



**Shailesh J. Mehta School of Management,
IIT Bombay**

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OPERA

Presents

Operations Continuum 2012



2nd September, 2012

On the Theme

“Reshaping your Supply Chain to manage Volatility”

Venue: F.C Kohli Auditorium, Kresit, IIT Bombay

Continuums

Continuum, the rolling seminar series, is the flagship event of the annual industry interaction sessions at Shailesh J. Mehta School of Management, IIT Bombay. The Continuums are held across the various domains of management like Consulting, Finance, Human Resources, Marketing, Operations, Technology Management and Systems. This event aims to cover the latest trends in management by inviting eminent speakers from industry and academia. Each of these seminars focuses on issues and challenges faced by a management function, and aims at drawing insights from the knowledge and experience of the speakers. The seminars are attended by delegates from different organizations, our distinguished alumni, and students from various Business Schools. Continuum series also features various competitions among students, like case study competitions and business games.

This one-day event provides one of the best learning experiences for the students. It provides a platform for these inquisitive minds to get face to face with industry stalwarts. An enlightening session by an eminent speaker is generally followed by a round of mutual interaction between the speaker and the students. This helps the students get a chance to challenge the norms of the industry.

The event is a platform for deliberation and knowledge sharing, and aims to arouse curiosity among the participants regarding specific aspects of business. The event has been received very well in the past by the delegates from the industry and the various B-schools. The event has grown from strength to strength over the years, and is now well acknowledged in the industry.

About Opera – The Operations Club, SJMSOM

Opera, the “Operations Club” is committed to provide the students with ample opportunities for learning and interaction with the industry. The club gives students insight into the fascinating world of operations and its challenges even before they face them as part of the industry. The Opera Club undertakes industry projects with an aim to deliver high quality consulting services to Industries.

Opera is a student organization with its members having worked/interned with leading Automobile, FMCG and Manufacturing firms and hence offers a very diverse and unique set of capabilities. We also provide a platform for students to keep pace with the latest trends in Operations and enhance their knowledge by combining theory with practice. Opera is a budding club with entrepreneurial spirit whose aim is to deliver high value to companies through a collaborative approach.

Operations Continuum

Operations and Supply Chain Management has always been one of the core functions of any organization. With operations becoming the powerhouse for efficiency in industry, operations managers are now expected not only to be cost efficient and productive, but also bear strategic responsibilities.

Operations continuum discusses the latest issues faced by today’s operations executives and how they have managed to tackle and learn from them. The event is a platform for knowledge sharing, and aims to raise curiosity among the participants regarding specific aspects of business from an operations perspective. The event has been well received in the past by the delegates from the industry and the various B-schools. The event continues to grow this year moving strength to strength in a bid to become a well-recognized operations event in the B-school circuit.

The Legacy: Operations Continuum 2011

Operations continuum 2011 took place on 25th September 2011. The theme for the continuum was:

“Strategies for a Glocal Supply Chain”

Indian companies are shifting to global value chains, extending work across time zones, languages, and cultural barriers. This geographic dispersion allows companies to source materials and manufacture products more cost-effectively. But a reliance on a global supply chain also introduces new challenges - making it more difficult to connect with the right people, resolve concerns, and respond quickly to changes and unexpected events. Many global supply chains are engineered, some brilliantly, to manage stable, high-volume production by capitalizing on labor-arbitrage opportunities available in India, China and other low-cost countries. But in a future where the relative attractiveness of manufacturing locations changes quickly--along with the ability to produce large volumes economically such standard approaches can leave companies dangerously exposed.

Operations Continuum 2011 was graced by distinguished personalities from esteemed organizations like **DHL India, Dr. Reddy Laboratories, Mahindra Renault Private Ltd, Pidilite Industries Ltd, Reliance Industries** to name a few.

Speakers at Operations Continuum 2011

- **Mr. Vikas Anand**, *Chief Operating Officer, DHL Supply Chain India*
- **Dr. Ravi Prakash Mathur**, *Director Supply Chain Management, Dr. Reddy's Laboratories Ltd*
- **Mr. R Balaji**, *Vice President Procurement & Contracts, Reliance Industries Limited*
- **Mr. Yeshwanth K P**, *Vice President, Rangsons Electronics*
- **Mr. Shashank Raodeo**, *General Manager, Mahindra Renault Private Ltd*
- **Mr. Sukanta Padhy**, *Head Global Supply Chain, Alliance Tire Group*
- **Mr. Dharmendra Gangrade**, *Head Logistics, Pidilite Industries Ltd*

Operations Continuum 2012

Operations Continuum 2012 will be organized on 2nd September, 2012 with a theme that reflects the current trends and challenges in the field of Operations. The Operations Continuum 2012 will see a series of lectures and panel discussions centered on the theme:

“Reshaping your Supply Chain to manage Volatility”

Volatility is the new norm for supply chain operations, and continuing economic uncertainty is affecting demand by driving shorter capital investment cycles and tighter inventories. Businesses are entering a new era in which volatility is a systemic condition, rapid oscillation is a business constant, and recovery down time is an outmoded concept. Traditional supply chain management models break down or at best, bend under the strain of the unknown and the unexpected.

In a global economy with access to almost every service or technology in any corner of the world, every organization is looking forward to spread its wings not only from the distribution side, but sourcing and manufacturing aspect as well. We live in a world where even the largest shoemaker doesn't make them but only designs and sells them; a computer seller only assembles the components outsourced from almost every part of the world. When Toyota brought in the concept of lean and just -in-time, outsourcing became a part of an economical means of manufacturing in the countries with cheap labor and modern supply chain trying to make the system even more agile. Supply chain was being pushed far beyond its limits.

It's important for an organization to realize that stretching it far too much might bring it to its breaking point and even make the finest of the business strategies fail. It might do more harm than good, cutting not only your revenue and market share, but making the company even more vulnerable. Even a minute failure can put company's credibility at stake, posing a potential threat to the company's entire business processes, costing the company millions of dollars and years to revive and get back in shape.

Some of the strategies that we saw them pursuing include revising their demand and production planning process, reworking their inventory practices, updating their supply chain partner relationships, revamping their network design and asset strategies, changing information strategies and capabilities, and reworking their cost structures.

Operations Continuum 2012

Indicated below are the suggested and non-restrictive subthemes for the seminar.

- Supply Chain in Emerging Economies
- Greening the Supply Chain
- Frugal Innovation in Supply Chain Management
- Supply Chain Risk Management in Global Economy
- Lean and Six Sigma – An Approach to Organizational Excellence
- Importance of leveraging Information Technology to manage Supply Chain Risk
- Indian Logistics the way Forward: Challenges and Opportunities
- Trends in Reverse Supply Chain/Reverse Logistics
- Moving from Sales and Operations to Integrated Business Planning

Operations Continuum 2012 will bring together a host of industry experts in operations domain who will provide insights into how people can adapt to the new market realities while efficiently managing the operations of their organizations.

Events at Operations Continuum 2012

Speeches on the theme

The Operations continuum will begin with a keynote address by an eminent speaker from the industry who will touch upon the theme, to set the tone for the remainder of the continuum. The event will also feature discussions among the speakers and Question and Answer sessions with the audience and faculty to further probe the topics under deliberation.

Pre Event: A National level competition

As part of the Continuums series, a National level competition will be organized open to all B-Schools and Corporate across the nation where they will be invited to formulate winning strategies to address a problem faced in the industry.

Tentative Schedule

Operations Continuum 2012 Schedule		
2 nd September, 2012		
Event	Start Time	End Time
Inauguration Speech	9:00 AM	9:15 AM
Speaker 1	9:15 AM	10:00 AM
Speaker 2	10:00 AM	10:45 AM
Tea Break	10:45 AM	11:00 AM
Speaker 3	11:00 AM	11:45 AM
Speaker 4	11:45 AM	12:30 PM
Corporate Lunch	12:30 PM	2:00 PM
Speaker 5	2:00 PM	2:45 PM
Speaker 6	2:45 PM	3:30 PM
Tea Break	3:30 PM	3:45 PM
Speaker 7	3:45 PM	4:30 PM
Speaker 8	4:30 PM	5:15 PM

For further details, Contact:

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