

**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT**

**HYDERABAD – 509 217**



**Symbiosis International (Deemed University)**

**Pune**



**Guest Lecture by Mr. Mahesh Iyer and Tushar Ghai**

**Aurobindo Pharma, Hyderabad**

**On February 2<sup>nd</sup>, 2019.**

**Topic - Quality aspects of Supply Chain Management and Logistics**

- **Topic of gest lecture :** Quality aspects of Supply Chain Management and Logistics

A guest lecture by Mr. Mahesh Iyer General Manager and Mr. Tushar Ghai Trainee Manager of Aurobindo Pharma was conducted for the students of Operations specialization on the topic, 'Quality aspects of Supply Chain Management and Logistics'. wherein students of Sem II and Sem IV participated.

Mahesh Iyer Abhisek whose expertise lie in export of pharmaceutical products to USA and Importing the raw materials from Europe and China, have given a clear basic understanding of quality aspects in supply chain and logistics management. The resource persons sensitised the students on the importance of mainting quality and said, Quality impacts nearly every step in the process for final product assembly or services provided. If raw materials are flawed, it can make entire production lines inefficient and increase defect rates in finished goods inventory, they reiterated.

They said supply chain management is often motivated to achieve the least cost when identifying and qualifying new suppliers. Performance measures such as, On-Time-Delivery (OTD), and On-Time-To-Request (OTTR), number of customer complaints, contract terms, warrantees, response time results are recorded in a report for the top management.

On the significance of logistics, they said, selecting appropriate vendors with the ability to provide transportation facilities and choosing the most effective routes for transportation, and discovering the most competent delivery methods, should be made scientifically and systematically.

### **Takeaways**

The session gave the students several insights and helped them in understanding of the quality aspects in the supply chain management and logistics which are also directly applicable to service industry.

**Some moments of the sessions**



**Dr. Mohammed Laeequddin  
Jain**

Area Chair – Operations

**Dr. Ravi Kumar**

Director