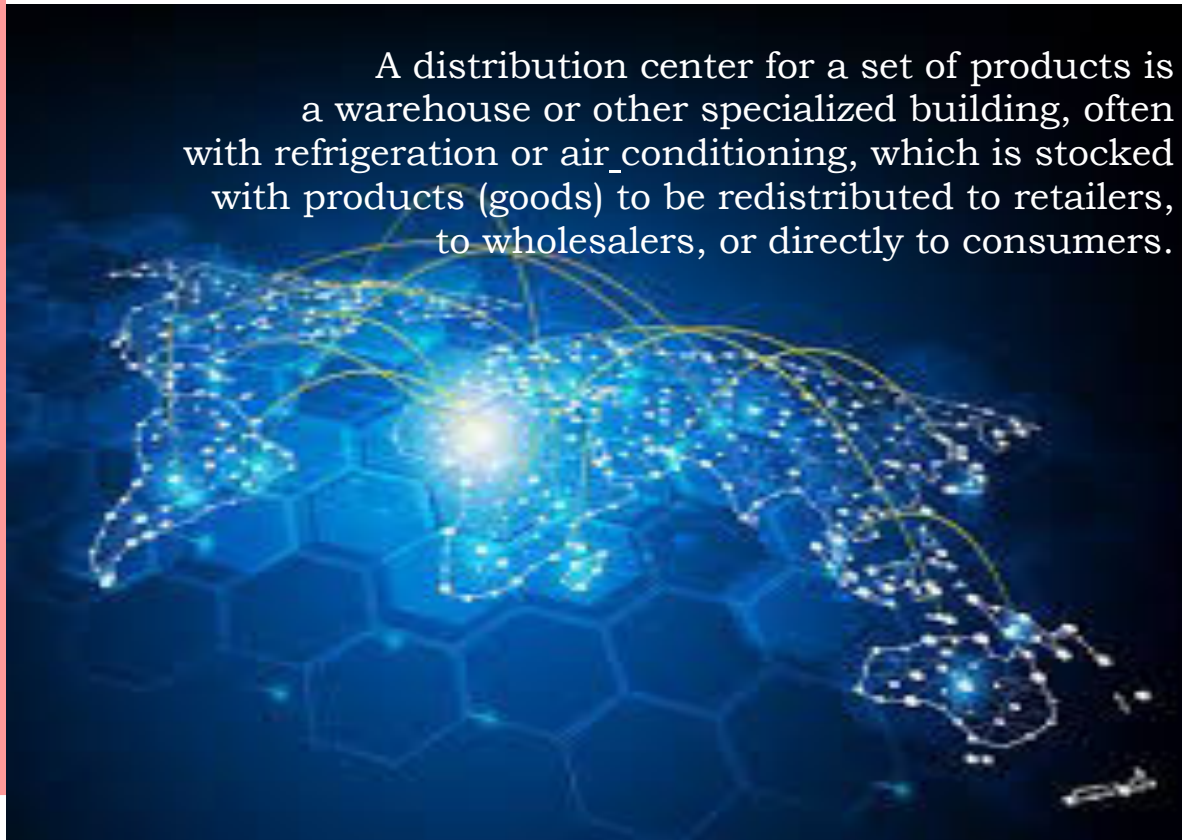


THE LOGISTICIAN



JANUARY 2017

A distribution center for a set of products is a warehouse or other specialized building, often with refrigeration or air conditioning, which is stocked with products (goods) to be redistributed to retailers, to wholesalers, or directly to consumers.



ABOUT THE UNIVERSITY

Alagappa University Reaccredited with 'A' Grade by National Assessment and Accreditation Council (NAAC) is located at Karaikudi in Tamil Nadu is accessible from Madurai and Tiruchirappalli Airports within two hours. The 440 acre green and lush campus houses all the academic activities. This University has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist **Dr. RM. Alagappa Chettiar**.

ABOUT THE DEPARTMENT

This is a young, vibrant entity established during the academic year 2016-17 at Alagappa University. Logistics Management is getting professionalized of late, which is evident from the fact that this MBA (Logistics Management) programme is sanctioned to Alagappa University as an Innovative Programme with liberal funding by the University Grants Commission (UGC). The faculty members of the DoLM are well qualified, industry-academia enriched, Nationally and Internationally experienced professionals. Infrastructure at the command of the department is enviable. Video conferencing facility, Wi-Fi environment, Networked Computer Laboratory, well stocked Library, Conference halls are few notable features. The DoLM offers industry focused MBA (LM), M.Phil (LM) and Ph.D. in Management - Specializing in Logistics Management. The DoLM is striving hard to position itself as a **thought leader in the National and International Logistics space**.

STATE-OF-THE ART CURRICULUM

The latest revision of the curriculum was made during the year 2016 incorporating new courses in the fields of multimodal transport system, retailing industry logistics and modern logistics operations management.

Summer Training (on the job) Programme in Logistics Industry for 2 months. Special focus on Soft skill development, Written Communication and Event Management. Placement focused programme, Entrepreneurial Assistance. Job Assistance through Executive Empowerment Programme MoUs are planned with Institutions of Importance in India and Abroad.

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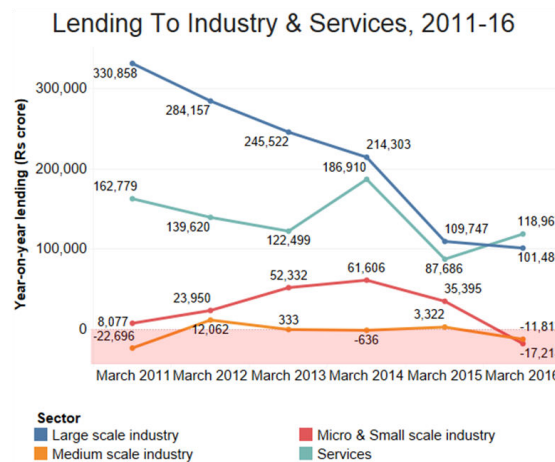
I MBA (LM)

Demonetization has made banks flush with funds, but companies are in no shape to borrow

Why the decline in corporate loans

While the Centre banks on new deposits to revive lending, credit to the corporate sector (manufacturing and services) declined 60%, from Rs 4.7 lakh crore (\$71.5 billion) to Rs 1.9 lakh crore (\$ 28.6 billion) over six years, according to RBI data.

Of the two sectors, net loans to the manufacturing sector, which accounts for almost 65% of loans to corporates, declined 77% from Rs 3.1 lakh crore (\$47.19 billion) at the end of March 31, 2011, to only Rs 72,454 crore (\$10.81 billion) at the end of March 31, 2016.



The worst hit were large-scale manufacturing units, which reported a drop of 69% in borrowing over six years.

Loans to the services sector declined 46%, from Rs 1.62 lakh crore (\$24.29 billion) on March 31, 2011, to Rs 87,689 crore (\$13.08 billion) on March 31, 2015. However, credit given to the sector increased marginally to Rs 1.1 lakh crore (\$16.4 billion) in March 2016 compared to the previous financial year.

Loans to the transport sector and non-banking financial companies declined more than 56% over the six-year period. Corporates owe close to Rs 42 lakh crore (\$637.57 billion), or about 30% of India's

gross domestic product, to banks as on March 31, 2016, according to RBI data.

Sathiachandran S.
(I Year M.B.A. LM)

ONGC

ONGC is India's *Top Energy Company* and ranks 20th among global energy majors (*Plats*). ONGC ranks 14th in 'Oil and Gas operations' and 220th overall in *Forbes Global 2000*. Acclaimed for its Corporate Governance practices, *Transparency International* has ranked ONGC 26th among the biggest publicly traded global giants.

It is one of the most valued public enterprises in India, and one of the highest profit-making and dividend-paying. ONGC has a unique distinction of being a company with in-house service capabilities in all areas of Exploration and Production of oil & gas and related oil-field services.

About ONGC Start-Up Fund

ONGC has launched a Rs 100 crore Start-up fund on its Diamond Jubilee year to foster, nurture and incubate new ideas related to oil and gas sector. The initiative, christened as 'ONGC Start-up', is in line with the Govt. of India's initiative 'Start-up India'.

As part of this initiative, ONGC will provide the entire support chain for start-ups including seed capital, hand-holding, mentoring, market linkage and follow-ups. The aim of 'ONGC Start-up' is to increase the contribution of fresh implementable ideas in the oil and gas sector. This website is dedicated to take this initiative forward

Chellammal
(I Year M.B.A LM)

ECR – Efficient Customer Response

EDI – Electronic Data Interchange

EOQ – Economic Order Quantity

ERP – Enterprise Resource Planning

FAK – Freight All Kinds

MRO – Material Repair and Overhaul

MRP – Material Requirement Planning

POS – Point of Sale

OMS – Order Management System

AWS Data Pipeline Activities

In AWS Data Pipeline, an activity is a pipeline component that defines the work to perform. AWS Data Pipeline provides several pre-packaged activities that accommodate common scenarios, such as moving data from one location to another, running Hive queries, and so on. Activities are extensible, so you can run your own custom scripts to support endless combinations.

AWS Data Pipeline supports the following types of activities:

Copy Activity

Copies data from one location to another.

Emr Activity

Runs an Amazon EMR cluster.

Hive Activity

Runs a Hive query on an Amazon EMR cluster

Hive Copy Activity

Runs a Hive query on an Amazon EMR cluster with support for advanced data filtering and support for S3 DATA and DynamoDB Data Node.

Pig Activity

Runs a Pig script on an Amazon EMR cluster.

Redshift Copy Activity

Copies data to and from Amazon Redshift tables.

ShellCommand Activity

Runs a custom UNIX/Linux shell command as an activity.

Sql Activity

Runs a SQL query on a database.

Some activities have special support for staging data and database tables. For more information, see Staging Data and Tables with Pipeline Activities.

GokulRaj P.
(I Year M.B.A. LM)

Flipkart to consolidate logistics, supply chain

The new CEO of Flipkart, Kalyan Krishnamurthy, is initiating several changes in the operations of the e-commerce player.

To bring in sharper focus on its core business model and make it nimbler, Flipkart is consolidating the operations of its logistics and supply chain arm, Ekart.

For starters, it has stopped a key service — customer-to-customer courier operations that gave users the option of having documents and parcels packed by Ekart's delivery boys and shipped to other destinations. A Flipkart spokesperson told *BusinessLine* that the move will help the company bring greater precision to its commerce service, a critical requirement as sales expand at Flipkart.

Ekart forms the backbone of the Flipkart's business, providing the last-mile connectivity that has played a vital role in propelling the company to the premier position among e-tailers in the country.

As an in-house logistics arm, Ekart has made Flipkart reach customers in the remotest corners of India, a vast network the company wanted to leverage as a customer courier service.

External contracts

Ekart, will however, continue to offer warehousing solutions and end-to-end logistics and supply chain capabilities to its other clients. According to sources, Ekart has so far incurred losses of ₹810 crore. In 2015, Ekart had launched an alternative delivery model for last-mile connectivity with tie-ups with local kirana stores and Apollo medical shops. During the Big Billion Sale, over 20 per cent of the deliveries happened through such a delivery model.

Pravin S.

(II Year M.B.A. LM)

MBA: How the changing face of management courses is helping gen-next managers

The goal of management education:

It has increasingly been realized that MBA students need not be groomed only to seek placements. It is equally important to stimulate these young minds to an extent that they consider entrepreneurship as a viable alternative to employment.

Here the question could crop up as to – can entrepreneurship be taught when we have a number of bright examples such as Dhirubai Ambani, Bill Gates, Elon Musk who, without any formal management education, went on to be highly successful in their ventures. It is not only about starting a venture but the entrepreneurial mindset is looked up to when companies come for campus placements. Be it entrepreneurship or intra-preneurship, being made part of the curriculum, makes the students aware as well as opens up opportunities for them.

Rohini K.

(I year M.B.A. LM)

ABC – Activity Based Costing

ABM – Activity Based Management

AOM – Advanced Order Management

APS – Advanced Planning System

ATP – Available to Promise

V RISHI KUMAR

Saddled with a debt burden of over Rs. 4 lakh crore, the country's telecom sector is in for a major shake out, where several consolidation moves are in the works, according to Rajan S Mathews, Director General, and Cellular Operators' Association of India.

In an exclusive interaction with *Business Line*, Mathews said the sector with a subscriber base of over 1.1 billion is passing through one its toughest phases, having to contend with dwindling revenues and high debt burden to service, leading to accelerated phase of mergers in the sector.

TELECOM SECTOR IN FOR A MAJOR CONSOLIDATION: RAJAN MATHEWS

Data revolution

“The voice revolution in the country is behind us and most of the areas have been covered barring some places in the North East and J&K, the latter due to security issues. The country is gearing up for accelerated data revolution. This phase is marked by huge challenges to the incumbent operators, whose revenue models were primarily based on voice tariffs,” he explained.

“While the rest of the world has five networks (landline, mobile, satellite, cable and private/ Government networks) to ride on, India is dependent mainly on mobile net-

work. This means, there is enhanced need for spectrum for mobile companies to offer services. This calls for more investments. But the finances of operators are getting stretched,” he said. “Vodafone-Idea are in news on their merger moves, and it will not be long before we learn about more such deals. After Reliance Communications -Aircel deal, the Tatas, Telenor are also expected to close in on some transactions.

Mohana Devi K.
(II Year M.B.A. LM)

Flipkart's logistics arm Ekart suffers massive Rs 810-crore loss

Flipkart's supply chain and logistics arm Instakart Services or Ekart Logistics has incurred losses of Rs 810 crore on a revenue of Rs 303 crore in the nine months to March, its first year of operation, after the Indian e-commerce major spun it off as a separate unit, people familiar with the development said. The logistics arm losses come over and above the Rs 2,850 crore losses its two entities — Flipkart India and Flipkart Internet — showed for FY16. Ekart Logistics was incorporated in June 2015. Ekart is trying to add more third party clients to increase its revenues. Flipkart did not respond to the questionnaire or repeated calls made to its team. "The company is talking to a lot of third party clients. In 2017, their main aim is to make it sustainable. Right now, it is eating into Flipkart's revenues. A lot of internal fine-tuning is happening at the moment. The company plans to generate at least 50 per cent of the business from external clients in the next two years. Right now, it is just around 10 per cent," said a company source, withholding identity.

According to numbers sourced from data platform Tofler, the two entities - Flipkart India and Flipkart Internet - together earned roughly Rs 15,129 crore (\$2.2 billion) in 2015-16, compared to Rs 10,390 crore in FY15. The loss for the two entities mounted to around Rs 2,850 crore, compared to around Rs 2,000 crore a year earlier. Flipkart India is the wholesale cash-and-carry entity, while the other company is an e-commerce marketplace, which books

Ekart already works with firms such as Paytm and offline players like Madura Garments and Apollo Hospitals. It has also branched out with its courier service to individual users. Flipkart Co-Founder and Chief Executive Officer Binny Bansal is betting on logistics investments to expand into newer areas and offset losses of the e-commerce arm. It had invested in MapmyIndia for digital maps to optimise best routes for its vehicle fleet and deliver goods to smaller towns and villages. Ekart has e-tailers like Shopclues and Paytm and does daily shipments of around 30,000-40,000. Despite hefty growth in revenues in the previous financial year, investors continued to punish Flipkart's valuation. After a series of markdowns by mutual fund investors, Morgan Stanley set a valuation of just \$5.58 billion for the three months that ended September. Flipkart had enjoyed a peak valuation of \$15.2 billion, making it among the top valued start-ups in the world. With increasing competition from rival Amazon and an inability to curb losses, Flipkart has seen its value erode, making it harder for the company to raise fresh funds at a valuation it wants. Large investors such as Walmart - Amazon's arch nemesis in the US - are said to have walked away from investing in the company, after being unable to settle on a price agreed upon by both parties. source: upsc notes.

Parthiban L.

(I Year M.B.A. LM)

Foundation of Black Money

It has poignantly portrayed the deprivation of the hard-earned money of the gullible people at large. The commercialised educational institutions, money-spinning hospitals and unaccounted transport firms are largely among the innards of the untouched businesses of the politicians and their cohorts and are the copious fountains of black money.

The lists of bank credit defaulters and money launders are yet to be revealed. The Centre has put the cart before the lame horse and it is unable to command the situation for compliance. The scanty response of the policy-

makers is full of problems galore. Cashless economy is wishful thinking, like a paperless office, being contradicted by the essentiality of soft copies and hard copies. The Congress has turned cynical without concrete suggestions like the pot calling the kettle black, and most of the monetary issues are its own mismanagement effects.

Hakeema Rashmine S.

(I Year M.B.A. LM)

Pongal Celebration



Pongal Festival has been celebrated on 12th January 2017. Respected Registrar also participated in the function.

Workshop on International Logistics Leverage (WILL 2k17)

27th January 2017

CHIEF GUEST

Mr. R. Edwin Samuel
Mr. D. Senthil Kannan
Mr. K. Vivekanandan





Our Honorable Vice Chancellor presiding over the function.

**One Day National Conference on
Global Strategies for Inclusive Growth
19th January 2017.**



Our Honorable Vice chancellor Release the Proceedings of the National Conference.