

Message from Prof. Parimal Vyas, Pro Vice Chancellor, M. S. University of Baroda

In today's fast-paced economy, competition is an issue of services and products. The challenge across industry is to create an environment for effective engagement of their workforce and supply chain management. Supply Chain Management is a multidisciplinary programme designed to help you conceive innovative strategies and deploy differentiated solutions that can help their organization to serve its prospects in an optimal fashion.

I am sure that the two day convention will bring to fore diverse yet significant themes leading to unleashing of revolutionary supply chain strategies for sustainable competitive advantage by companies in times to come. I compliment IIMM for bringing out the brochure of **NATCOM 2015** and wish the convention great success.

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"Pride of Gujarat: Statue of Unity"

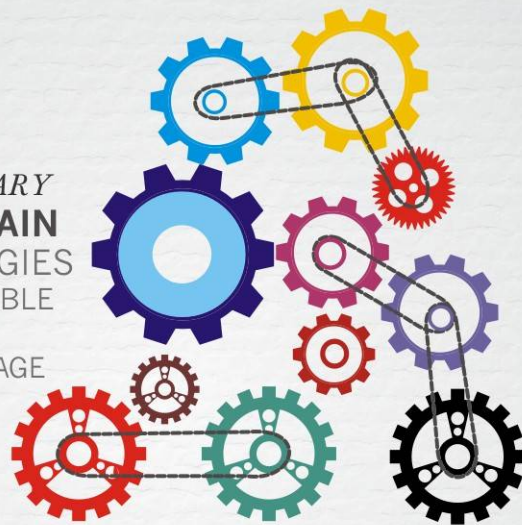
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IN PURSUIT OF EXCELLENCE IN SUPPLY MANAGEMENT



ABOUT VADODARA

Modern Vadodara is a great and fitting memorial to its late ruler Sir Sayaji Rao Gaekwad III (1875 – 1939 AD). It was the dream of this able administrator to make Vadodara an educational, industrial, commercial and cultural centre, and he ensured that his dream would come true.

It was he who visualized a general scheme of development in all branches of knowledge at different stages, starting with the Maharaja Sayajirao University of Baroda at the apex. Modern Vadodara owes its beauty, its educational institutions and its masterpieces of architecture to the insight and vision of this great ruler.

ABOUT IIMM

"**Indian Institute of Materials Management (IIMM)**" with its Headquarters at Navi Mumbai, is the National Apex body representing a wide spectrum of professionals engaged in various facets of Material Management, responsible for planning, sourcing, logistics and supply chain management.

IIMM has a wide network of 50 branches and 18 chapters having over 10,000 plus members drawn from public and private sectors. To have more effective global interaction, the institute is a chartered member of International Federation of Purchasing and Supply Management (IFPSM), which has its members in over 44 countries with 1,00,000+ members.

ABOUT NATCOM

The NATCOM is a flagship annual event of IIMM. This event helps in creating the winning organization through an effective supply chain excellence and increasing their competitive and a winning combination of advantage through value addition while reducing regular cost. The two-day program attempts to share the latest global trends in the field of Supply Chain Management. Through this event one can listen to various views of industries and functional experts and thinkers, leaders and deliberate on how SCM professionals together can contribute to enhance knowledge and capability that is important towards creating an organization with **Revolutionary Supply Chain Strategies For Sustainable Competitive Advantage**. The Indian Institute of Materials Management through this conference is providing a strong platform for all organizations and individuals to be able to interact and exchange their key contributions in the field of expertise.

SIGNIFICANCE OF NATCOM 2015 – THEME

It is generally accepted that sustainable development calls for a convergence between three pillars of economic development, social equity, and environmental protection. Sustainable development is a visionary development paradigm; and currently governments, businesses, and civil society have accepted sustainable development as a guiding principle and made progress on sustainable development matrix. Effective supply chain can help in achieving these objectives. The **NATCOM 2015** theme '**Revolutionary Supply Chain Strategies for Sustainable Competitive Advantage**' is a step for initiating strategies to benefit all stake holders. This will provide a new vision for competitive advantage for Industries including the MSME sector which has seen an exponential growth over the last decade. **NATCOM 2015** will provide information on innovative strategies and skills deployed in current volatile market conditions, and networking opportunities for all forward looking CEOs, CFOs, COOs, CPOs, and SCM professionals, including business developers, and management executives from manufacturing and service industry. The session and the topics are planned in a manner that help participants derive maximum benefits from the outcome of the deliberations.



Vadodara is a graceful city of palaces, parks, temples and museums. Vadodara is an important city in Gujarat. Till 1960s, it was known as a cultural and educational centre. However, after a few years, the city started emerging as an important industrial and commercial hub of the state.

The Gujarat state has been nationally known as chemical, petrochemical and pharmaceutical hub of the country. The industrial clusters around Vadodara include petrochemicals and oil refineries, electric hub, pharmaceuticals, chemicals & fertilizers, biotechnology, cotton textiles, machine tools, glass, engineering, tobacco, fisheries & dairy and agro chemicals.

Gujarat is on the way to become a new automobile industrial hub of the region. The major International brand automobile manufacturing facilities are being set up in Gujarat.

From 1960 onwards, with setting up of GSFC and Gujarat refinery, then IPCL (now RIL) Vadodara has emerged as Oil refining, Petrochemical and fertilizer hub of India. Vadodara used to cater 90% of basic plastic raw materials in the country. Addition of large units like GACL which used to cater 70-80% of Caustic requirement—a basic chemical to the country.

For Pharmaceutical sector, Vadodara was leading with companies like Alembic and Sarabhai chemical. Over a period of time, new units with national and international presence has emerged with US FDA approval and Patent registration.

Same is the case with Electrical giants. Starting with Metro rail coaches to biggest Transformer manufacturer of the world and cryogenic tank manufacturer of space vehicle / Rocket have been set up in Vadodara.

As mentioned above, the city covers wide spectrum of major industries with large number of ancillaries of each sector.

Aligning the theme of **NATCOM 2015** with the progressive city of 'Vadodara', listed are the proposed technical session topics.



- Cost reduction techniques in SCM
- Role of Information system and technology in SCM
- Optimization of Supplier base and inventories
- Value chain concept in SCM
- Way forward for Logistics sector-Opportunities & Challenges
- Make in India (India as Emerging Global Supply Hub and the Challenges associated with it)
- Drivers of SCM