

# Advanced MDP on Supply Chain Management held at Doon University



By OUR STAFF  
REPORTER

**DEHRADUN, 12 Mar:** An Advanced Management Development Programme (A-MDP) was organised by the Entrepreneurship Development Institute of India (EDII), Ahmedabad, with the support of the Union Ministry of MSME, at the PM Gati Shakti Centre of Excellence in Logistics and Supply Chain Management, Doon University.

The programme began by welcoming the Chief Guest, Yashpal Sardana, the Plant Head, Hero MotorCorp, Haridwar, Guest of Honour SC Nautiyal, ex-Director, Directorate of Industries, Uttarakhand, and Harinder Garg, Founder of Manhari, an

firm.

Dr Rajeev Sharma, Head of Dept of SME Development, EDII Ahmedabad, shared a brief overview of the MDP programme. He highlighted that EDII Ahmedabad is supporting Medium, Small, Micro Enterprises (MSMEs), start-ups, family businesses and other ecosystem stakeholders through different initiatives. He also acknowledged the support of the Union Ministry of MSME, in realising such Advanced-MDP on emerging business management domains and technologies.

Further, a brief introduction of PM Gati Shakti Centre of Excellence in Logistics and Supply Chain Management was given by Dr Sudhanshu Joshi, Associate Professor, Doon

University. He elaborated on the vision and mission of the centre and how it aims at skilling entrepreneurs and working professionals.

SC Nautiyal mentioned the need for collaboration between academia and industries to build and share knowledge. He mentioned how the supply chain domain is growing and what needs are to be addressed under this holistic programme, and understanding the process and procedures to enhance organisational productivity. Sardana asked the participants about the expectations from the programme. He elaborated on the Japanese world-class manufacturing and production system. He suggested that EDII and the centre develop programmes for collaborating

with academia and industries. He mentioned various practices to be adopted by Indian businesses such as collaboration among heterogeneous groups of societies, sharing of resources among industry players, conversion efficiency, customer-first attitude, and replacing talk talk talk (TTT) attitude with Learn Learn Learn (LLL) attitude.

The session continued with the success stories of Anugunj Agarwal, the owner of Urban Buy Group. Anugunj mentioned the benefits of direct collaboration with suppliers to reduce the Supply Chain risk. Another success story was presented by Khushikaa Sharma, Co-founder of Dyo-the organic village resort. Khushikaa

shared her entrepreneurial journey and the motivation behind her start-up. She further extended her value-based vision by considering action over sympathy, purpose over profit, and creating a family among societies "Vasudeva Kutumbakam".

The post-lunch session was continued by Mohit Gaba, Director of SCM Connect, a supply chain analytics and planning company. Mohit spoke on the technical aspect of the Supply Chain and how deploying Industry 4.0 technologies can bring modernisation to MSME supply chains. Also, he addressed various supply chain costs that could hinder the businesses and also stated various strategies to optimise the costs.