

## LATEST BUZZ

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## A GLIMPSE OF THE HAPPENINGS AT MAN-OPS CLUB

The MAN-OPS Club presents you its quarterly newsletter, SNAPSHOT. Through this initiative we will cover all the activities that the club organized in the last three months with a glimpse of what we plan to do ahead. We present you the 1<sup>st</sup> edition of SNAPSHOT and hope you enjoy it!

### You think Manufacturing & Operations jobs are boring, blue-collar and unglamorous jobs?

Think again!

#### Q. Where do the CEOs come from?

**A:** The ones who attended the Operations Electives session by Prof Sarang Deo, would NOT have missed the facts quoted by him – **42% of CEOs from the S&P 500 companies had Operations experience** at some point in their career. If this is not enough, 31% of the CEOs were in an Operations role immediately before they were promoted to lead the organization. Our Dean, Ajit Rangnekar, has extensive Operations Management experience of business startups in the manufacturing, trading, and professional services sector in Hong Kong and India.

#### Q: Why Operations?

**A:** One who knows the in-and-out of operations of the company has the power of leading and transforming the organization. Think of this, you are the marketing manager for a big brand mobile handset maker. During one of the pre-launch exhibitions a customer comes to you and asks you to add a snazzy feature to it, which will change the physical characteristics of the device and make it more appealing. What would you do? After all, this is coming from a potential customer and it does mean a lot! Would you blindly agree to it and write off a memo to the R&D team? We reckon you to re-consider. Without the knowledge of operations, which gives an understanding about the limitations of the product design, you are really handicapped to take any such decision!

Have you ever thought as to why those stunning concept cars showcased at the Auto-Expos change form and figure drastically as they go into mass-production? Operations ! We leave it for you to figure out the rest.

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*“Every job is a self-portrait of the person who did it. Autograph your work with excellence” – Jessica Guidobono*

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## MAN-OPS CLUB

The MAN-OPS Club, an abbreviation for the Manufacturing & Operations Club, caters to those who are keen to learn and explore the domains of Manufacturing & Operations. We are a club of nearly 70 at Hyderabad and 50 at Mohali with students coming from ‘diversified’ experiences – Automotive, E-Commerce, FMCG, Aviation, Manufacturing, Heavy Engineering, Consulting, Services, Analytics etc. We primarily remain an interest group of people who have a passion for all things under the ambit of “operations”. We strive to provide opportunities for a ‘holistic’ professional development to enable students **not only secure better jobs but also perform better at their jobs**. Having said that, we *don’t discriminate*, meaning, the events and initiatives of MAN-OPS Club are open for participation to the entire PGP 2015 batch, including spouses!

## INDUSTRY TREK

While many of us enjoyed the sojourn after Term 2, a few souls went on a tightly packed, travel-intensive industry trek to Bangalore, organized by the MAN-OPS Club. The idea behind the trek was to explore what does it take to work in various industries, learn about the work content of various profiles therein and engage in discussions that enrich our knowledge and clear our myths. The MAN-OPS Team organized a visit to Boeing, Coca-Cola, ABB, Amazon and ITC, and a networking event with the Alumni Chapter of Bangalore, organized through 16<sup>th</sup> – 18<sup>th</sup> July.



The student team of ISB visited the Research Centre of Boeing at Bayapanhalli, Bangalore, where they had a discussion with the Managing Director of Boeing (Technical), Dr Bala Bharadvaj. Dr Bharadvaj delivered a presentation about Boeing and the aerospace industry in India and across the globe; leaving them flabbergasted to realize that Boeing works with nearly 22,000 suppliers across the globe. Further, the impact of offset policies of India towards the aerospace and defense industry and the outlook of manufacturing in India was discussed in depths. Dr Bharadvaj also shared his experience of working in US and India, and his views on building a strong foundation of career by drawing parallels with the *Oak Tree and the Nut*. **It is with the sustained efforts made by the MAN-OPS Team that we were able to garner an ELP from Boeing this year (check out ELP # 061)**



A visit to the ABB's Peenya factory that manufactures electrical switches and devices was organized to understand the nuances of a labor-intensive manufacturing setup and challenges thereof. The students were given a tour of the plant, where they had a glimpse of the assembly line, machine shop and testing facilities which was a different and unique exposure for them.



Later during the day, after a tedious journey from Peenya to Bidadi, the group landed up at the bottling unit of Coca-Cola. After going through a case on PET bottles a day before, they were eager to see it in action. They were given a brief description about Coca-Cola in India, its distribution network, bottling units and the process of bottling a refreshing drink of Coca-Cola. They were then taken to various bottling lines deployed for different drinks and different SKUs. The students gained deep insights about managing large scale operations using high level automation along with the deployment of quality systems. Through the interaction they could also learn about the distribution system and supply chain practices of Coca-Cola.



During the last leg of the trek the group covered Amazon and ITC. They visited the fulfilment centre of Amazon at Hoskute, Bangalore. What felt like a warehouse from outside turned out to be a maze of goods and gadgets, and a myriad of operations optimized to the best possible level. One would wonder about the scope of Operations at an E-Commerce firm. For Amazon, it is *nothing but operations* that does the trick for them. The students were given a tour of the FC by the managers, mainly alumni of prestigious institutes such as *Harvard, ISB* and *IIMs*.



They explained the complete process of inbound and outbound operations in detail and also shared their experiences of working at Amazon. HR managers at Amazon explained about the BOLD and PATHWAYS programmes, providing detailed insights on the work content for such profiles.

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*“One word to describe the Amazon visit is **Amazing!**”*

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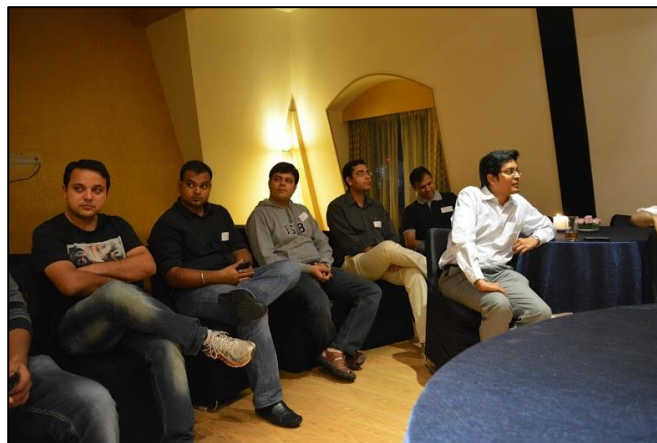
The last and one of the most insightful experience was the visit to ITC's Food Division, organized by one of our own alums. Surprisingly we managed to reach well ahead of time cutting through the Bangalore traffic which left the organizers bewildered. The session started with a presentation on the Foods Division of ITC and proceeded with the market segmentation of the 'biscuits' industry. Everything that was learnt in Marketing 101 and many a things that are yet to come – Segmentation, Product Lifecycle, Competitive Advantage, price vs product differentiation, market leadership, SKUs, market research, break-even analysis, decision making and optimization, operations strategy, inventory management, 4 P's and 5 C's and a lot more, was explained in the context of biscuits ! Did you know that the humble Parle-G is the largest selling single SKU in the world, ahead of the likes of OREO too? We could gain a lot of insights about working at ITC, supply chain management, marketing and product development / category management, and a lot more. Added to this, there are some confidential insights that we could gain about the electives and grades – which will remain within the elite circle that went for the trek! Some of the key learnings from this visit were the diversification strategy of ITC, operations management and strategy, supply chain and risk management and a high focus on consumers! This was just the right impetus to generate interest among the students for a probable post-ISB 'engagement' with ISB – feeders for CAS! The ex-OSC (ISB) Director at ITC also recounted the circumstances that led to installation of full length mirrors for men's quads at ISB!

On the whole, the industry trek was an immense learning experience as we could understand & appreciate the processes and cultures in different industry settings. Further, it supplemented the classroom learning with pragmatic experiences, and lastly, the out-of-classroom experience did help in transforming the way we look at businesses.

## ALUMNI INTERACTION – BANGALORE CHAPTER

The industry trek to Bangalore was an opportunity for us to connect with the Alumni. The MAN-OPS team connected with Rohit Bahadur, from Co2011, who heads the Bangalore alumni chapter, to organize a networking event with the alumni.

Hosted at the Royal Orchid, the evening was a perfect break-out from the campus life. Alums from Co2009 to Co2014 were upbeat to interact with us and share their experiences. Followed by a formal introduction and a set of queries for the Alums including GPAs, DMOP, Placements, E-Commerce, Consulting and Ops, the evening went on



with a sumptuous dinner and informal personal interaction.

***Alums from ITC, Amazon, Flipkart, HIL, Target Corp, PwC and entrepreneurs welcomed the group at Bangalore and appreciated the efforts taken by them to engage with the industry during the 'term break'.***

Alums including 'ISB Couples' shared their views about Life at ISB and beyond, and what to make out of it. It was a fun yet a highly informative session.





## MANUFACTURING INFORMATION SESSION

The *Manufacturing Information Session* was organized by the *Munjal Institute of Global Manufacturing* in association with the MAN-OPS Club. The cross – campus event saw eminent speakers from the industry – Dr Rajat Kumar, IAS, Commissioner – Industries, A.P & Mr. Deepak Deoghare, Executive Director, Faiveley Transport joining in from Hyderabad, and Mr. Sachit Jain, Executive Director, Vardhman Group, joining in from Mohali while Prof Charles Fine (LGO, MIT Sloan) joined in from Boston. The event focussed on Manufacturing Specialization, MPRO Seminar and speaker events on the government impetus on manufacturing and its ramifications – the industrial corridors in India and various SEZs planned in Andhra Pradesh; managing people in manufacturing industry, thrust on entrepreneurship and value creation by management graduates.

## SPEAKER SESSION WITH MARUTI SUZUKI



A speaker session was organized with the leader of the Indian auto-industry, Maruti Suzuki. **Dr Tapan Sahoo, Vice-President, Maruti Suzuki (R&D)** interacted with some of the enthusiastic students of ISB, discussing about the sustainability of Maruti's leadership position through their high focus on consumer obsession and delivering value to the customer by working across the entire value chain. Some of the key insights were the inventory management processes of Maruti where inventory levels are kept so slow that it caters to the production demand for the next two hours only. For an organization that builds more than a million



vehicles a year, 16 hours a day, this seamless integration of production with its vendors is inspiring. He also touched upon some of the best practices and Japanese principles deployed at Maruti Suzuki to ensure high efficiencies in the process and when asked about the incident of labor violence at its Manesar plant, Dr Sahoo spoke about the agility and flexibility in the system to circumvent the constraints such as those poised by the unfortunate event. Maruti now plans to foray into light-weight commercial segment and luxury sedan segments during the coming months and a major revamp of its marketing strategy is underway. Keep looking out for more!

## LOOKING AHEAD

We plan to conduct a series of events in the coming terms. Some of the events in the pipeline are:

- PMP Workshop for PMI PMP Certification for ISB Students during Term break after term 3
- Six Sigma Workshop and Certification Programme – under discussion
- Workshop by Hilti
- Treks – to be explored based on popular demand!
- Sessions on Careers in Supply Chain Management & Operations Strategy – under discussion



Keep Reading!

## THE MAN-OPS CLUB