

ANNUAL REPORT 2021-22

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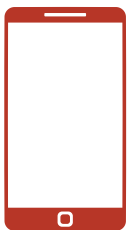
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INTRODUCTION

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 of SIBM and SIU

TEAM COMPOSITION:

SENIOR TEAM	JUNIOR & INTERIM TEAM
Arka Chaudhary - POC	V A Adithi Upadhyaya
Pranil Yadav	Adarsh Gupta
Arun Prasad	Anupam Tripathi
Aisworya Chand	Karthikhaa Shree V
	Uditta Chhabra

OVERVIEW OF EVENTS

JIGYASHA

As the new academic year began and a new batch arrived, Team OpCellecence took the initiative to help the students make an informed decision about choosing their specialization from either Marketing, Finance, Operations, or HR by enlightening them with various details on why to choose Operations.

The event witnessed alumni and students from MBA-2 from diverse sectors who shared anecdotes from their MBA journey and their experiences in the corporate world. OpCellecence also collected and presented thoughts from the batch of MBA-II who were from diverse education and work experience backgrounds and their rationale behind choosing Operations.



OPTIMIZE

Team OpCelligence organized an interactive activity with the students of the new batch 2021-2023 to engage with them on 10th July 2021. 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 2-3 to lower the cost incurred in the supply chain process, while the seniors from the Operations batch guided them. A total of 50 participants, 14 teams, participated for 4 hours in the event. The event also intrigued students in the field of operations and helped them decide on their specialization.

OPTIMIZE
AN OPERATIONS SIMULATION GAME

GAME BEER FACTORY SIMULATION

DATE SATURDAY, 10TH JULY, 2021

TIME 11:45 AM - 01:00 PM

ARUN 9819787602
PRANIL 7758994620

SCAN TO REGISTER

OPTIMIZE
AN OPERATIONS SIMULATION GAME

MANUFACTURER

DISTRIBUTOR

WHOLESALER

RETAILER

OPTIMIZE
AN OPERATIONS SIMULATION GAME

WINNERS
TEAM 10

Shubham Mhatre
Manvendra Pratap Singh
Vallabh Agarwal

RUNNERS
TEAM 07

Anupam Tripathi
Sai Krishna Teja Pamulaparathi
Sagar Naik

INSCRIBE

“To improve is to change; to be perfect is to change often,” said Winston Churchill. We live in a world that is evolving every minute and coping to this is what makes each one of us better. To catch up with these changes, there have been developments and innovations taking place in every field.

Keeping this in mind, OpCexcellence conducted: "Inscribe - An Article Writing Competition".

Ayn Rand once said, “Words are a lens to focus one’s mind.” Students got an opportunity to express their thoughts on the theme **“New Age Supply Chain”**

The topics are:

Topic 1: Future of Shared Economy in Business

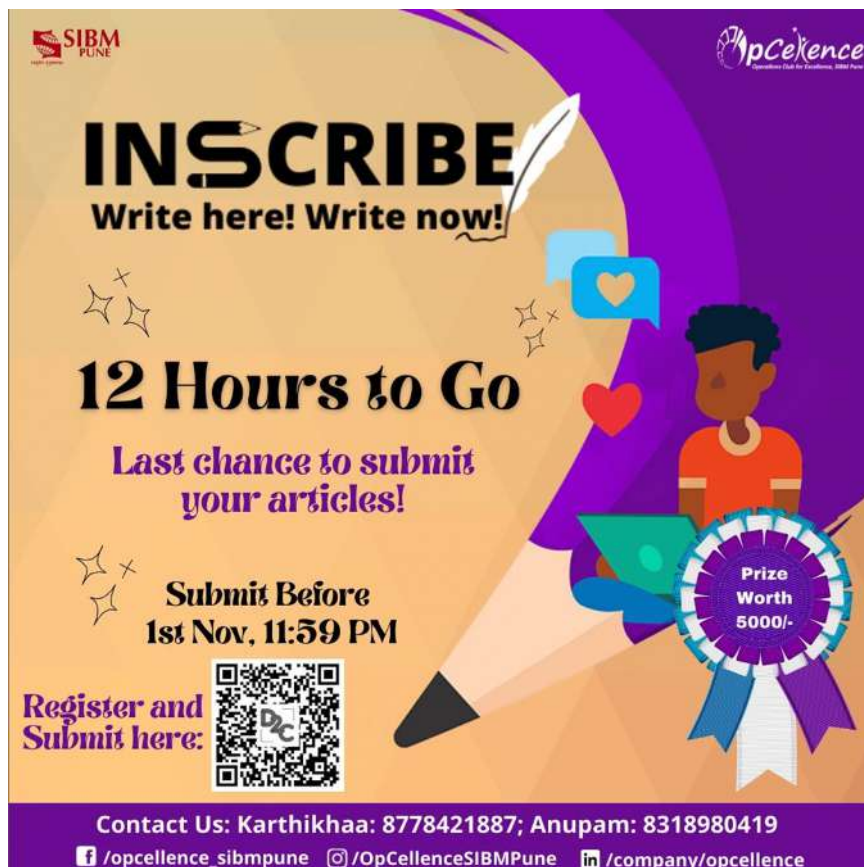
Topic 2: Trade war impact on Supply Chains

Topic 3: India - The New Manufacturing Hub

Topic 4: Importance of Green Supply Chain & Sustainability in the future

Topic 5: Prescriptive Analytics in Industries

The event was launched on the D2C platform which saw a total of 31,529 views and 220 registrations from top colleges across India. Top 3 articles won cash prizes worth Rs. 5000. All the finalists received an e-Certificate.



The poster features a large pencil graphic and a person sitting at a laptop. Text on the poster includes: "INSCRIBE Write here! Write now!", "12 Hours to Go Last chance to submit your articles!", "Submit Before 1st Nov, 11:59 PM", "Prize Worth 5000/-", and "Register and Submit here:" with a QR code. Logos for SIBM PUNE and OpCexcellence are in the top corners. Contact information is at the bottom.

INSCRIBE
Write here! Write now!

12 Hours to Go
Last chance to submit your articles!

Submit Before
1st Nov, 11:59 PM

Prize Worth 5000/-

Register and Submit here:

Contact Us: Karthikhaa: 8778421887; Anupam: 8318980419
[/opcellence_sibmpune](https://www.facebook.com/opcellence_sibmpune) [@/OpCexcellenceSIBMPune](https://www.instagram.com/OpCexcellenceSIBMPune) [/company/opcellence](https://www.linkedin.com/company/opcellence)

FROM THE HORSE'S MOUTH

OpCelle collaborated with other SIGs (Caf-Fin, Mark-O-Polo & Vitarka) to conduct 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 National and International Level Corporate Competitions.

FTHM 1.0 5th August 2021	FTHM 2.0 21st August 2021	FTHM 3.0 3rd September 2021
<p>Competition: Ace Challenge 2018</p> <p>Winners: Mr. CA Raman Sharma, CPA (IIM-A, National Winner, Ace Challenge)</p> <p>Mr. Dharmesh Shah (IIM-A, National Winner, Ace Challenge)</p>	<p>Competition: IVP Finvalley 4.0</p> <p>Winners: Mr. Jay Mehta (NMIMS Mumbai, National Winner, IVP Finvalley)</p> <p>Mr. Harit Agarwal (NMIMS Mumbai, National Winner, IVP Finvalley)</p> <p>Mr. Romil Agarwal (NMIMS Mumbai, National Winner, IVP Finvalley)</p>	<p>Competition: HUL Lime S12</p> <p>Winners: Mr. Mrinal Kashyap (SIBM Pune, Campus Winner, HUL Lime)</p> <p>Ms. Sonali Shehnaz (SIBM Pune, Campus Winner, HUL Lime)</p> <p>Mr. Vikas Yeddu (SIBM Pune, Campus Winner, HUL Lime)</p>



OPSTALK

OpCellece 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.

OpCellece hosted the first speaker **Mr. Raghavendra Rengaswamy, Data & Analytics Leader, EY GDS India LLP.**, as a part of the OpsTalk series 2021. Having worked on Data and Analytics, Mr. Raghavendra Rengaswamy enlightened the students at SIBM, Pune on **Analytics in the Area of Operations**.

OpCellece in collaboration with our **knowledge partner ISCEA India** was delighted to host its second speaker **Mr. Sandeep Chatterjee, Director at Deloitte India** who enlightened the students on **Digital Supply Chain**.

OpCellece as a part of the OpsTalk series 2022, with guidance from **Dr. V. V. Ravi Kumar Sir**, hosted our speaker **Ms. Uma Iyer, Consultant, Cerebrum Digital, former Associate Director at IBM India**. Having a vast experience in the field of IT strategy consulting, Ms. Iyer enlightened the students about the **application of information technology in the field of service operations**.



SAMVAAD

Understanding the synergy between the supply chain of businesses and technology is what led to the New Age Supply Chain.

SAMVAAD - The Supply Chain Conclave brought industry experts from the field of supply chain and operations to interact with the student fraternity of SIBM Pune. The theme of the conclave was "**New Age Supply Chain**" and the event hosted **5 industry experts** from esteemed organizations and witnessed participation from **100+ students**.

The conclave welcomed **Mr. Vineet Parwal - Vice President, SCM & Operations, SleepyCat** who focused on the topic - "**Technology in E-Commerce**"

For the panel discussion of SAMVAAD we had **Mr. Kungumaraj Mohan - National Manager, Commercial Analytics at HCCB Pvt. Ltd.** and **Mr. Saptarshi Sarkar - Program Manager, Amazon** as the speakers, moderated by **Mr. Tejpal Singh Batra - Co-founder and President at iGiftLife and visiting faculty at SIBM Pune**. The discussion was held on the topic - "**Supply chain - How pandemic has accelerated analytics and process automation**"

The final keynote speaker was **Mr. Sandeep A - Senior Management Consultant, ABB** who enlightened the audience on the topic - "**How Industry is changing with Supply Chain Digitisation & Analytics**".



OPSCON 2022

“Operations keeps the light on, strategy provides the light at the end of the tunnel, but project management is the train engine that moves the organization forward.”

- Joy Gumz

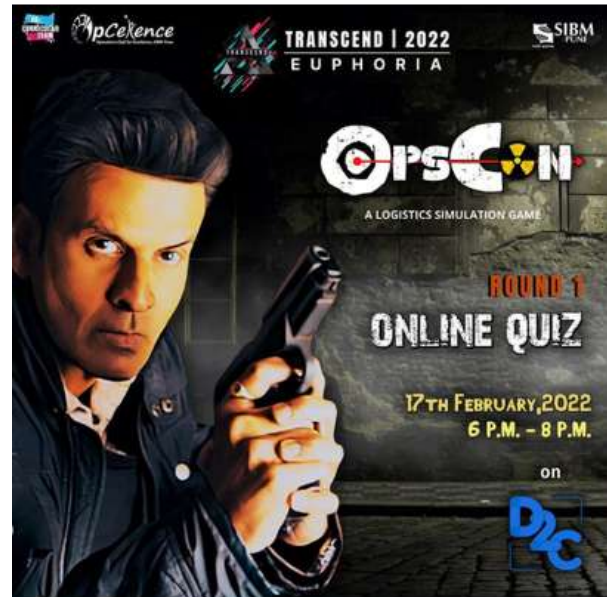
Team OpCelle organized a Simulation game “OpsCon - A Logistics Simulation Game” to help students utilize their skills to optimize the problem at hand. It was the first offline event after 2 years of hiatus due to Covid-19. Team OpCelle is extremely delighted to have smoothly pulled off our flagship event - OpsCon which consisted of an eliminator quiz round, a second round based on project management, and the final round consisting of an operations treasure hunt and a logistics simulation game based on the theme “The Family Man”.

Students from various B-schools participated on the D2C platform and won prizes worth Rs. 35,000. OpsCon received registrations from 409 teams with views of around 33,403.

Winner of the event:

1st - Team Analyzers, SCMHRD

2nd - Team Aquiline, SIBM Pune



SYNOPSIS

SynOpsis - Keep it Lean, was a national-level case study competition. The event was organized in collaboration with the Social Entrepreneurship and Consulting Cell under its flagship event,

E-Summit-2022, SIBM Pune, and OpCellecence's knowledge partner International Supply Chain Education Alliance (ISCEA) India.

The competition was open for all B-schools and for students across all specializations and saw participation from various institutes. The top 4 teams were shortlisted for the final presentation round that was conducted on 20th March 2022 based on their primary solution for the case study given to them. The teams presented their refined solution in front of a panel of judges which consisted of **Mr. Rahul Aggarwal - Director of Engineering & R&D Global Business Location, Capgemini India**, and **Mr. Avanish Kumar - Solution Architect, Program Manager, and Sustainable Business Transformation Advisor, Capgemini India**.



ACADEMIC INITIATIVES

CONSPECTUS

Conspectus is a series of preparatory lectures on Operations and Supply Chain to help the MBA-1 students with their SIRP Preparations. The first lecture in this series was conducted on the **Basics of Supply Chain and Inventory Management**. The students gained a lot of insights into the topics of Push-Pull, the Bullwhip Effect, Party Logistics, and Inventory Turnover Ratio and it was seen by their effective participation throughout.

The second lecture in this series was conducted on **Theory of Constraints and Forecasting** followed by the third lecture in this series on **Service Operations Management & IOT/Blockchain, Quality Management & Process Improvement**, covering 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 a few of the topics that were focused majorly on. The fourth lecture in this series was on the **Basics of Statistics & Logistics and Warehouse Management** and the final session was on **Project Management & Risk Management & Process Analysis**. All the participants were highly energetic, as evident from their active engagement with the speakers.

Speakers:

Rushit Pandya, Akshay Dhabale, Soumya Chakraborty, Anshul Bhadouria, Abhishek Kumar, Kush Naik, Jaykumar Purohit, Debojoti Singha, Sayantan Mandal, Tripti Sagar, Nini Nimisha, Aseem Raj



SIRP AND CRP PREPARATION

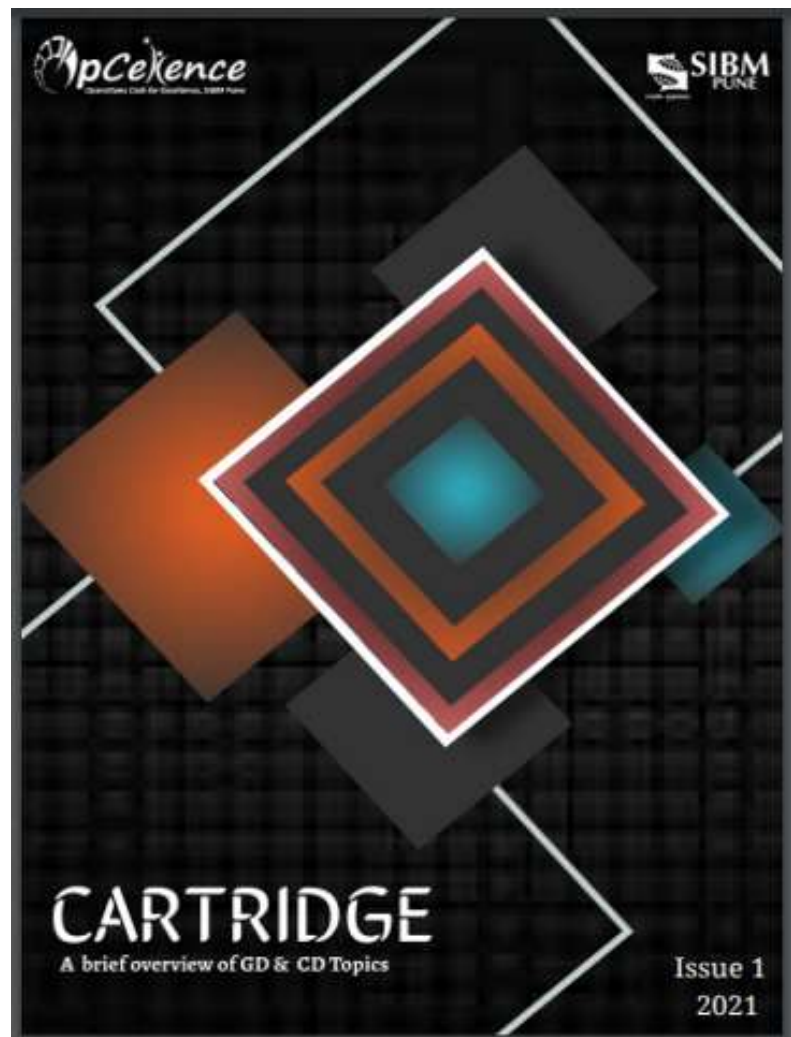
Team OpCexcellence facilitated the junior batch in learning of various concepts from the senior batch through the lecture series, Conspectus. OpCexcellence also took the initiative to conduct mock Group Discussions for the operations junior batch, so they have a fair understanding on the topics that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

The team conducted three mock Group Discussions and Case discussions and two mock Personal Interview drives for the students of the junior batch. One of the case discussions and mock PI drives was conducted in collaboration with the QUOD team. Moreover, special sessions were provided by the senior's batch to the juniors on tackling the case discussions on various topics.

CARTRIDGE

To assist the students in their preparation for their SIRP/CRP, Team OpCexcellence released, **'CARTRIDGE - A brief overview of GD & CD topics'** to help them acquaint themselves with the latest happenings in the world of Operations and Supply Chain.

The Cartridge is a collection of relevant current affairs topics and operations-specific topics that benefit students in their group and case discussions. The magazine included points that cover both sides of the topics of discussion. This edition also included case studies in-line with operations management.



THE LAST MILE

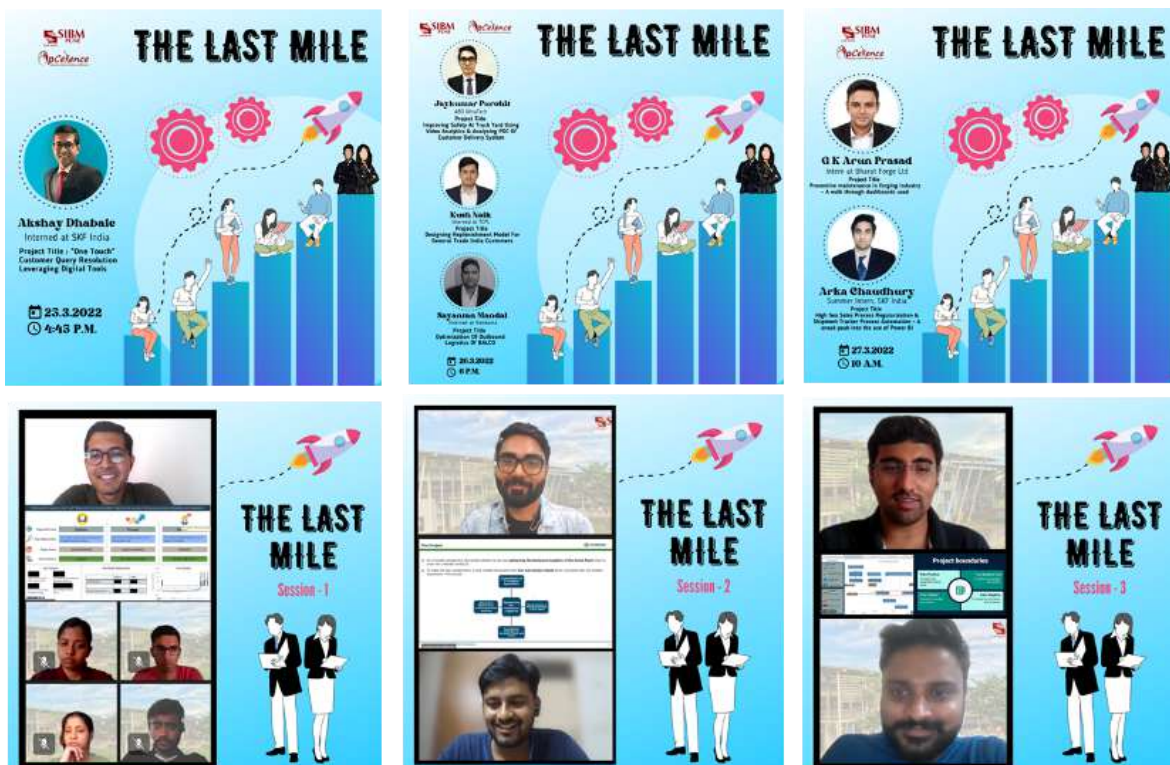
“Reason, Observation, and Experience - the holy trinity of science”

- Robert Green Ingersoll

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 the senior batch about their experiences during their summer internships with the junior batch. Students were guided regarding different projects that they can expect in the operations domain, which 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 **Akshay Dhabale** MBA-II Operations. He shared his experience on his project - **"One Touch" Customer Query Resolution Leveraging Digital Tools** during his internship. The second session was taken up by **Jaykumar Purohit** on **Improving safety at truck yards using video analytics & analyzing POC of customer delivery systems**, followed by **Kush Naik** on **Designing a replenishment model for general trade India customers** and **Sayantn Mandal** on **Optimization of outbound logistics of BALCO**.

The final session was taken up by **Arka Chaudhury** on **High Sea Sales Process Regularization & Shipment Tracker Process Automation - A sneak peek into the use of Power BI**. Arka introduced Power BI to the students and gave a walk-through of how to explore data and create dashboards in Power BI. The final part of the session was taken up by **G K Arun Prasad** on **Preventive maintenance in the forging industry - A walk-through on dashboards used**. He conducted a hands-on session for the students on Tableau using open data. The students were enriched with the knowledge of using Tableau to create their own dashboards.



THE WEEKLY - THE OPERATIONS CLUB NEWSLETTER

We at OpCelle^{nce} believe that the awareness of the business world and whatever changes occur at any point in time are hygiene factors for future managers and try to support this by publishing weekly newsletters for the students. We focus on various industrial sectors and give the individual a holistic perspective of the entire situation in a way that would intrigue the person to research more on the topic. All the operations domains are covered including auto, trade, national, international, general news, and more every week. We know that an MBA life can leave a paucity of time, so along with each article goes an analysis of news, so that the student can get a glimpse of current affairs and be updated in a short span of time. Each newsletter is embedded with links to the relevant pages on the internet for assisting with further reading for the students.

THE WEEKLY
THE OPERATIONS CLUB NEWSLETTER

ISSUE
2 AUG - 7 AUG '21

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Prevail Electric Mobility plans to leverage India as a manufacturing base and export products to neighbouring markets like Nepal and Sri Lanka. Plans are on cards to eventually tap other markets in Bangladesh, Vietnam and in Southeast Asia

[Read More](#)

FORD SHIFTS FOCUS TO BUILT-TO-ORDER TO MITIGATE SEMICONDUCTOR SHORTAGE'S EFFECTS

Ford is revamping its supply chain operations and increasing its focus on built-to-order vehicles as semiconductor shortages strain the automotive industry, CEO Jim Farley said on the company's Q2 earnings call.

[Read More](#)

THE WEEKLY
02 Aug '21 - 07 Aug '21
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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. Arun Prasad and Pranil Yadav were the Senior Campus Ambassadors, Adarsh Gupta and Adithi Upadhyaya were the Junior Campus ambassadors of ISCEA from SIBM Pune for the year 2021-2022. 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.



GROW JUNCTION

Grow Junction is a venture by IIM and IIT alumni. It is a platform for professionals to prepare for interviews and get hired. It includes professionals working with top firms like Google, Amazon, Flipkart, JP Morgan, KPMG, etc. Team OpCellence has collaborated with Grow Junction to facilitate interaction between the students and industry professionals. Grow Junction offers assistance and collaboration opportunities in terms of workshops, certifications, case competitions, sponsorships, and much more. This would enable us to get experts from various domains to impart their knowledge to the students and present networking opportunities within the corporate world.



DIGITAL INITIATIVES

OPCINFO

“Knowledge is continuous learning” To keep the spirit of learning active among the students, OpCinfo- Operations group weekly doses are posted every week on Wednesday, to enlighten the students with various concepts from the world of operations management. 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:

OPCINFO KITTING

A shipping and warehouse technique that has become popular with the rise in online stores. Kitting is an inventory technique where individual, but related, products are packaged and shipped together as a single bundle. Popular examples of the products that result from kitting include gift baskets, subscription boxes, custom-ordered merchandise.

LOGISTICS
Kitting in logistics is the act of multiple products into a single "kit" that is shipped to the customer compiling.

WAREHOUSE
Kitting in a warehouse is the physical act of finding multiple SKUs, bundling them into a single package, and creating a new SKU for that package before shipping.

SERVICES
Kitting services refer to kitting that is performed by third-party fulfillment companies (3PL).

OPERATIONS
Kitting operations is the full scope of activities involved in the product kitting process.

OPCINFO Warehouse Automation

The automated transfer of inventory into, within, and out of warehouses to consumers with little human intervention. A firm can reduce labor-intensive tasks such as repetitive physical work, manual data input and analysis as part of an automation initiative.

Warehouse automation works by using software and technology like robotics and sensors to automate tasks. These products work in sync with existing tools like inventory management software.

INFORMATION TECHNOLOGY
Mobile Tablets & Smart phones, Internet Services, Software Applications & APIs, Cloud Database, ML Algorithms, Data Analytics Platforms.

EQUIPMENT & MACHINERY
Robotics, WMS, Mobile Scanning Devices, Digital Services & IED, AGV / AMRs, Navigation Systems, Warehouse Management Systems, Smart shelving systems.

Advanced
Combines mechanized warehouse robotics and automation systems that can replace labor-intensive human workflows.

Mechanized
Uses robotic equipment & systems to assist humans with warehouse tasks & procedures. Eg: Autonomous mobile shelf loader robots.

System
Uses software, ML, robotics & data analytics to automate tasks & procedures. Eg: a warehouse management system reviews all the orders that need to be filled in a day, users pick items to fulfill all these orders at once.

Basic
Usage of simple technology that assists people with tasks that would otherwise require more manual labor. Eg: A conveyor or crane that moves inventory from one point to another.

DID YOU KNOW?
DARK WAREHOUSE is a fully-automated warehouse that operates without the use of human labor. You can simply turn the lights out and the operation will continue to run.

WHY DARK WORKHOUSE?
• Reduced cost of electricity
• Reduced staff costs
• High efficiency due to high productivity of robots.

OPCINFO Elastic Supply Chain

Elastic Supply Chain refers to a model of conducting business that is flexible and agile enough to upscale or downscale according to the demands of the market. This allows the supply chain operations to expand or shrink in almost real-time, based on predicted (and even unpredicted) happenings in the market.

Logistics
Organizations face issues in logistics due to fluctuations in demand. Companies are resorting to external delivery services or 3PLs to help meet increased demand during seasonal promotions of the year to drive sales.

Warehousing
There's no "one size fits all" elastic warehouse model, however the goal remains the same: manage demand exactly when (time) and where (location) required to keep up with seasonal ebbs and flows.

Everything as a Service (XaaS)
Supply chain as a Service (SCaaS) is another emerging trend to watch for. SCaaS has a variable cost structure, so companies will receive the benefits of partnering with top supply chain talent, longstanding industry relationships, and proven technology and systems without the commitment of hiring full-time staff.

OPCINFO Edge Data Centers

Edge data centers are smaller facilities located close to the populations they serve that deliver cloud computing resources and cached content to end users. They typically connect to a larger central data center or multiple data centers. By processing data and services as close to the end user as possible, edge computing allows organizations to reduce latency and improve the customer experience.

Local
Edge data centers are placed near the areas they serve and are managed remotely.

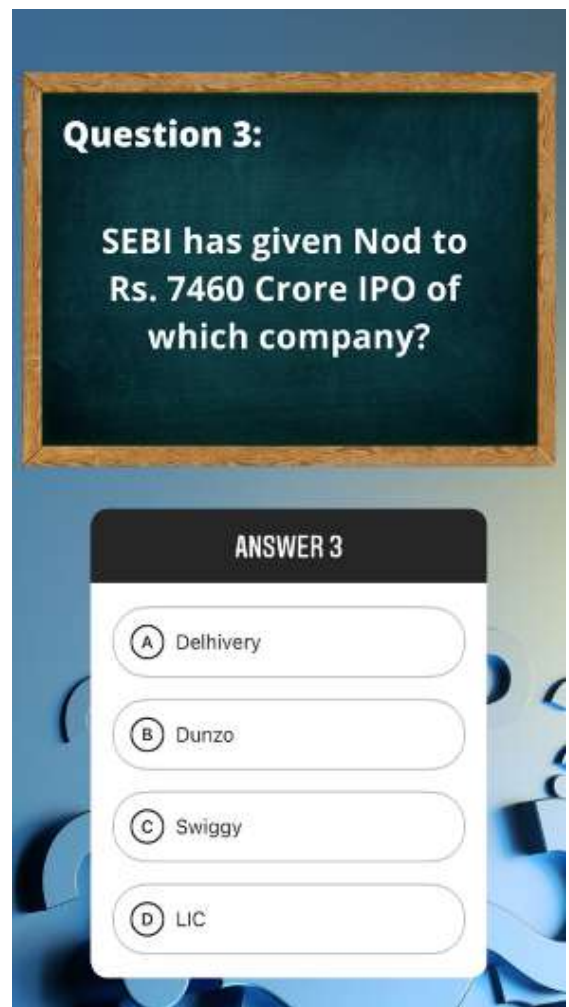
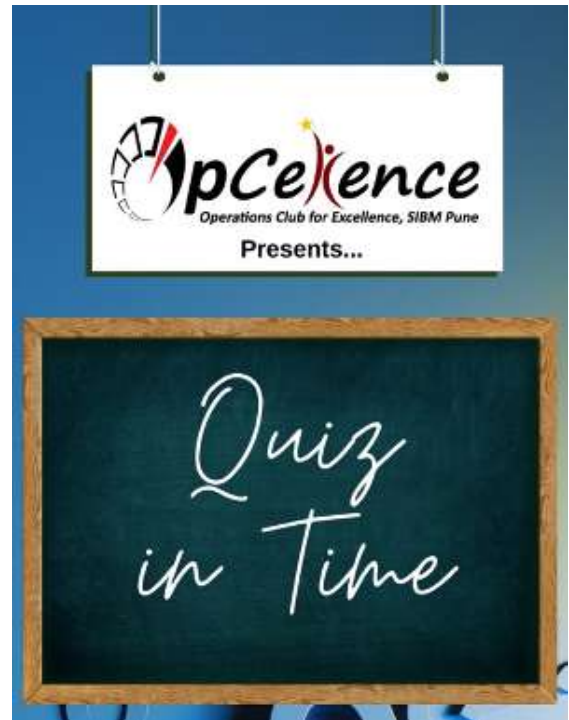
Small
Edge data centers have the same components of a traditional data center but packed into a much smaller footprint.

Part of a larger deployment
An edge data center is one of many in a complex network including a central enterprise data center.

Mission critical
Edge data centers house mission-critical data, applications, and services for edge-based processing and storage.

QUIZ IN TIME (QIT)

OpCexcellence initiated a quizzing culture in the year (2019-20) on Instagram for the students to remain engaged and showcase their quizzing skills. Five questions were posted weekly every Wednesday at 8 pm based on “The Weekly” newsletter shared with students. Students who get all the answers right in the shortest time were declared the winners every week. This created a lot of organic engagement on our social media page and allowed students to learn through the quiz and the weekly newsletter related to the latest trends in the world of operations. The engagement through the weekly QIT quizzes has led to the rise in Instagram page followers to more than 730 followers in the year 2021-22.



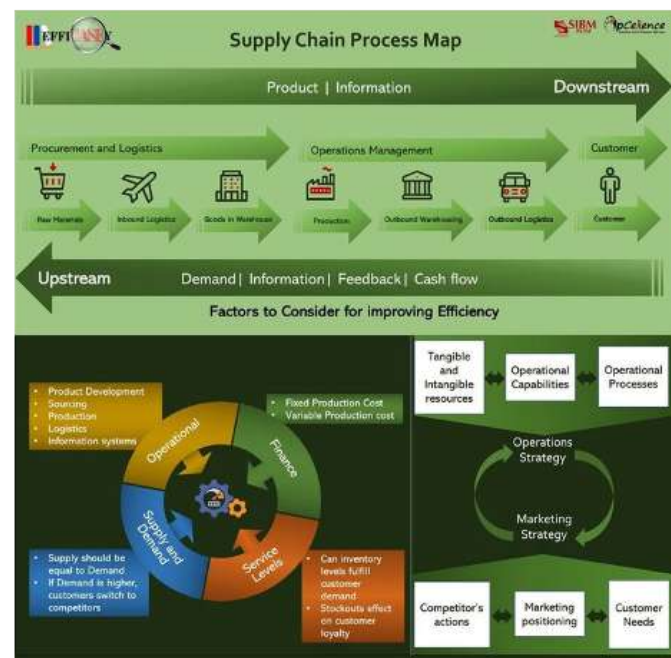
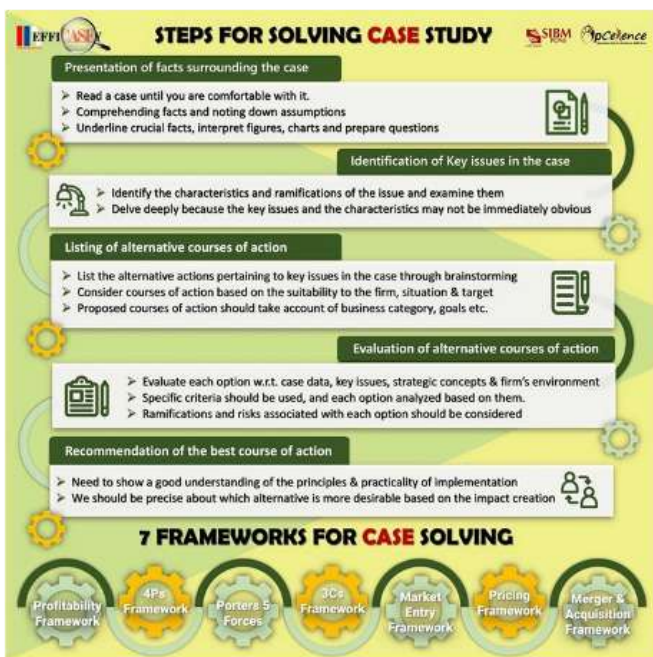
EFFICASEY

“Great things are done by a series of small things brought together.”

- Vincent Van Gogh

As Case study discussions are an integral part of MBA pedagogy and the interview routine, on this year's Independence Day, Team OpCelleNce announced the launch of its new Operations' case study series - "EFFICASEY"

The series aims to provide students with a perspective on different types of case studies and provides frameworks on how to approach those case studies in order to arrive at the most optimal solutions for each type of problem.



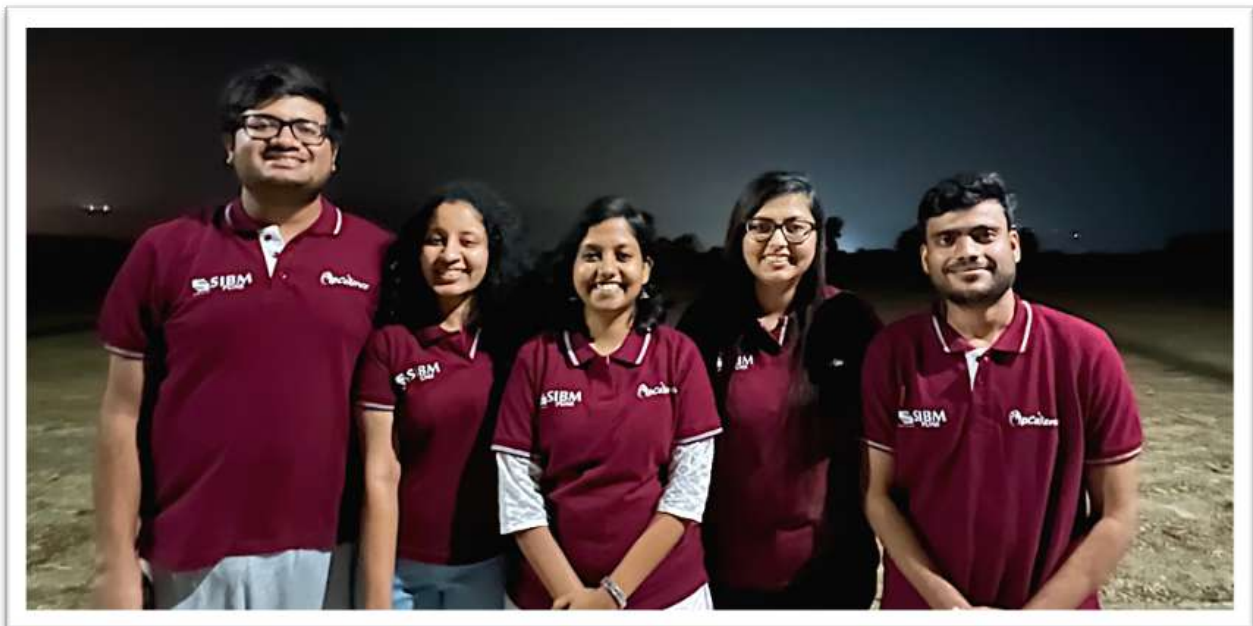
OPCELLENCE TEAM FOR 2021-22

SENIOR TEAM



PRANIL YADAV, ARKA CHAUDHURY, AISWORYA CHAND, G K ARUN PRASAD

JUNIOR AND INTERIM TEAM



**ANUPAM TRIPATHI, V A ADITHI UPADHYAYA, KARTHIKHA SHREE V
UDITTA CHHABRA, ADARSH GUPTA**