avinash.sharma@ciisl.org
Mobile : 95660 24991 | 95660 26613 | 97178 55982

INR 50,000
Scholarship for Girl
students enrolled in
Supply Chain Analytics
and Management

*Terms and
Conditions Apply.

GET A CHANCE TO
STUDY INDUSTRY
COLLABORATED
SYLLABUS AND
STANDOUT FROM THE
GROUP!

Earn
INR 10000
Per Admission

*It's a
Win-Win*

Join our referral program.

Refer CII School of Logistics to
your friends and family.
We appreciate your referrals.

Reach us at:
www.ciischooloflogistics.com
95660 24991
95660 26613
97178 55982
admissionseciisl.org
avinash.sharma@ciisl.org

MBA

- Logistics and Supply Chain Management
- Supply Chain Analytics and Management

Key Highlights:

- Industry collaboration
- Industry led MBA programs
- 100% Placement track record
- Curriculum designed by Industry Experts
- Practical exposures to workshops, live projects and International Conferences

STUDENT'S CRITIC

DARQ technologies were very well explained by the authors, but when we look at the ground realities we need more diverse implementation also. Nowadays technology has enabled to bring big data collected by various smart devices but this still has a very long way to go. I cant wait to see my photo in the placed section of the manifest glad that many of our seniors have passed.



**SHREY
UPADHYAYA**

November manifest had very interesting subjects on AI, ML and QC today these articles have explained their need and what is the future clear to us. With analytics changing the world at a greater phase we can see efficient and effective use of technologies in various industries like health, finance, logistics, supply chain. But we need to see at what level of impletion is there otherwise knowing is obsolete.



**ABHISHEK
CHATURVEDI**

The manifest is a live example of how technologies are giving raise to new industry and improvisations at the same time making some business obsolete which is also a good and bad at the same time. It was great to see articles on the seminar which helped to recall things, CII scale awards was very massive in industry and the convocation of seniors are very impressive to see. DARQ articles were quite insightful and the logitoon was quite impressive also. In today's fast-moving world it's hard to cope with technologies which is moving at the greatest pace than anything the world has seen. Hope everyone can cope up.



KARTIK CHOUDHARY

<https://www.ciischooloflogistics.com/>

For article postings mail us at manifestradenews@gmail.com

GEAR UP!!

1. MERAKI 2021-22

By: Fortune Institute of International Business (FIIB), New Delhi

Registration Link: <https://dare2compete.com/competition/meraki-meraki-2021-22-fortune-institute-of-international-business-fiib-new-delhi-255503>

2. Niveshak

By: Indian Institute of Management (IIM), Shillong

Registration Link: <https://dare2compete.com/competition/article-of-the-month-for-niveshak-indian-institute-of-management-iim-shillong-255570>

3. Pitch Perfect Youth Entrepreneurship Summit 2022

By: Indian Institute of Management (IIM), Bodh Gaya

Registration Link: <https://dare2compete.com/competition/pitch-perfect-youth-entrepreneurship-summit-2022-indian-institute-of-management-iim-bodh-gaya-255177>

4. Momentum, March' 2022

By: K J Somaiya Institute of Management (KJ SIM), Mumbai

Registration Link: <https://dare2compete.com/competition/call-for-articles-momentum-march-2022-k-j-somaiya-institute-of-management-kj-sim-mumbai-254974>

5. Sharkpreneurship- The B-Plan Competition Agon-Rush 2022

By: Indian Institute of Management (IIM), Ranchi

Registration Link: <https://dare2compete.com/competition/sharkpreneurship-the-b-plan-competition-agon-rush-2022-indian-institute-of-management-iim-ranchi-255906>

6. Think-O-Vation 3.0 Agon-Rush 2022

By: Indian Institute of Management (IIM), Ranchi

Registration Link: <https://dare2compete.com/competition/think-o-vation-30-agon-rush-2022-indian-institute-of-management-iim-ranchi-256038>

IKIGAI

A Japanese word which means *'a reason of living!'*



(By- 2021-23 Batch)

LOGITOONS



ILLUSTRATION BY TANIYA KHURANA CIISOL, NOIDA: BATCH (2021-2023)

EDITORIAL TEAM

SURESH KANNAN

TANIYA KHURANA

ATHARV GANDHI

ABHISHEK NAIR

JAIDEEP GIRI

VIDULA JADHAV

HARRISH P

RADHIKA ARORA

SUNNY BHOIR

LAVANYA NADIPENA