

OPCELLENCE

SPECIAL INTEREST GROUP FOR OPERATIONS

ANNUAL REPORT

2020-21







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Introduction

OpCellence is a student body at SIBM Pune which aims to promote Operations Management as a career option to SIBM Pune students. The special interest group works steadfastly to invoke interest among the student community towards various arenas of Operations Management such as Supply Chain, Operations Strategies, Logistic solutions, Manufacturing & Service Operations & many others. We act as a touch point between the students and institutions offering opportunities to further broaden their insight into the world of operations through various certifications and competitions.

Vision:

• To provide a platform for Operations & Supply Chain Students to hone their skills and broaden their knowledge base.

Mission:

- To be a vital resource to SIBM students who are looking for a career in Operations
 & Supply Chain Management.
- To create a community within the MBA student body that involves professors, corporations, and industry.
- To develop excitement and passion at SIBM about Supply Chain Management, Operations and Logistics.
- To use our knowledge and experience for the benefit SIBM and SIU

Team Composition:

| SENIOR TEAM | JUNIOR TEAM | INTERIM TEAM |
|-------------------|----------------|----------------|
| Akash Gupta - POC | Aisworya Chand | Arka Chaudhury |
| Aseem Raje | Arka Chaudhury | Arun Prasad |
| Mary Jeana Ilango | Arun Prasad | Kush Naik |
| Vivek Gupta | Kush Naik | Pranil Yadav |
| | Pranil Yadav | |



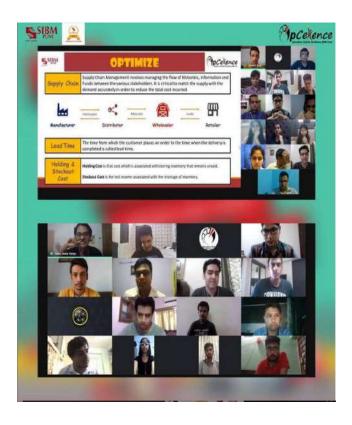


Overview of Events

OPTIMIZE

Team OpCellence organized an interactive activity with the students of the new batch 2020-2022 to engage with them on 2nd August 2020. The motive of the event was to introduce students to the world of operations management. The beer distribution game (also known as the beer game) was used to experience typical coordination problems of a supply chain process. The students were asked to participate in groups of 4-5 to lower the cost incurred in supply chain process, where they were guided by the seniors from the Operations batch. A total of 170 participants, 33 teams, 18 mentors participated for 4 hours in the event. The event was first of its kind and it certainly made students interested in the field of Operations further and helped them decide their specialization.







Winners- Team 33 Runners-up - Team 18





Inscribe

"Start writing, no matter what. The water does not flow until the faucet is turned on."
-Louis L'Amour

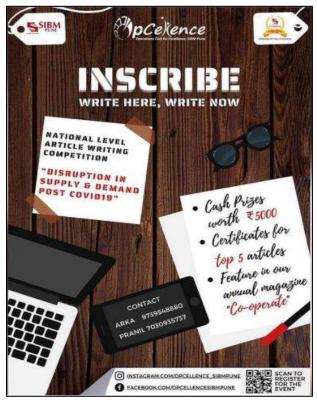
COVID-19 has definitely changed our world forever. But where is the new world headed? How has COVID-19 changed the way we live and work? What will be India's position in the emerging post-pandemic world? It is very important to have a channel to let the ideas flow. Hence, the team OpCellence organized, Inscribe – A National Level Article Writing Competition to present students an opportunity to pin down their ideas and views.

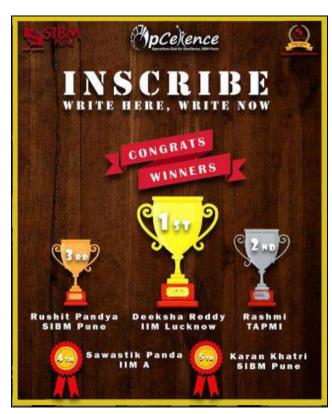
Theme: Disruption in Supply and Demand post COVID-19

Topics:

- Role of Digital Technologies in making Supply Chain resilient
- Innovative strategies to bridge the gap between Demand and Supply
- Minimising the uncertainties in the last-mile delivery system
- Will shared resources be the new norm in manufacturing industry?
- Government intervention to improve supply chain infrastructure

The event was launched on the D2C platform which saw a total of **14,047 views** and **287 registrations** from top colleges across India. Top 3 articles won cash prizes worth Rs. 5000. All the finalist received an e-Certificate & their articles were published in OpCellence's flagship annual magazine, Cartridge.





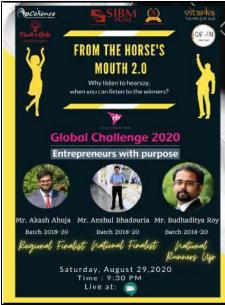


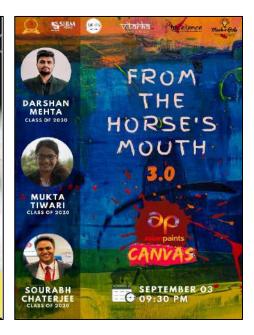


From the Horse's Mouth

OpCellence collaborated with other SIGs (Caf-Fin, Mark-O-Polo & Vitarka) to introduce the series "From the Horse's Mouth" through which students got an opportunity to learn the ways to formulate ideas and to design the same in a presentable manner. Students got a chance to interact with the seniors, who won the National and International Level Corporate Competitions.







FTHM 1.0: 29th August, 2020

Competition: **HUL Lime**

Guest Speakers -

- Mr. Sahejpal Grewal (Campus winners, HUL Lime)
- Ms. Aarzoo Dashti (Campus winners, HUL Lime)
- Ms. Arshdeep Kaur (Campus winners, HUL Lime)

FTHM 2.0: 29th August, 2020

Competition: RB Global challenge

Guest Speakers -

- Mr. Akash Ahuja (Regional finalist, RB Challenge)
- Mr. Anshul Bhadouria (National finalist, RB Challenge)
- Mr. Budhaditya Roy(National runners up, RB Challenge)

FTHM 3.0: 3rd September, 2020

Competition: **Asian Paints Canvas**

Guest Speakers -

- Darshan Mehta (Campus winner, Asian Paints Canvas)
- Mukta Tiwari (Campus winner, Asian Paints Canvas)
- Sourabh Chatterjee (Campus runner-up, Asian Paints Canvas)



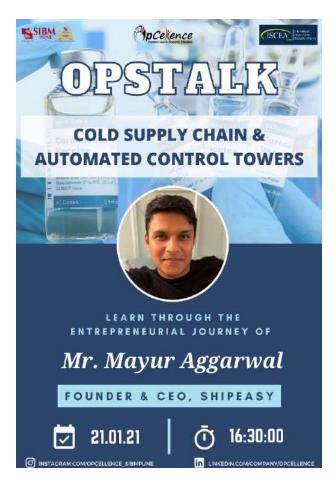


OpsTalk

OpCellence aims to provide opportunities for the students of SIBM Pune to interact with stalwarts from the corporate world. The aim is to bridge the gap between theory and practice and keep students updated with the latest trends in the industry.

OpCellence in collaboration with our knowledge partner ISCEA India hosted the first speaker **Mr. Mayur Aggarwal, Founder & CEO – ShipEasy**, as a part of the OpsTalk series 2021. Having worked on digitizing offline Logistics processes and creating profitable products enabling supply chain, Mr. Mayur Aggarwal enlightened the students at SIBM, Pune on concepts of **Cold Supply Chain and Automated Control Towers**.

OpCellence as a part of the OpsTalk series 2021 was delighted to host its second speaker Mr. Yash Sanghvi, Lead - Special Cargo at Reliance Industries Limited. Having worked on different facets of the supply chain across different domains of Reliance Industries Limited, Mr. Yash Sanghvi enlightened the students on the concepts of Network optimization in logistics and Technology & Risk Management.









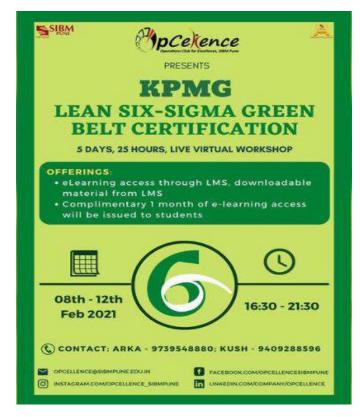
KPMG Six Sigma Green Belt Certification (LSSGB)

The Six Sigma Green Belt Certification Program was conducted from 8th to 12th February 2021 by KPMG. The programme continued for **5 days with a total of 25 hours of virtual session** with participation of **93** students from various specializations including Marketing, Operations, HR, Finance, Leadership & Strategy and Innovation & Entrepreneurship. The students learnt various concepts related to six sigma, DMAIC process and also got a hands on experience on the software, Minitab.

The workshop was delivered by an experienced instructor from KPMG, **Mr. Sanket Deshpande** on a virtual platform. The program shall enable individuals to drive performance improvement projects, manage teams, develop leadership acumen and make fact-based decision making.











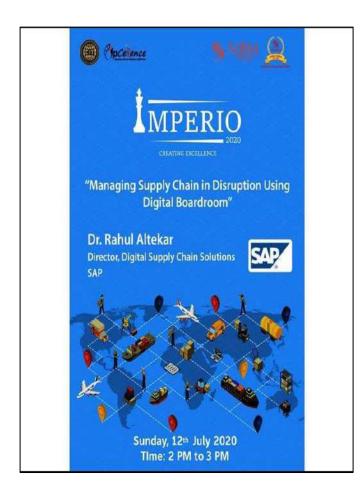


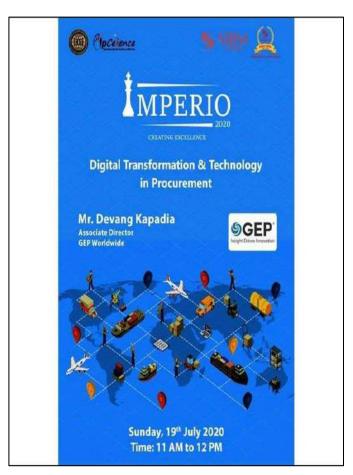
Imperio

Team OpCellence in collaboration with Corporate Interface Team (CIT) organized Imperio, a series of guest lectures for the students of SIBM Pune to provide them with an opportunity to interact with the industry leaders and learn the latest trends of the industries.

In the first session of Imperio we had with us **Dr. Rahul Altekar, Director – Digital Supply chain Solutions. SAP** who focused on the topic – "Managing Supply chain in disruption using Digital Boardroom".

In the second session of Imperio we had with us **Mr. Devang Kapadia, Associate Director, GEP** Worldwide, who talked about "**Digital transformation & Technology in Procurement.**"









OpsCon '21

Winner of the event:

"Winners are the ones who do not wait for chances, but those who grab one!"

Team OpCellence organized the **first of its kind**, Simulation game "OpsCon- An Ultimate Logistics Simulation Game" to help students utilize their skills to optimize the problem at hand. Team OpCellence is extremely delighted to have smoothly pulled off our flagship event - OpsCon that comprised of an eliminator Quiz round and the final round of logistics simulation game based on theme **"Mirzapur"**. Students from various b-schools participated on the D2C platform in the event and won prizes worth **Rs. 15000**. OpsCon received registrations from **355** teams with views around **20,177**.

1st - Team Data Drivers, IIM Shillong

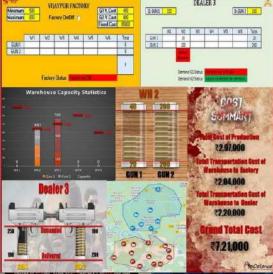
2nd - Team Hilltop Hustlers, SIBM Pune

3rd - Team Adrenaline, SIOM Nashik













Academic Ventures

CONSPECTUS

Conspectus is a series of preparatory lectures on Operations and Supply Chain to help the MBA-1 students for their SIRP Preparations.

- The 1st lecture in this series was conducted on **Basics of Supply Chain**. The students gained a lot of insights into the topics of Push Pull, the Bullwhip Effect, Party Logistics and it was seen by their effective participation throughout.
- The 2nd lecture in this series was conducted on Inventory Management and Quality Control. The session helped the students dive deep into the topics of Inventory Turnover Ratio, Types of wastes, Important QC tools and concepts of 5S and Six Sigma.
- The 3rd lecture in this series was conducted on Process Analysis, Service Operations & Risk Management. Process Analysis terms, Economic Order Quantity (EOQ), Project Risk Management, Project Risk Planning, Queueing theory and Service Operations Blueprint were few of the topics that were focused majorly on.
- The 4th lecture in this series was conducted on the Theory of Constraints and Demand Forecasting Techniques. Students were enlightened with the topics like Evolution of Supply Chain, Types of Production Systems, Lean Manufacturing Principles, and Theory of Constraints & Methods of Demand Forecasting. The session concluded with solving a demand forecasting problem. All the participants were highly energetic, which was evident from their active engagement with the speakers.

Speakers:

- Anshula Mohapatra
- Ashit Aggarwal
- Aseem Raie
- Nini Nimisha
- Arunava Saha
- Soumya Chakraborty
- Mayur Gangwal







Cartridge

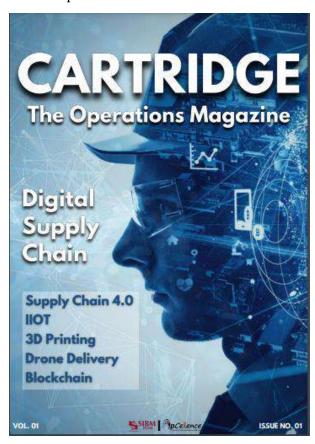
As students were worried about the preparation for SIRP/CRP, Team OpCellence released, 'CARTRIDGE - The Operations Magazine' to help them acquaint with the latest happenings in the world of Supply Chain.

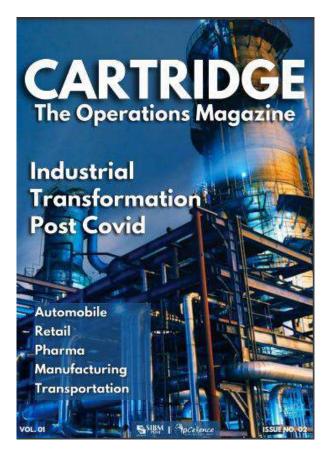
The first issue of the magazine on **Digital Supply Chain** covered the below topics:

- 1. Supply Chain 4.0
- 2. IIOT
- 3. 3D Printing
- 4. Drone Delivery
- 5. Blockchain

The second issue of the magazine **Industrial Transformation - Post COVID** enlightened the readers with transformation in below sectors:

- 1. Automobile
- 2. Retail
- 3. Pharmaceutical
- 4. Manufacturing
- 5. Transportation









SIRP Prep

Team OpCellence facilitated the junior batch in learning of various concepts from the senior batch through lecture series. OpCellence also took the initiative to conduct mock Group Discussions for the operations junior batch so they have a fair understanding on the topics that are trending as well as to gain confidence in what they speak. Team OpCellence with the help of the students from the senior batch conducted mock personal interviews for the juniors to guide them what all questions they can expect and make them better prepared for SIRP.

The team conducted three mock GDs and Case discussions and two mock PI drives for the students of the junior batch.

Also, special sessions were provided by the seniors to the juniors on tackling the case discussions on various topics.

CRP Prep

To provide aid and quick refresher kit to the senior batch in the preparation for their final campus placements, comprehensive kit was designed to provide preparatory help the Operations Specialization in various fields like Production Planning, Warehousing, Capacity Utilization, ERP Implementation, Theory of Constrains, Lean Six Sigma and many more. The kit also delved into topics of current and general importance to provide the senior batch with a brief about the current happenings in the field of operations. Apart from this, OpCellence also provided important points and perspectives that can be brought about during the Group Discussions. More than 20 different topics of GD and snippets from CD were covered in detail that would help the seniors refresh quickly. This was released as part of Cartridge series under Compendium 2020.







The Last Mile

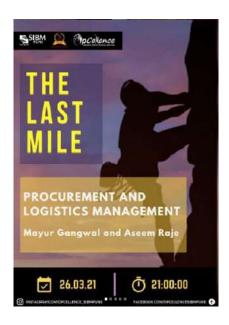
"Experience is a master teacher, even when it's not our own." — Gina Greenlee

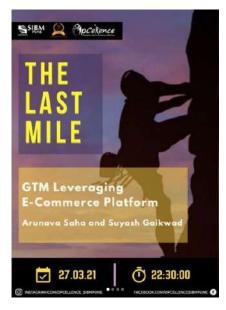
The Last Mile aims to provide guidance to the junior batch before their summer internship program. OpCellence facilitated sharing of knowledge by the students of senior batch about their experiences in the duration of their summer internships to the junior batch. Students were guided regarding different projects that they can expect in Operations domain, that gave the juniors a basic idea of what to look forward to and how to approach the project.

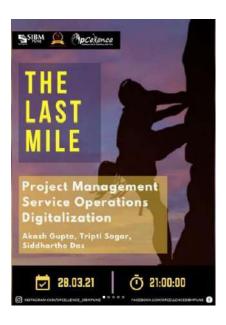
The first session was taken up by **Aseem Raje** and **Mayur Gangwal** from MBA-II Operations. Aseem enlightened the audience with the concepts of **procurement** and shared very useful tips and tricks taken out from his own experiences to ace the internship. In the second part of the session, Mayur talked about the important concepts of **logistics management** and shared his experiences with the modelling strategies used by him during his internship.

The second session was taken up by **Arunava Saha** and **Suyash Gaikwad** from MBA-II Operations. Arunava talked about his journey throughout his summers and enlightened the students with the **GTM strategy used by him for launching products on e-commerce**. Suyash spoke about understanding the **customer behaviour** on the online channels, designing the competitive landscape and how to leverage the e-commerce platform for launching the products.

The final session was taken up by **Tripti Sagar**, **Siddhartho Das** and **Akash Gupta** from MBA-II Operations. Tripti talked about the basics of **project management** and various responsibilities involved in the role. Siddhartho stressed upon the crucial concepts of **Scrum Framework and Agile Methodology** that would be very much vital for the role of a Project Manager. The final part of the session was taken up by Akash who enlightened the students with **Digitalization**.











The Weekly - The Operations Club Newsletter

We at OpCellence believe that the awareness of the business world and whatever changes occur at any point of time are hygiene factors for future managers and we try to support this by publishing weekly newsletters for the students. We focus on different industrial sectors and give the individual a holistic perspective of the entire situation in a way that would intrigue the person to search more on the topic. All the operations domains were covered including **logistics**, **retail**, **national**, **international**, **general news** and more **every week**.

We know that an MBA life can leave paucity of time, so along with each article goes an analysis about news, so that the student can get a glimpse of current affairs and be updated without spending much time. Each newsletter is embedded with news links to the relevant pages on the internet.

We also started a quiz series started last year called **Quiz-In-Time** based on the articles of the Newsletter to help the students evaluate themselves on what they have captured from the newsletter.









ISCEA

We have collaborated with International Supply Chain Education Alliance to facilitate a channel between the Supply Chain Professionals and Students of Operations Specialization in SIBM Pune through their Campus Ambassador Program. **Mary Jeana Ilango** was chosen as the Senior Campus Ambassador, **Arun Prasad** and **Pranil Yadav** were the Junior Campus Ambassadors of ISCEA from SIBM Pune for the year 2020-2021.

ISCEA India SCNext offers a full package of services including workshops, certifications, competition - events, recognition and networking opportunities.

The International Supply Chain Education Alliance (ISCEA, USA) is the world leader in Supply Chain Education, Certification, Events and Recognition programs. ISCEA International Standards Board is the Global Supply Chain Accreditation Authority.



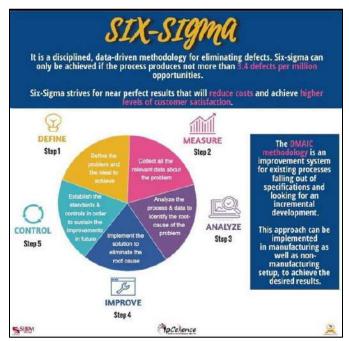




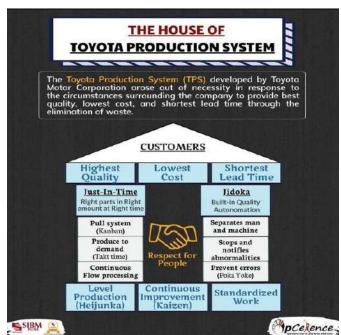
Digital Initiatives

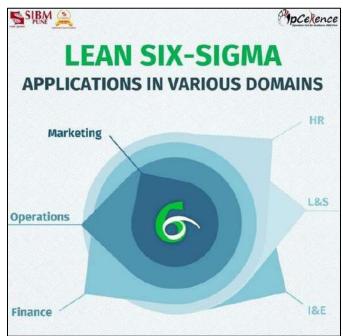
OpcInfo

The new edition of **OpcInfo-Operations group weekly doses**, which intends to enlighten the students with various operational concepts is posted every week on Wednesday. It consists of posters and infographics designed by the team to give students an overview of various Operations and Supply Chain Management topics in a crisp manner. Below are a few topics on which OpcInfo focused upon:











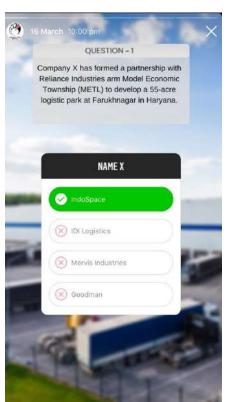


QIT

OpCellence initiated a quizzing culture last year (2019-20) on Instagram for the students to remain engaged and also showcase their quizzing skills. Around 5 questions were posted weekly on every Tuesday at 10 pm based on the newsletter shared with students.

The one who got the answers right continuously and in shortest time was declared as the winners of the month. This created a lot of organic engagement on our social media page and allowed the students to learn through the quiz and the weekly newsletter related to latest trends in the world of operations which led the rise in Instagram page followers to more than **556 followers**.

Link: https://www.instagram.com/OpCellence sibmpune/











LinkedIn Launch

This year OpCellence had reached another milestone by taking itself to another level of social media networking by re-launching its professional LinkedIn Page. The page gained around **117** followers within a span of few months. This has been a positive step in increasing its network of students across different supply chain industry experts.

Link: https://www.linkedin.com/company/OpCellence







Jigyasha

At the beginning of the new academic year team OpCellence took the initiative to help the students who were confused while choosing their specialization from Marketing, Finance, Operations and HR by enlightening them with various details on why to choose Operations. OpCellence collected and presented thoughts from the batch of MBA-II who were from diverse sectors and their rationale behind choosing Operations.







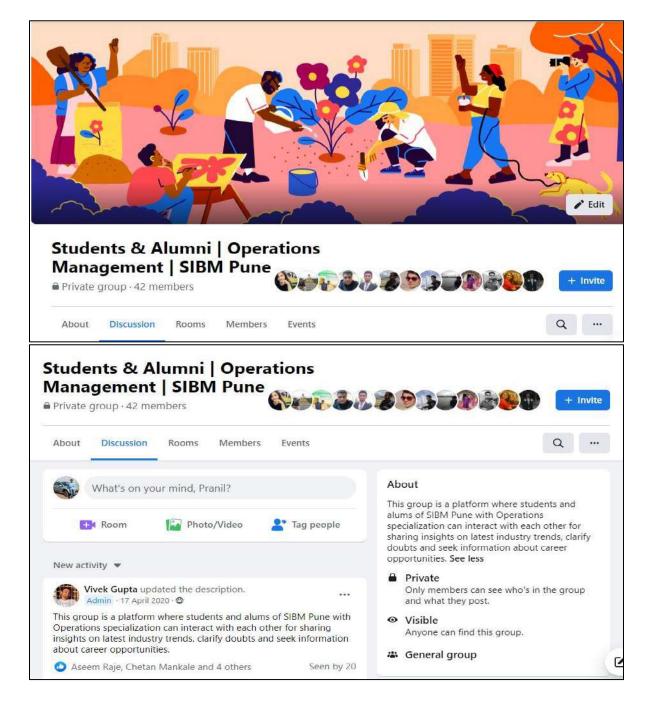






Facebook Alumni Page Launch

Team OpCellence launched a new FB Students & Alumni page in the month of March for MBA Operations students to help them build a network with their seniors and super seniors, working in different industries. This platform will help the students and alumni of SIBM Pune with operations specialization to interact with each other for sharing insights on latest industry trends, clarify their doubts and seek information on career opportunity. Over the time the community will grow and help us all to remain connected.







OpCellence Teams for 2020-21



Senior Team

The Torchbearers







