

**NATCOM 2022 - ANNUAL CONFERENCE OF INDIAN INSTITUTE OF MATERIALS MANAGEMENT
HELD AT MMA HALL CHENNAI ON 2ND AND 3RD OF DECEMBER 2022.**

The Flagship event began with the MoC Mr. N.Sivaraman inviting the IIMM Senior dignitaries on the dais, which included

- 1) Mr. H.K. Sharma – National President
- 2) MR S. Krsihnaswamy former National President
- 3) Mr. N.Swayambhu VP-South
- 4) Dr. B.Ramesh Chairman Chennai brnch
- 5) Mr Deodhar Mumbai Sr treasurer
- 6) Mr J S Prakash Rao VP-North
- 7) Mr. K.Nagappan Event chairman

Once the dignitaries were on dais, the traditional singing of Vanthe matharam followed by lighting of auspicious Kuthu Vilakku by all the dignitaries was performed with the audience standing and applauding the inauguration ceremony.

Next on the agenda was devotional song sung by Ms. Harini Rangan . after the devotional song, the dignitaries on the dais were welcomed with a tree sapling instead of the usual flower bouquet as a mark of respect and concern for the environment by IIMM.

Then Dr. B. Ramesh , Branch chairman IIMM Chennai, gave his welcome address, welcoming everyone for the conference including the National President , Office Bearers of IIM at National level and from all the IIM Branches , Keynote speakers , other Supply chain Professionals and the audience.

Then Mr. Nagappan – Natcom 2022 Chairman addressed the gathering. In his address, he mentioned about Natcom Coming back to Chennai after two decades and thanked the National body for reposing faith in Chennai branch to handle the flagship event in Chennai. He thanked all those who worked tirelessly for nearly 6 months to make the event a grand success, especially the IIMM Chennai branch Staff (Ms Fathima, Mr Purushothaman, Mr M.krishnamurthy) who were continuously working behind the scene to make the event a grand success.

After Mr. Nagappan, Mr. N Swayambu addressed the gathering and welcomed all the participants. He also briefed about various courses and programs conducted by IIMM at national level for the benefit of audience.

Next in the Agenda was Key Note Address by the National President and the MoC Mr. Sivaraman welcomed Mr. H. K. Sharma to the Dais for his address and introduced him.

Mr. Sharma began by saying he is happy to be in Chennai for the event, now being positioned at Chennai after 21 years. As they say “ Be a Roman when you are in Rome” Mr. Sharma being in Chennai, used the tamil couplet Thirukural , to drive on the theme of the event . H added the famous Tamil tagline “Enni Thuniga Karumam” which translates into “ Do plan well before execution’. He emphasized on the role of planning which is essential to manage in uncertain periods such as during the pandemic. He opined that from the VUCA world (VUCA – Volatility, Uncertainty, Complexity, and Ambiguity) it is now changing to BANI World (BANI stands for Brittle – Anxious – Nonlinear and Incomprehensible). With the advent of pandemic, there is a huge disruption in supply chain world over which has led to a new thinking and BANI Concept, had emerged. Therefore, SCM Professionals have to be more agile to overcome the seamless and overwhelming data flow across the supply chain to remove anxiousness. The non-linearity of the situation demands for better understanding of the context and develop and manage accordingly.

Mr. Sharma emphasized that the current situation in supply chain environment demands the need for reinventing and future proofing global supply chain and hence the conference theme on the same lines.

Mr. Sharma acknowledged that the Government of India has taken several initiatives in the recent past to strengthen the Indian supply chain. This includes

- 1) The New National Logistics Policy
- 2) The Atmanirbhar Bharat - MyGov Policy
- 3) Vocal for Local initiatives
- 4) The Gatisakthi movement
- 5) Faster Dispute Resolution mechanism
- 6) The Digital Procurement
- 7) Signing of free trade agreements with various countries
- 8) GeM Portal etc

Mr. Sharma. pointed out that the Procurement through GeM Portal have exceeded 3 Lakhs crores which is nearly 4 % of GDP. This is in comparison to Rs lakh crores earlier

Mr. Sharma also mentioned about the following shifts

- Strategic Business Priority to Customer Centric Approaches
- Reaching operational Excellence
- Commercial innovation and
- Real time analytics to Real time decision making.

Mr. Sharma added that the future of SCM depends on better risk demand management, demand and technology management. Data analytics shall be a key strength area for all SCM Professionals apart from resilience and agility, in the supply chains. Mr. Sharma concluded that integration and standardization of all standalone Processes is the key focus area which shall result in reducing order fulfilment time, transportation time and enhanced customer delight.

Following the speech of National President, the chief Guest and Key note speaker Mr.K.Srinivasan-MD Kirloskar Pneumatic Company, Pune, set the tone for the conference through online mode. He stressed on the three pillars of reliability, predictability and efficiency drawn from the traditionally operated, supply chain function. As every company thrives to create value for their customers and the ones which could differentiate themselves from others will be able to move ahead of others.

Mr. Srinivasan exposed the futility and dependency on single source i.e. China for manufacturing and now the world is moving towards China + 1 Strategy. After the pandemic, SCM personnel are also looking at more insourcing than outsourcing to meet the demands. Local sourcing is now preferred over global sourcing. In local sourcing better controllability is assured.

Mr. Srinivasan elaborated on how shortage crisis triggers panic buying in excess quantities which in turn creates more demand in the market and shortage looms over again. People tend to stockpile more than what is needed by them. Srinivasan cited the case of oxygen demand by hospitals, during Covid 19 which forced many industries to even convert their nitrogen plant to produce oxygen just to meet the demand for oxygen in the market.

Mr. Srinivasan motivated by adding that there is going to be a high demand for supply chain professionals, in India as the country is targeting to move from it's current 3.5 Trillion USD economy to 25 trillion USD in the coming decade. Naturally India would be emerging as the global manufacturing hub and providing an alternative to China.

The speaker was honoured with a sapling to promote green initiative in the environment

The inaugural function had Mr. Pawan Bargel, Head of E commerce operations, Tata Digital as next speaker to provide the key note address for the programme.

Before Commencing his address Mr. Pawan Bargel Released the NATCOM souvenir which was received by the National President Mr. H.K. Sharma. The souvenir is an excellent compilation on IIMM – NATCOM 2022 and a series of articles written by eminent personalities on the latest trend in supply chain and Logistics Management. A copy of the souvenir was handed over to all the participants of the NATCOM 2022 event later.

Mr. Pawan Bargel also released another book on Contracts Management authored by Mr. H.K. Sharma and the same was received by IIMM Chennai Branch chairman Dr. B. Ramesh . Mr. Sharma announced that the book is going to be directly used by Coal India organization for their contract management issues as a reference book. This was followed by addressing the gathering on the New Logistics Policy – Challenges and the initiatives being undertaken by the Government to prop up the sector.

Mr. Pawan stated that 13 to 14% of the GDP is coming from Logistics sector. India is in the 44th place in Logistics performance index among 147 countries in the world. No:1 player in the globe is Germany and No:1 in Asea is Japan. India is rated to be at 52nd position in timeliness index and 53rd in infrastructure availability, indicating enormous scope for improvement. The Most critical challenge is the last mile connectivity in the country.

In order to address the various issues facing the industry, The Government has come out with the New Logistics Policy 2022. Through this policy, they are planning to develop 14 Multi Model Logistics Parks across the country. Some of the other Key developments through the policy were listed as

- Integration of Digital system across various ministries like Railways, Road Transport, Aviation, commerce, and Foreign Trade to Permit single window clearance
- Unified Logistics Interface Platform to enable shorter and smoother cargo movement and permits exchange of information confidentially on a Real Time Basis.
- Improvement of the Logistics effectiveness across various cities in India

Currently Punjab, Haryana and Gujarat are the best performing states in this regard. There is also a plan to implement ware house standardization across the country and ultimately bring in a saving of 2 to 4 % in Logistic cost across the country.

The Gati shakti Program which aims at Infrastructure connectivity including Roadways and Railways Projects across the nation in a coordinated manner was briefly mentioned. Mr. Pawan also talked about the planned integration of Sagarmala and Bharatmala Program by the government.

After the Speech by Mr Pawan Bargel, it was time for awards function. BEST CEO award for Public Sector was given to Mr. Om Prakash Singh – CMD Mahanadi Coalfields Limited. The Citation for Mr. Om Prakash Singh was read by National President Mr. H.K. Sharma received on half of Mr. Om Prakash Singh. The Next award was for CEO of the year 2022 Private Sector and the award is going to be given to Tata Steel Jamshedpur and would be presented sometime later in Jamshedpur itself.

The third award category was for CEO of the year 2022 in the Infrastructure category went to Mr. Anjum Parvez -MD of Bangalore Metro Rail corporation. The citation for the award was read by **Mr. J S Prakash Rao, Sr. VP, IIMM** and the award was received by Senior executive on behalf of Mr. Anjum Parvezji

Post the awards presentation ceremony, the inaugural function was brought to a close by providing a vote of thanks by National Secretary and Treasurer Mr. Surendra Deodhar.

Mr. Surendra Deodhar specifically stated that the attitude of Gratitude helps in creating a positive vibe and thanked everyone who made this event possible, including the National President, Branch Chairman, NATCOM Chairman, Members of the 16 IIMM Branches across the country who have come to Chennai to make the event a grand success. Mr. Deodhar also thanked MMA for the hall facility and also the IIMM staff from Chennai who did all the background work to see that the event runs as smooth as possible. He also thanked all the sponsors for the event whose immense support helped in conducting the event in such a grand manner. Finally, he thanked the audience who have come up in such large numbers to support the event.

With this completion of inaugural event, the 9 technical sessions commenced after the tea break and spread over 2 and 3 of Dec 2022.

Technical session 1 Circular Supply chain the new face of sustainability

This session was facilitated by Mr. P.M. Balaji from Toshiba. Mr. Rana Das VP East chaired the first technical session. Mr. Rana Das led the speaker to the dais and briefly introduced him to the audience.

Mr. Balaji began his presentation with 4 – 5 short videos from different scenes taken from popular movie clips entry session, Batman in action, Car tyre replacement in Racing circuit, drug replenishment in a medical shop etc, as examples of the circular concept. Mr. Balaji Gave new Definitions for circular supply chain and how the economy is sustained through circular supply chain. He added that a chain symbolizes progress and a circle represents no end. Sustainability is nothing but ability to sustain the economy in this case. He brought in several examples to illustrate his point of how history is repeating itself and what was practiced long back is coming back and finding its resonance once again. He cited the case of Colgate mocking the use of charcoal and salt while introducing its paste in the beginning. The same company now uses the very same ingredients in its tooth paste as innovation. Another case in point was the prevalence of Electric cars 100 years back in America which got fizzled out due to the introduction of petrol and diesel vehicles which is coming back once again now.

Mr. Balaji came out with an interesting anecdote on how “Pongal”, the south Indian dish is a classic example of circular economy. He said in the olden days the land lords would consume the rice for themselves and would donate the broken rice portion which is a waste for them to the servants working with them, for their porridge preparation. However, the servants managed to make Pongal using that broken rice adding other ingredients to make it tasty. The same Pongal which is now being made with the regular rice and has become one of the popular dishes in southern India.

Mr. Balaji also cited the case of cow dung being used for producing energy wherein the cow dung which is otherwise a waste is used for producing energy now. Another example is that palm oil production where in the waste generated in the process is used again as agricultural manure. He also said Government is encouraging villagers to produce electricity through cow dung waste and willing to subsidize them and provide them with loan facilities (up to Rs 50 Lakhs for that purpose).

Another interesting case pointed out by Mr. Balaji was the extracting of Gold from e-waste where waste gold foils are extensively used and it has become a very lucrative business. Thus, he said the circular economy helps in re using everything as far as possible and not throwing them as waste. This not only improves the economy but also saves the planet in terms of better environment for future generations. He concluded by referring to the recent hit movie RRR and said Let us remember the 3 R's to Repair – to Re use – to Recycle to save the environment.

Technical session 2 Form to Fork Management of Agri food supply chain

This session facilitated by Mr. Amrit Bajpai COO Way Cool. Mr N. Sivaraman MOC introduced the session chairman Director-Education Mr. T.A. B. Bharathi who then led the speaker and introduced him.

Mr. Amrit Bajpai talked about the revolution in Agri products movement from the place of production to the place of consumption and how their company has revolutionized this movement using Cold chains and Temperature controlled vehicles to transport the agricultural products such as fruits and Vegetables

Mr. Amrit Bajpai began by saying that there would be 10 billion people to be fed by 2050 and the average food waste is nearly 1.3 billion tonnes. He further stated that moving perishables like fruits and vegetables is like moving patients in an ambulance and not like moving cargo in a vehicle. One has to take lot of care in preserving them. Nearly 1/3rd of Agricultural produce in India gets wasted in supply chain. India is the second largest producer of fruits and vegetables in the in the world and if 1/3rd of it gets wasted it is not difficult to understand the magnitude of the problem.

Mr. Amrit Bajpai explained how Way cool is transforming the business with focussed attention in multiple areas. They have tied up with several farmers across India and they educate them on what to produce and how to produce within an economic sense. They have created an application, for the farmers using AI & ML through which several critical and useful information to the farmers are spread/conveyed. They also finance the farmers, provide weather Report, give data on market conditions, and help in data management. Through the application, information are fed to the farmers on nearly 500 types of farm diseases and the means to protect their farm crops from these diseases.

From the traditional module Way cool forced the farmers to adopt Demand driven cultivation adopting scientific methods and data analysis. Through Demand mapping, Way cool reduced the food miles and food loss considerably through sustainable supply chain. They educated the farmers to become climate Smart and thereby business smart.

Through such concerted efforts in multiple directions, Way cool managed to reduce the food waste to just 2 % as against the industry average of 30%.

During the hour-long lunch session there was networking and camaraderie among all participants coming from different parts of India.

Post Lunch session

Technical session 3 Digital Supply chain (AI, Industry 4.0, IoT, Block Chain and Analytics)

This session was facilitated by Dr.Pratap Sriram Sundar , Academic Director – (ISB – Mohali)

Dr.Pratap Sriram Sundar is a Deming Price winner and he talked about Digital Supply chain . In his address, the lean Production and six sigma tools and industry 4.0 were highlighted. He revisited the 8 wastages faced by Industry and the need to minimize /eliminate those wastages. They are

- 1) Over Production
- 2) Waiting
- 3) Transporting
- 4) Inappropriate Processing
- 5) Unnecessary Inventory
- 6) Unnecessary Motion

- 7) Defects
- 8) Excess Processing

Dr. Pratap Sriram Sundar stated that the activities in any industry can be classified into 4 types namely:

- Humans Only Activity
- Machines Only Activity
- Humans Compliment Machines Activity
- Machines Compliment Human Activity

Mr. Sundar Emphasized on the steps towards effective supply chain by mapping the SCM Processes. He suggested the following

- Select or develop the technology for automation/Digitization.
- Estimate the Improvement, automate all the Repetitive Tasks and
- Develop an “as it is at present model” and explore what needs to be done for monitoring and tracking the improvements.

Mr. Sundar mentioned that when a study was conducted on Indian Textile industry, it revealed that only 30 out of 103 activities must remain with human effort and the rest can be automated. A combination of men and machine must work in certain cases to complete the task.

When Mr. Pratap Sundar talked about the what should be cost of human body-based on body material composition measured in terms of cost, it surprised the audience. He illustrated that it should cost only around Rs 400/Per body and explained the reason behind the logic.

The Session ended with Question and answer on the topic.

Technical session 4 Unique Identity Aadhar Card Success Story

The last technical session of the first day was facilitated by Mr. Prem Narayan – Deputy Director General with UIDAI Government of India. Session Chairman was Mr. K.R. Nair – VP west welcomed the speaker and introduced the speaker to the audience.

Mr. Prem Narayan elaborated in detail, the efforts of Central Govt in issuing Aadhaar Cards to about 135 Crore People in the country. Even those who were not covered (mostly from North east) are being covered, where the work is going on still.

The Government has set up more than 1.5 Lakh Aadhaar registration centres across the country and nearly 122 Crore Aadhaar cards were issued before Covid 19 Pandemic. This is the biggest contributing factor for distributing direct benefit transfer of funds. Technology was used fully for the implementation of the scheme. Digital authentication drive continued during the Covid pandemic and CRM System worked through 8 Contract centres spread across the country. Aadhaar Mithra – the Digital Chat box was used to address the queries of the Customers. Mr. Prem Narayan Elaborated on how they had to “re purpose and re shape” the entire supply to suit the changing demand situation .

The several challenges faced in the supply chain were listed as

- Increase in global commodity prices
- Lack of alternative sources of supply
- Labour shortages
- Production and import disruption
- Demand reduction in passenger vehicle.
- Extremely volatile truck demand

- The truck operators themselves fell into high-risk category as they were criss-crossing the country.

The Ukraine war made both countries to reduce their trade with the world thereby disrupting supply chain very badly especially for food products, fertilizers and oil and gas.

The Challenges forced the Businesses to:

- Redeployment & Realignment of Work force
- Capture disconnected service industry workers
- Ability to add verticals to business
- Recalibration of supply chains
- Accelerate technology adoption /deployment
- Adapt business service to new landscapes
- Changes in commuting patterns creating interstate capacity for freight
- Integrate technology to create more fulfilling roles in supply chain

The Session ended with question and answers addressed by the speaker and the day's proceedings concluded with this and adjourned for the following day.

EVENING Programme

The evening programme had AGM of IIMM at MMA Hall between 18.30 to 20.30, followed by dance programme showcasing traditional dances from Tamil Nadu by Ms.Shobana Ramesh and followed by a songs singing session conducted by Mr.G.D.Sharma and his team. There was a grand dinner and comraderie among all in the dinner that followed in the terrace garden area.

Day 2 Proceedings :

Technical session 5 Green Home Health Care Supply Chain

The day began with a technical session by Mr. Sojwal Vora Chief Supply Chain Officer Manipal Hospital. Mr K.Nagappan NATCOM 2022 Chairman led the speaker to dais and introduced him to the audience.

Mr. Sojwal Vora began with a brief introduction on what is Manipal Hospital Group, is currently doing. Mr. Vora mentioned that there are 7 Centres of Excellence in Manipal Hospital Group and overall, 27Hospitals currently functioning across the country. they have a specialized stem cell research within the group and their overall capacity is 7600 Beds currently and to be increased to 9000 Beds in the near future with 3 more hospitals under construction.

Mr. Vora in his speech brought out the major difference between a traditional supply chain and a Hospital Supply chain.

- Low Mix & High-Volume Vs High Mix and High Volume
- Demand is reasonably predictable Vs Demand Highly unpredictable
- Fixed BOM Vs No BOM & Continuously Changing SKU Count in Hospitals
- Distributed supply base by region type category speciality etc
- Risk of Only Loss of Production VS Risk of Loss of Life

Thus health Care Supply Chain is far more Critical and Riskier than traditional Supply chain.

Mr. Vora Stated that Home Health Care has existed for centuries with doctor visiting the patients at their home. it was to the tune of 40 % those days and slowly it got reduced with more patients visiting the Doctor rather than Doctor visiting the Patients.

- Home health care is now a digital ecosystem with an overlay of services

- Tracking the patients' health condition remotely
- Bring a hospital to your home for added customer value perception
- Extending care beyond the walls of a hospital
- With utmost regard to data security and privacy
- Wearable devices used for monitoring the patient post-surgery and doctors gets alarm when something goes wrong
- Move from therapeutic care to preventive care
- From health care to health management
- Key Drivers of home health care
- Green initiative ambulance run on extra green gasoline in partnership with Indian oil corporation
- Route optimization for fleet of ambulances
- Leveraging hyperlocal eco system
- Seamless movement of information
- Safe movement of drugs and bio medical bio hazardous waste
- Integrated inventory management
- 18 days of inventory maintained
- Vendors maintained inventory

Mr. Vora Concluded his session by answering the audience Questions one by one.

Technical session 6 Digital Twin on the automotive Industry or Manufacturing

This session was facilitated by Mr. Sunil Kumar Dassault Systems New Delhi. Mr Ajit Kumar VP-north was the session chairman who led the speaker to the Dais and introduced the speaker to the audience.

Mr. Sunil Kumar began the session by briefly mentioning Dassault systems as a company, stating that they have about 20000 employees and 18000 partners. He presented the virtual twin experience consisting of 4 Discrete components - Collaboration, Modelling, Optimization and Performance.

A Digital Twin Simulations that can Predict how a Product or Process will Perform was well illustrated. He added that a virtual world can help extend and improve the real World. He briefly stated the following virtual twin experiences

- Product Virtual Twin Experiences
- Enterprise Virtual Twin Experiences.

Mr. Sunil explained how a car has become more of electronic and less of mechanical device. The design validation and usage experience can be done using virtual twin experience. They can also be used to explore and compare alternative business scenarios.

Mr. Sunil explained about how Business future depends on many planning decisions such as what possible future options are there? what drives the maximum value in service planning accuracy, process timeliness, maximum what ifs situations, demand plan, supply plan, getting inputs for consensus forecast, updating of portfolio product lifecycle events, risk assessment

Mr. Sunil further briefed on supply planning solution overview and long term planning process to decide the operations alignment with 1 to 3 years Sales and operations planning. He also added that the technology can be used for end-to-end model of the supply chain for each product S&OP / KPIs, by using visual images to understand the methodologies. He mentioned that EV Game Changers are

using 3d Experiences & 3D Experiences can be used for the mobility of the future . Coming to the factory virtual twin, Mr. Sunil stated that how the factory is going to look like after construction can be viewed before construction using this technology. Mr. Sunil Concluded his speech by answering the Questions of the audience on the subject.

Technical session 7-Harness full potential of mind- IQ,EQ,SQ,AQ

This session was facilitated by Dr. Kumarbabu Head Retired Stanley Medical College –
The Chairman of this interesting session is Mr. Surendra Deodhar National Secretary & Treasurer, from IIMM HQ

He defined IG as Empowerment i.e, the process of discovering and developing the inborn capacity to be responsible for one’s own Life. He defined empowerment as being responsible for your own life. Many of us give 80% importance to money. However, the remaining 20 % can decide the quality of life.

He stressed on the importance of values in life. This is a fundamental state which makes you feel good about yourself, following an action, without violating the rights of others. An act which makes your feel good about yourself is value and you need to follow it on a day-to-day basis.

While elaborating on self-esteem, he stressed on the importance of having goals. Goals drive you to reach a specific target. There can be goals in many areas of life, like personal, relational, professional, and financial

Your full Engagement also requires you to be spiritually aligned, mentally focussed, emotionally connected and physically energized. Physical energy is the foundation of the full engagement

IQ EQ SQ AQ

IQ – Intelligence quotient is an attempt to gauge human intelligence while people have different cognitive strengths and weaknesses

EQ emotional quotient which is your way of managing your own emotion in positive ways so that you can effectively deal with issues of life

Pillars of EQ:

- Self-awareness
- Self-Regulation
- Social awareness
- Social Regulation
- Empathy

You need to do self-test on “Are you able to collaborate?”

SQ: It is the spiritual quotient not much known. This is the positive use adversity, building compassion, celebration of diversity. He suggested all to read the book by Od Mandingo “Greatest salesman on the earth to build on self confidence

Ability to reframe standing back from a situation and seeing the bigger picture are key qualities apart from spontaneity i.e, living in and being and responsive to moment

EQ – This is defined as the measure quotient of heart.

An adversity quotient is a score that measures the ability of a person to deal with adversities from everyday hassles and face the big adversities. This can be assessed based on 4 core dimensions

- Control
- Ownership
- Reach
- Endurance

You may not be able to control a situation but you can control your reaction to the situation

Marry in haste and repent in leisure is what our elders say regarding impulse reactions. In most situations you are the cause. Always under promise and overdeliver. Never carry house issues to into office and vice versa

There are three types of people

- Climbers
- Campers
- Quitters

Be aware of what type of person you are

Time for sponsors

The following sponsors were honoured before closing for lunch with playing of their promotional videos.

1. MCL
2. Appollo
3. Kripya
4. Subra
5. Sun steels
6. Tata Steel Downstream Products Limited
7. Jay Engineering
8. Nanda Roadlines
9. Srivenkateshwara Engineering
10. Madras Flouride Private Limited
11. Insta Tenders
12. Flourides and chemicals
13. Sun Pressings (P) Limited
14. Medway Hospitals
15. KR Industries

Mr. N. Jayaraman – BEST CEO in Public utility services segment award 2022 from IIMM

CRIMM Fellowship award was given to Ranjit Das

Technical session 8 Panel discussion- Click & Mortar and is it right for your Retail Business?

Mr. Rajaraman Co-Founder, Oxy-ZEN Express moderated the discussion. The three panel members are 1. Mr. Vinod Giri, VP Commercial, Flipkart-, 2 .Mr. Jayashankar.M.S., Founder and Director, Jayam SCM Consultants P Ltd. and 3. Mr. Krishnan.J., Partner, S. Natesa Iyer Logistics.

Moderator initiated the discussion by illustrating the emergence of Physical – physical + Digital platforms and developments like

Mr Jayashankar started the discussion by highlighting the success of ola and uber for cab aggregation and Urban clap for cleaning aggregation. He pointed to the E commerce scale up with last mile

connectivity. EIT Health think tank was illustrated which provides interactive 'Transforming healthcare with AI' Hub. This has led to Healthcare Workforce and Organisational Transformation with artificial intelligence enacting the change. He demonstrated that when need must be satisfied it opens up opportunities and there are lot of youngsters who grab those opportunities

Mr. Vinod Giri provided the example of telephone directory and yellow pages that led to connecting the suppliers and clients. The modern version of it was the first product delivered by Flipkart in India was by delivering a book. He gave an example of cab driver placing order online for his household demands. He stated the reason that he does not have time and hence ordered it online. Several restaurants have started reaching far more customers through online. Lenskart has gone online using virtual imagery to check how the glasses fit on your face. He concluded by saying that the Government is faster in its digital deeds compared to industry

Mr. Krishnan indicated that the way to move forward is a continuous raise on the bar of technology and function. There is an element of technology that must come in as skills to enter the organization. A purchasing person should know something about analytics, something about artificial intelligence and warehouse person should know something about traceability and picking technique etc. Online apps became vital, when everything is closed and people still get their job done like food being served on their plates. It also gets their skills get recognized. A combination of some amount of technology knowledge is essential. People need to upskill to deal with the customers directly which itself is creating more efficiency in the system.

Mr. Vinod Giri started adding an example from the telecom sector. Earlier there was need for physical visit to telecom company, submit application form and wait for the sim to reach you. But now everything is online and activities like bill printing and posting etc are eliminated. The current trend is you can digitally place a furniture inside your house and see whether it fits or not before buying the same. However, the physical deliveries are continuing. Disruptive from a cost point of view and customer service is another point of view which cannot be set aside. Therefore, a combination of physical and digital interface could be the future. Virtual reality where anything can be tried virtually is a big shift in the way we do the business. AR and VR have key role in training in a cost-effective manner like how to work on a CNC machine, drive an aircraft etc. He further stressed that innovation is the key and talent building is the need of the hour. He also stated that the physical presence can never be eliminated. Another example quoted is the provision by Govt of India to provide life certificate online.

Technical session 9 Multi model Transport Strategies to lift Supply Chain.

The presenter of the last technical session is Mr. V. Raju, SVP of Avvashya CCI, Mumbai. This session was chaired by Mr. R. Balakrishnan Co-Chairman, Content Committee, NATCOM 2022, who introduced the speaker.

Mr Raju stated that during the Covid Railways provided lot of rakes for container transportation within the country, without which the pandemic situation could not have been controlled. The recent PM Gatishkathi Master Plan for multimodal connectivity along with the new Logistics policy is indeed a game changer in the coming days.

Multi Model includes all modes of transportation to reach the end customer. Shippers have a single contract with the MTO and this MTO coordinates and manages the contracts with providers of different modes of transport. Consequently, sailing time and resources for shippers who then need to interact with just one partner for this multiple transshipment. Key benefits of multimodal transportation are

- Single point of contact
- Carrying capacity of the train rake can be improved.
- Better handling facilities in railway racks for the containers
- Good Roads and Good vehicles to move speedily.
- Growth from 25390 million dollars to 70000 million dollars in Multi model transport segment
- Emergence of Mobility as a service (Maas)

Gatishakthi is regulatory reform to boost multimodal transportation. In the Multimodal transportation index, India is in 46th position among 156 countries. The container freight station and inland container depots about 50 in number have led to growth in multimodal mode. Another major initiative is the development of coastal shipping and inland waterways. You need to dredge number of canal ways. 26 waterways are planned to make them ship-worthy All these have led to reduction of logistics cost 14 to 16 % to about 8 to 9%

GST and Fastag have already improved vehicle movement drastically. Ship tracking along its entire route is enabled. Optimum routing schedule can now be made. Adani rail systems, and other private rail systems have added to the modernization of the multimodal transport. From East to North East connectivity has improved drastically. RFID tags have helped greatly, the ware house operations. All these have led to significant reduction of carbon foot prints. Fuel efficiency and minimization of costs are the direct results of this policy implementation. He also highlighted Aveysha CCA which is Rs25000 crores company. It has bought GATI express and is present in 185 countries

Closing of the event

To bring the event to a close the NATCOM 2022 team handed over the NATCOM flag to NHQ and National President the same for handing over to NATCOM 2023 to be announced shortly.

Vote of Thanks and Closing was carried out by Mr.J Ravishankar, . immediate past Chairman

The NATCOM 2022 formally closed at 17.00 hrs with the singing of National Anthem

This report is jointly compiled by Mr V.Ramachandran and Mr.L.Krishnan IIMM members and faculty from Chennai branch