



SANKSHETRA

THE ANNUAL OPERATIONS & STRATEGY CONCLAVE

10th DECEMBER, 2022



SANKSHETRA

Sankshetra aims to provide a dais where the veterans from the industry will interact and reflect with the budding managers on the recent trends and developments in the domain of Operations and Strategy. The Conclave aims to provide the student fraternity at IIM Amritsar with a holistic view of how a cohesive and competitive market responds dynamically to varying conditions.

The first half of the panel discussion will focus on a critical aspect in the Operations and Supply Chain domain - **Transparency or end-to-end visibility in Supply Chain.**

The Second half of the panel discussion will focus on a critical aspect in the Strategy domain - **Strategy in the age of volatility: Courage to adapt swiftly.**



TIMELINE

Break up of Proceedings	Tentative Timeline
Guests Welcome, Conclave + Operations theme, Keynote Speaker, and Panel introduction	10:00 am to 10:08 am
The lighting of the lamp and inauguration ceremony by the Director and other Dignitaries	10:09 am to 10:14 am
Director's address to the audience	10:15 am to 10:29 am
Theme Presentation by students of IIM Amritsar	10:30 am to 10:45 am
Keynote Speaker's address to the audience	10:46 am to 11:05 am
Panel Discussion	11:06 am to 12:15 pm
Q&A session	12:16 pm to 12:45 pm
Vote of Thanks	12:46 pm to 12:50 pm
Lunch Break	12:51 pm to 2:15 pm
Guests Welcome, Strategy theme, Keynote Speaker, and Panel Introduction	2:16 pm to 2:21 pm
Theme Presentation by students of IIM Amritsar	2:22 pm to 2:37 pm
Keynote Speaker's address to the audience	2:38 pm to 2:58 pm
Panel Discussion	3:00 pm to 4:10 pm
Q&A session	4:11 pm to 4:41 pm
Closing Remarks	4:42 pm to 4:45 pm
Vote of Thanks	4:46 pm to 4:50 pm

THEME

Operations and Supply Chain Panel

Transparency or end-to-end visibility in Supply Chain

In the past two years, we have seen multiple supply chain disruptions over various industry sectors – be it the worldwide disruption caused by the COVID-19 pandemic, port congestions, Brexit, the Long Beach incident, and the famous Suez Canal obstruction. Today's market demands and the complexity involved with multi-enterprise, multi-tier, multi-mode, and multi-directional supply chain flows demand a more robust and adaptable supply chain strategy. Fragmented IT infrastructures in the current architectures adopted by many companies lead to the creation of significant data silos that prevent ready access to critical information needed to make informed decisions quickly. Even if there is a considerable amount of data at disposal, the current processes and technologies are not designed to work in unison. Companies are now investing heavily in supply chain digitization and analytics to increase visibility across the end-to-end supply chain.

End-to-end visibility or transparency in the supply chain can help to predict the ripple effect in the supply chain caused to disruptions, increased demand, or unprecedented changes. However, the extent to which end-to-end visibility enhances supply chain management depends on the nature of the business and how it is defined for that particular business. Controlling costs, Contingency planning, traceability, Stakeholder Mapping, Bottleneck Identification, Improved Communication, Standardization of Data, Granular and Global View Data Analysis, Optimized Inventory levels, Faster Data Retrieval, and Increased Customer Service Levels are some of the benefits arising out of the adoption of a Visibility Platform for Supply Chain Management.

Discussion Points:

1. How can End-to-End Supply Chain Visibility prohibit grey market product diversion and counterfeiting of products? How can the healthcare industry enhance product quality and security?
2. How can End-to-End Supply Chain help companies achieve ESG goals? How are transparency and traceability impacting customer loyalty?
3. Why is the need to define the scope of implementation of Supply Chain Visibility for various business sectors differently? What factors affect this decision?
4. What are the common challenges faced in the initial stages of implementation of transparency processes in the end-to-end supply chain? Is the inclusion of consultancy firms necessary to handhold the supply chain visibility digitization process?
5. How can organizations in a supply chain with different ERP systems integrate with a common visibility software platform? Will it require a complete change in the data collection architecture, and how can the technology platform solve this issue?
6. What are the different cyber-security threats and risks involved in having a central repository of granular data on the company's manufacturing capabilities?
7. If introducing transparency in the supply chain is a developing business imperative, why aren't more companies doing it? Also, why is the transition to transparency slow and not prioritized?



THEME

Strategy Panel

Strategy in the age of volatility: Courage to adapt swiftly

In the era of rapid technological advancement and externalities, what strategic course of action can an organisation adapt to meet the demands of customers and businesses?

How an amalgamation of conventional approaches with strategic courage to act would help to explore new frontiers in businesses for high sustainability and growth.

Discussion Points:

1. How can business decisions be modified for BFSI, Supply Chain, Sales & Marketing to enhance the bottom line?
2. What steps should be taken to motivate the workforce to stay vigilant with new technologies and upcoming challenges?
3. How are swift decisions essential to sustain business in prevailing conditions?
4. How would top leadership redefine long-term strategic goals in this volatile 4th industrial revolution?
5. How should businesses leverage social commerce to transform their branding strategies?
6. How can Agile methodology align the deliverables to meet dynamic requirements?
7. How to strike the right balance between employing existing practices and adopting new ones?
8. How to manage the political and economic influence without disrupting your organization's progress?



Igniting Possibilities



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