

# **CHENNAI MANAGEMENT ACADEMY**

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## **LIVE ONLINE WORKSHOP (WEBINAR)**

**ON**

## **SUPPLY CHAIN MANAGEMENT**

**DATE: MAY 15 & 16, 2024 (Wednesday & Thursday)**

**TIMINGS: 2.00 p.m. to 5.00 p.m.**

**(Webinar ID/ Password will be sent on receipt of programme fees)**

### **ABOUT THE ACADEMY**

We, The **Chennai Management Academy**, focus on professional development and skill building of your workforce. Our customized, value-oriented programmes, enable the executives to perform better and reach positions of greater responsibility.

**Chennai Management Academy** offers **Open House** as well as **In-house training courses** on a wide range of topics catering to the growing needs of the training industry.

The Chennai Management Academy's training activities are guided by Senior Faculty members viz. Mr. S. Ramachandran, (Ex. BHEL & Ex. Hindustan Motors), Mr. K. Rajasekaran, Ex. Senior Banker, Mr. N. Swayambhu, SCM Consultant, Mr. Mohan R. Lavi, Practicing Chartered Accountant, Mr. Mihir Ajit Shah, Consultant, Advisor and Trainer in International Business, Prof. Ravi Nagarajan, Management Consultant etc.

The Academy is administered by Mr. **N. Govindarajan**, Formerly, Head (Training & Facilitation), **Management Study Centre**, (Blue Dot Corporate Solutions Private Limited), Chennai.

### **ABOUT THE PROGRAMME**

**Supply Chain Management (SCM) is the strategic management of activities involved from the acquisition and conversion of materials till the finished products are delivered to end customers. In SCM organizations deliver the materials and services only according to the market demand.**

The role of Supply Chain Management in the growth of Industry is of paramount importance to every organization. Inventory Management, Production and distribution networks are increasingly getting complex day-by-day and throwing various types of challenges to overcome and hence their effective operation is vital for the profitability and resilience. Risks across supply chain have been multi-fold and calls for transparent approach with simple and effective systems. Exploring other vital areas including waste management is essential as Lean Operations and Management have facilitated savings and evolved cleaner environment to function effectively.

**Supply Chain Management (SCM) is a vital area which can provide the companies with an effective tool for obtaining significant competitive advantage.**

The effectiveness and profitability of a company resides not with just its own abilities and performance but also extends to the relationships which the company can forge with their external partners including its customers and suppliers. This network constitutes the 'Supply Chain'. When this 'Supply Chain' is not managed properly, then the delivery chain and also the overall performance get affected, resulting in customer dissatisfaction and hence loss of business.

Effective Supply Chain Management pre-supposes the ability to manage effectively the entire chain commencing from the raw materials to delivery of the finished products to the ultimate customer. Integrating the entire system through Information Technology also provides an added advantage.

The latest version of **Integrated SCM starts with customer and ends with customer and encompasses most of the intermittent activities like planning, procurement, logistics, packaging, warehousing and Customer Interface.** SCM is looked at as the single window for the Customer in executing their changing and varied requirement from time to time.

**Key concepts of SCM are From functions to process, From profit to performance, From products to customers, From inventory to information and From transactions to relationships.**

### **OBJECTIVES OF THIS PROGRAMME**

- **To understand the current business scenario and the competitive advantage provided by the Supply Chain Management.**
- **To understand the various elements of the Supply Chain and their integration as a new business model.**

### **COURSE COVERAGE**

- ❖ **Overview of SCM** - Current Business Scenario, **Customer expectations**, Definition of SCM.
- ❖ **Paradigm shift from conventional Purchasing to integrated SCM.**
- ❖ Procurement, Manufacturing, **Warehousing & Distribution Logistics**, **Supply Chain Systems**, Integration, Future trends, **Benefits of SCM.**
- ❖ **Key role and advantages of a Strategic Sourcing Department.**
- ❖ **Case study and deliberations.**

### **FACULTY**

**Mr. N. SWAYAMBHU, B.E., P.G.D.M.M**

- ❖ **Mr. Swayambhu is a freelance Supply Chain Management consultant.**
- ❖ He is a Mechanical Engineer from Guindy Engineering and has done Post Graduate Diploma in Materials Management.
- ❖ **He has an experience of over three decades in SCM functions in Corporate Manufacturing organizations in the engineering and automotive sectors like Simpsons, L&T, Caterpillar, TAFE, Delphi TVS, Pricol etc.**

- ❖ He has hands on experience in working with Corporates and MSMEs to identify their weak areas and help in bridging the same for overall improvement.
- ❖ **An expert trainer on SCM Domain, has addressed many training sessions for Management forums like MMA, CII etc.**

### **SELECT LIST OF OUR TOP CLIENTS**

MRF Limited	Sundram Fasteners Limited
Hindustan Aeronautics Limited	Bharat Electronics Limited
Mahindra Aerostructures Pvt. Limited	Toyota Kirloskar Auto Parts Pvt. Limited
Carborundum Universal Limited	EFD Induction Private Limited
Aurangabad Electricals Limited	Rane Group of Companies
The Ramco Cements Limited	The India Cements Limited
Balmer Lawrie - Van Leer Limited	Reitzel India Private Limited
MECON Limited	Chennai Petroleum Corporation Limited
TVS Motor Company Limited	Dynamatics Technologies Limited
Dalmia Cement (B) Limited	BEML Limited
India Nippon Electricals Limited	Vasudha Chemicals Private Limited
ABICOR BINZEL PRODUCTION (India) Private Limited	SMRC Automotive Products India Pvt. Ltd.
YASKAWA India Private Limited	Manipal Technologies Limited
AAF India Private Limited	Uflex Limited
Kalyani Maxion Wheels Private Limited	Linamar India Private Limited
Sandvik Minind and Rock Technology India Private Limited	Garware Hi-Tech Films Limited
Danieli Centro Combustion India Pvt. Ltd.	Roots Group of Companies
Satish Toy Manufacturing LLP.	Texmo Industries
Turbo Energy Private Limited	Granules India Limited
Hatsun Agro Products Limited	KSB MIL Controls Limited
KSH INTERNATIONAL PVT LTD	Coromandel International Limited
Tamilnadu Cements Corporation Ltd.	Pilkington Automotive India Private Limited
Valeo India Private Limited	Sundaram Auto Components Limited

### **MEDIUM OF INSTRUCTION**

**English**

### **COURSE FEE**

**Rs.3,500/- per participant**

### **REGISTRATION TERMS AND CONDITIONS**

**Volume Discount for Nominations:** When you nominate **3** or **more than three** participants for this programme, can avail **15% discount** on total course fee.

### **Registration of Nomination**

**We request you to provide following details for registration:**

1. Name of the company with address:
2. Name of the participant(s) with designation:
3. Contact details of participants (Mobile No. & E-Mail I.D.) and HR / Nominating officers (Mobile No. & E-Mail I.D.).

Cheque should be drawn in favour of 'Chennai Management Academy' payable at Chennai.

**Bank details for making NEFT / RTGS payment:**

Account Holder's Name	<b>CHENNAI MANAGEMENT ACADEMY</b>
Beneficiary Bank Name	<b>CENTRAL BANK OF INDIA</b>
Beneficiary Bank Branch	<b>MARAIMALAI NAGAR, TN</b>
Beneficiary Bank Address	M. M. D. A. OFFICE BUILDING, 1 <sup>ST</sup> FLOOR, N.H.1, MARAIMALAI NAGAR – 603 209, DISTRICT CHENGALPATTU, TAMIL NADU, INDIA.
Bank Account No.	<b>3669367388</b>
Type of Account	CURRENT ACCOUNT
IFS code of Bank Branch	<b>RTGS IFSC: CBIN0281742 NEFT IFSC: CBIN0281742</b>
MICR CODE NO.	600016035
PAN	<b>AFQPG8051E</b>

**Please note that as our organization's turnover is within the threshold limit of GST registration, hence, we are not registered under GST.**

In case there are any changes in nominations, additions or cancellations, the Academy should be informed at least three days before the commencement of the programme.

**Our address for communication is given below:**

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4/17, VALAYAPATHY STREET, N.H.3,  
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