

# LEARNNOVATOR E-NEWSLETTER

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## LOGISTICS MANAGEMENT - THE NEED OF THE HOUR

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*One Earth, One Family,  
One Future*

# LOGISTICS MANAGEMENT – THE NEED OF THE HOUR



**DR. JIMMY M. KAPADIA**  
**PROFESSOR & DIRECTOR**  
**S. R. LUTHRA INSTITUTE OF MANAGEMENT**

Technology also plays a key role in bridging the gaps in logistic management that has been evident during the pandemic. Technology has acted as a catalyst in streamlining day-to-day and long-term operations for organisations involved in the business of providing supply chain services. Good logistics management software will help keep track of the shipment from the first mile to the final destination. Companies can track the location of the package throughout the entire route. Moreover, the software also helps people involved in the delivery to collaborate and connect throughout the delivery. It also aids in overcoming security-related issues and above all, it would provide real-time visibility to the end-users. An adroit human capital aspect of the supply chain response would be a pivotal deciding factor, such as if the teams are sufficiently staffed, equipped with skills, and focused on the task assigned. The best way forward is to optimise the existing network and make it more agile, with low-risk concentration across the nodes and the processes with the full-scale visibility of the supply chain network of organisations. Cognizance of the mode capacity of the logistics with potential trade-offs is a must for prioritising the logistics needs and timely product delivery in sensitive times. This must be complemented with capacity building, analysing the time sensitivity of the product delivery and minimising potential exposure to risks.

The intricacy of the existing trade network is beyond imagination and over the last decade, due to the upsurge in the e-commerce business, there has been an incessant demand of logistics management. Businesses have established wide-ranging supply chains and believe logistics management as a crucial strategy that has taken advantage of progressively improving economies of scale, generating value for customers, an immediate source of savings, a significant discipline on marketing, timely delivery of the material to end customers and a critical extension of production flexibility. Logistics management is the backbone of all trade and commerce and despite of its burgeoning growth, it faces several challenges. Businesses face elevated customer expectations for the fast delivery of packages, leading to outsourcing the services to competent logistics service providers. Due to this, the cost of delivery and inefficiencies has been considerably reduced while giving more convenience to end consumers. India is a developing economy, and timely logistic management is necessary for a prolific distribution/redistribution process outcome. It marks the completion of the anticipated economic cycle and thereby economic process. Be it pharmaceuticals or telecom, and the logistics industry directly or indirectly impacts all the sectors of the economy. Effective management of the same is imperative to circumvent difficulties in India caused by its large population, increasing purchasing power, and a growing number of online shoppers.



# LOGISTIC MANAGEMENT: A COMPETITIVE WEAPON



**Nishant Agrawal**

Independent Researcher

Logistics management is a critical aspect of business operations in today's fast-paced and highly competitive global market. With the increasing globalization of the economy and the growth of e-commerce, the need for efficient logistics management has become more pressing. Logistics management involves managing the flow of goods, information, and other resources from the point of origin to the point of consumption in a cost-effective and efficient manner.

One of the main challenges faced by businesses today is meeting the rapidly changing customer demands and expectations. Customers expect goods to be delivered quickly and efficiently, and they demand a high level of transparency and visibility throughout the supply chain. Logistics management helps companies meet these demands by ensuring the timely delivery of goods and services, reducing lead times, and improving the overall customer experience. This, in turn, helps companies to maintain customer loyalty and increase customer satisfaction.

Another important aspect of logistics management is cost optimization. The cost of logistics can be a significant proportion of a company's overall expenses, and it is essential to manage it effectively to remain competitive. Logistics management helps companies to minimize costs by optimizing the transportation network, reducing inventory levels, and improving the use of storage space. This can lead to significant cost savings and improved profitability.

One of the key benefits of logistics management is improved supply chain visibility and control. This involves tracking the movement of goods and information throughout the supply chain, from the point of origin to the point of consumption. This helps companies to identify bottlenecks, reduce lead times, and improve the overall efficiency of the supply chain. It also helps companies to detect and resolve any issues that may arise, reducing the risk of stockouts and ensuring the timely delivery of goods and services.

In addition to cost optimization and supply chain visibility, logistics management also helps companies to manage risk. This involves identifying and managing potential risks throughout the supply chain, such as transportation disruptions, changes in demand, and supply chain interruptions. Logistics management helps companies mitigate these risks by developing contingency plans and establishing alternative sourcing arrangements.

Another important benefit of logistics management is the improvement of sustainability and environmental performance. Logistics operations can significantly impact the environment, and it is important for companies to manage them in an environmentally responsible manner. Logistics management helps companies to reduce their environmental footprint by optimizing the use of transportation and storage space, reducing emissions, and reducing waste.

In conclusion, logistics management has become the need of the hour due to the growing complexity of supply chain operations and the increasing competition in the market. It plays a crucial role in the success of a business by ensuring the timely delivery of goods and services, reducing costs, improving customer experience, improving supply chain visibility and control, managing risk, and improving sustainability and environmental performance. Companies that invest in logistics management are well-positioned to remain competitive and achieve long-term success.

# Trucking into the Future: Moving Towards Digitization

The wheels of innovation are transforming the logistics and transportation space in India at a break-neck momentum. India's post-covid resilience combined with a swift National Logistics Policy by the government has fueled the growth which is pegged at a CAGR of 10.5%. The vision of the National Logistics Policy is to build a modern, efficient and resilient logistics sector that seamlessly integrates multiple modes of transportation systems, leverage the best-in-class tech processes and skilled manpower to significantly improve the country's logistics performance and reduce the cost. But given the diversity of our nation, the opportunities aren't without roadblocks that require sector-wise review and support for sustainable economic progress. India spends nearly 13% of its GDP on logistics whereas the US spends 8% and Europe about 9%. Due to the pandemic leading to a low-touch economy, we are seeing a massive move towards digitization and remote monitoring in the logistics sector all across the globe. Considering the competitive nature of the logistics industry and the vision to make India a global manufacturing hub, the country's logistics sector also needs to undergo a full-fledged digital transformation. By using cutting-edge technologies such as AI, IoT, Big Data and so on there is ample scope for value creation in the transportation arena. There are numerous benefits that digitization offers such as effective route planning, smart capacity optimization, interconnectivity with various other aspects of the transportation ecosystem such as shippers and warehouses, as well as improving safety and customer experience etc. Let's take a look at some of the major challenges faced by the logistics sector today and how technology can help in resolving those.

**UNORGANISED NATURE OF OPERATIONS:** It is estimated that there are about 12 million trucks of different sizes and types in India, and almost 90% of the vehicles are owned with small operators owning less than 5 vehicles. The majority of them are in Tier II, Tier III and smaller towns across the country which makes it difficult for them to invest heavily in digital operations. However, there has been an emergence of logistics marketplace platforms in the country in recent years that offer transformational benefits for these small-scale operators. They can establish an online presence, use various cloud-based tools to optimize and monitor their operations, generate business digitally and also adhere to compliances without requiring any kind of investment in hardware or proprietary technology building.

**TRUST DEFICIT:** Trucking in India is a highly personalized and localized business. The lack of digitization and small-scale dominance has resulted in truckers and shippers doing business within their direct circles. This has created an ecosystem of numerous middlemen and agents. An average trucker would have to rely on the handful of agents he knows for the next load. Those agents in turn would rely on the few shippers they directly work with. Consequently, there is usually a much longer delay between a vehicle procuring new loads, and on an average a truck is not even on road for 20 days in a month. By leveraging the services of a marketplace platform with lakhs of trucks as well as shippers on the same platform, it would become much easier for any service provider to quickly find the next consignment. The existing users of such platforms are able to keep their vehicles on roads for as long as 25 days or even more, thus, generating significantly higher revenue than before. The shippers and transporters are all verified by the platform, leading to greater accountability. There is complete end-to-end visibility of the entire operation and all stakeholders can be in the know of the vehicle/goods status on a real-time basis without needing to make a lot of phone calls.

**RESOURCE OPTIMIZATION:** The inefficiency of resources is the biggest reason for the unusually high cost of logistics operations. It is usual for trucks to return empty to the base after delivering a consignment or operating partly loaded/half-full. Even the productivity per vehicle is very low in India. A truck usually travels an average of 300 km a day in India compared to the global average of 500 to 800 km a day. With technology, there can be smart load-to-vehicle match and space optimization that eliminates the likelihood of trucks running empty or half-loaded. Further, integration of GPS with AI can lead to optimized route planning. Manual route planning is often erroneous and not guided by real-time status. Thus, trucks often get stranded in traffic jams and other such unforeseen scenarios leading to loss of time, fuel and productivity for the stakeholders. This is the era of optimization through digital technologies. The small-scale transportation sector operators are mostly not capable of undergoing major digital transformation independently. This is where the selective adoption of affordable technologies as well as usage of trucking marketplaces heralds a great opportunity and this is where the future of trucking is going to be!

**By Dr. Hemlata Agarwal,  
Professor,  
S.R.Luthra Institute of Management**



# LOGISTICS: GETTING THE RIGHT PRODUCT TO THE RIGHT PLACE AT THE RIGHT TIME



Logistics within supply chain management is constantly changing to meet consumer demands. Consumers frequently order products expecting to receive their product within 24-48 hours. To meet these expectations, companies have to improve the logistics of their supply chain to expedite order fulfilment and quickly ship the item via the most reliable, yet cost effective and timely means. When companies create a blueprint that outlines the logistics of the supply chain, each component within that logistics model stays focused, reduces costs and moves quickly and efficiently resulting in higher customer satisfaction. Logistics helps companies understand the key metrics, core processes and long-term goals of their supply chain so they can get the right item to the right place at the right time. Logistics management is the governance of supply chain management functions that helps organizations plan, manage and implement processes to move and store goods.

## HOW LOGISTICS CAN HELP IMPROVE EFFICIENCY AND REDUCE COSTS?

Logistics became a critical part of supply chain management and consumer demand. In less than two decades, logistics management has influenced product movement to meet or exceed consumer demand. Companies saw they could lower costs and increase productivity by managing logistics on a system theory and managing the company as a whole to boost performance.

By creating partnerships with suppliers, shipping services and warehouses, and connecting these services through automated systems, the logistics of getting products to the consumer are improved with reduced overhead costs and faster delivery. Understanding how the logistics system theory works requires strategic planning when calculating what will be needed while focusing on obtaining materials and managing how quickly products are produced to help ensure swift delivery to the consumer.

Simplifying communication and services between multiple departments helps create a workflow blueprint that reduces costs by increasing visibility and improving the overall understanding of company needs. Cost savings is created by reducing warehousing costs and purchasing based on supply forecasts, better inventory management, reliable shipping and timely delivery to the end-user.

PATEL CHELSI NIMESH  
SEM-II

# 'REACTIVE' LOGISTICS IS THE NEED OF THE HOUR



With the growing popularity of online shopping and home delivery, there has been a steadily growing trend in omnichannel selling among brands. From introducing online storefronts to bringing in never-tried-before distribution methods, businesses are doing whatever it takes to fulfill the customer demand, even amidst the COVID-19 chaos. The pandemic has truly pushed businesses to try innovative new ways to reach the customer and beat the rising competition. Businesses need to be nimble and reactive in decision making during these times to sail smoothly. Consumer goods enterprises like Epigamia introduced D2C selling for their customers when retail stores closed down, skipping secondary distribution to retailers and wholesalers to expand its customer reach during the pandemic. Hyperlocal delivery businesses also adopted smart ways for ensuring contactless deliveries by initiating consolidated delivery to large apartment complexes instead of individual doorstep deliveries to adhere to the lockdown norms. Many other brands have taken bold, agile steps to ensure smooth last-mile fulfillment and remain competitive despite the challenges thrown in by the pandemic. Businesses with a strong logistics system in place have been able to navigate better through the supply chain disruptions caused by COVID-19. These pandemic-driven strategies indicate one thing—flexibility and adaptability is the need of the hour. Brands that can adapt quickly to market dynamics and fulfill customers despite sudden and impactful challenges can withstand the pandemic and continue to grow in the days to come.

Logistics, usually seen as a backend activity in supply chain management, has now taken center stage, defining customer satisfaction and differentiating the best brands from the ordinary ones. Carrying on old-school logistics systems will not be enough to cope with the challenges in a competitive landscape. For enterprises in any kind of delivery business, logistics planning will have to be more strategic, data-driven, and real-time. Trucking and fleet management will also have to be more strategic and well thought. Businesses will have to find the right mix between in-house and outsourced fleets to achieve maximum cost-effectiveness in last-mile distribution. Artificial Intelligence and Machine Learning solutions are transforming logistics activities, right from order dispatching, rider allocation, delivery route planning, and on-ground monitoring, bringing in more efficiency, consistency, and transparency in modern supply chains. The future of logistics and supply chain management belongs to brands with a long-run foresight, backed with reactive planning for sudden contingencies. Leveraging logistics tech can go a long way for businesses in FMCG, retail, e-commerce, 3PL, home services, and hyperlocal food/grocery deliveries in optimizing day-to-day last-mile operations, improving customer satisfaction, and enhancing workforce productivity.

**CONCLUSION:** Thus, Technology will play a major role in fixing the gaps in logistics that have come to the surface during the pandemic and streamlining day-to-day and long-term operations for supply chain enterprises in the coming times.

Riya Darayash Pithawala  
SEM IV

# WORKSHOPS



Workshop on "Experiential Marketing" by Dr. Riddhish Joshi, Assistant Professor, SRLIM on October 1, 2022.



Workshop on "Be impactful using infographics" by Mr Mehul Mehta, Assistant Professor, S. R. Luthra Institute of Management on December 3 and December 31, 2022.



## WOMEN EMPOWERMENT CELL



### Sessions Organized:

- Importance of Breast Feeding
- Menstrual Problems & Hygiene
- How to Be Happy!
- Health beyond Body
- Awareness Session on Prevention, Prohibition and Redressal of Sexual Harassment of Women at Workplace.



## PLACEMENT TRAINING PROGRAMME



The placement Cell of SRLIM and Arihant Metaskill Development Centre conducted a workshop on October 10 and 11, 2022. Resource persons for the workshop were CA Axay Shah, Founder and Director of Arihant Group of Institutes, Mrs. Nancy Shah, Founder and Chief Administrative Officer of Arihant Group of Institutes and Mrs. Kavieta Jamwal, Faculty, Arihant Group of Institutes. The workshop comprised four different modules. Participants were equipped with content on effective resume writing, clearing group discussion and personal interview.

# IIC and SSIP Activity

Every year on 15th October Dr. A.P.J. Abdul Kalam's Birthday is celebrated as National Innovation Day. By giving a tribute to Dr.A.P.J.Abdul Kalam, S. R. Luthra Institute of Management organized an activity related to video streaming of successful startup stories on October 17, 2022, at 10:00 AM under IIC and SSIP Cell of the institute. Students of MBA Sem II have witnessed the success stories of various successful startups of many entrepreneurs like Ms. Nikita Shankar, Founder of Shopper.com, Ms. Yeshoda Karuturi, Founder of Rose Bazaar, Ms. Aparna Thakkar, Founder & CEO of Empowerji,

Ms. Seema Bhattacharjee, Founder of Aasma Technology Solutions, Ms. Sangeeta Yadav, Founder & Director of Portflip, Ms. Sindhu Raju, CEO of Winzy.com; and Ms. Shubhi Aggarwal, Founder of Locobuzz. The main focus of the event was to convey the message that Innovation is necessary to initiate the process of economic development of both developed and developing countries, as it is the backbone of the economy of any country. Startups and Innovation are catalytic agents of change.

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## Industry visit - Amul Dairy and Amul Chocolate plant

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## MAMTA-EXHIBITION CUM SALE

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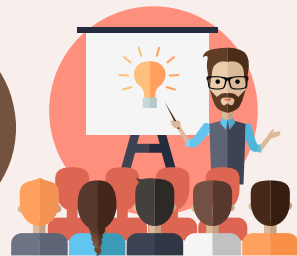




As a part of the first session under Entrepreneurship Talk Series titled "Entrepreneurial Charcha", Mr. Praful Dhorajiya, Founder and Director of Genmed Shoppes Pvt. Ltd. shared his entrepreneurial journey with the students.



## "LIVE PROJECT"



Artham Finserve Pvt Ltd offered live project to students for promoting and creating leads in equity advisory, mutual funds and insurance products. They selected eight students for this project. All the students performed well in their area and generated several good leads for the company.

# GUEST LECTURES

## INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)

DR. Ruchi Desai , Assistant Professor  
SASCMA English Medium Commerce College | Surat

## FORENSIC ACCOUNTING

CA Kenish Mehta, Owner  
Kenish Mehta & Co. | Surat

## STRATEGIES OF OPTION TRADING

CA Manan Shah, PARTNER  
Foresight School | Ahmedabad

## VUCA AND BLUE OCEAN STRATEGY

DR. Somashekar C., ASSOCIATE PROFESSOR  
Siddaganga Institute of Technology | Tumkur | Karnataka

## MAGICAL MBA

DR. Nirav Majumdar, Founder  
MY SAARTHI TRAINING | Vadodra

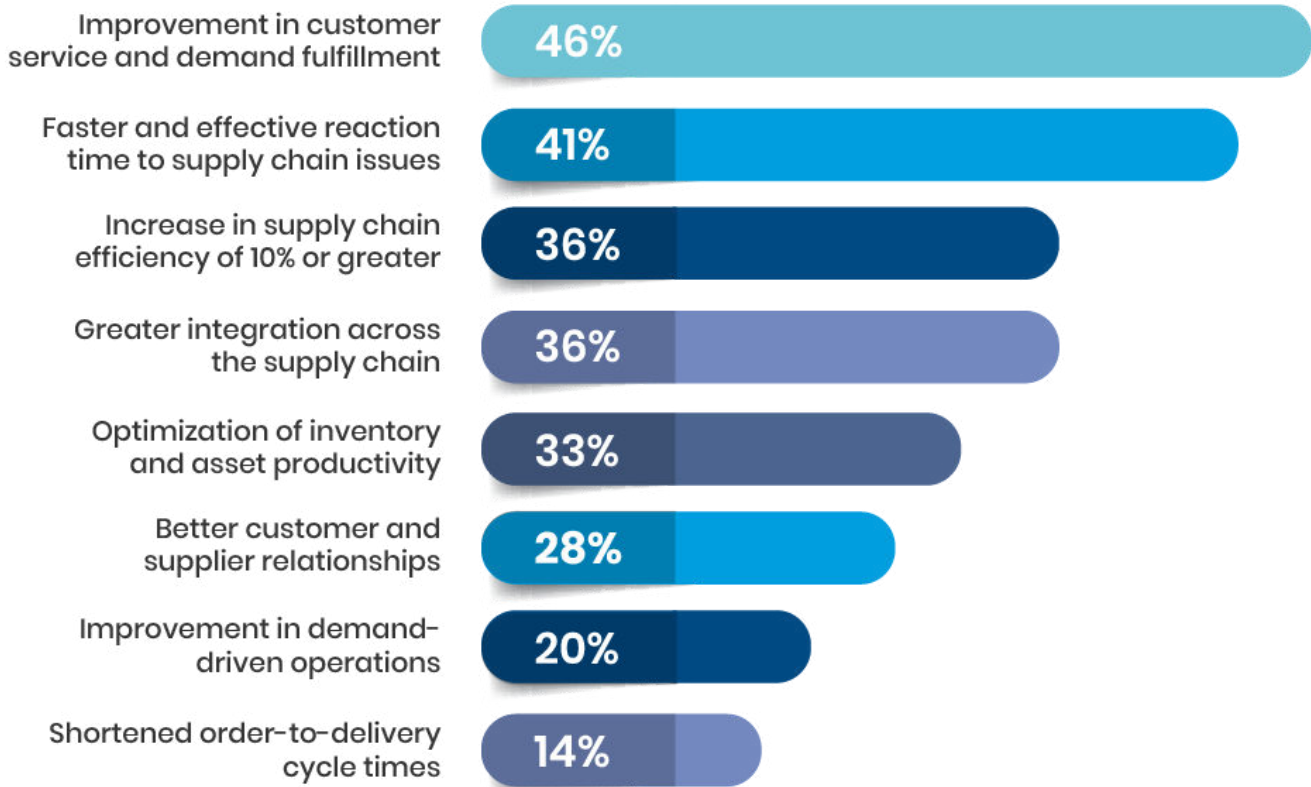
## FORENSIC ACCOUNTING

DR. Krishna Desai, Assistant Professor  
School of Commerce & Business Management  
Vanita Vishram Women's University | SURAT

## CORPORATE GOVERNANCE AND INDIAN SCENARIO

DR. Namrata Khatri, Assistant Professor  
G.H. Bhakta Management Academy,  
DBIM | SURAT

## How Big Data Analytics is Benefiting Supply Chain Businesses



Source: <https://mvventures.com/2020/10/10/big-data-revolutionising-supplychains/>

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