



Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune

Report on the Logistics Workshop

Mr. Lawrence Royen

Strategic Head Business Development, Surge Port Logistics, Chennai

September 13, 2019

Acknowledgements:-

- Our sincere thanks to the academics' department and academic coordinators of SIBM-Hyderabad for scheduling the full day program and their continuous support.
- Our sincere thanks to Mr. Lawrence Royen, Strategic Head - Business Development, Surge Port Logistics, Chennai for accepting our request and coming all the way from Chennai to share his valuable experience and insights with students.

Introduction:-

The objective of the full day workshop on supply chain and logistics was to engage third semester students of operations specialisation and those who opted supply chain as their minor specialisation in activities of modelling supply chain, supplier selection, supplier relationship, warehouse, road transport, shipping, air freight management, documentation process, customs clearance, import – export procedures etc. Also to expose students to day to day problems of the logistics industry and the practical ways of handling the issues. Though the students have studied both the logistics and supply chain management as a course work, this work shop will give the feel of the industry from the industry expert.

Faculty Profile:-

An Industry Expert with more than 30 Years in Supply Chain Shipping, Logistics, Freight forwarding, Road Transportation. Current Position: Strategic Head Business development, Surge Port Logistics India Pvt Ltd., Chennai. Previous Positions in Multinational Logistics companies, Director Dimerco Express India Private Ltd, General Manager Hellman Worldwide Logistics India Private Ltd, General Manager – Bax Global India Private Ltd, etc., His area of core competency include; Supply Chain Management, Distribution, Inventory Control, Vendor Management, Global Transportation Logistics, Business development, Foreign trade, Commercial functions etc.

Summary of content delivered and methodology of delivery:-

The workshop was conducted in four sessions. In the first sessions students were given the industry insight about supply chain and logistics through the conceptual mapping of bicycle and automobile supply chain and its logistics. In the second sessions students were given geographical overview of global supply chain, global network of road, sea and air line. Including the capacities of sea and airports across the globe, Logistics hubs and feeder routes. Further students were given the activity to identify the efficient and economical routes for shipments. They were given an overall understanding of Pull and Push approaches in supply chain and their application.

Insights were given with the real life examples and experiences of the trainer on International Trade, the factors that affect the logistics part of the business, such as INCOTERMS, material handling in the ports, importance of Insurance and Risk in international trades, Port, Maritime and

marine logistics management, Legal aspects of Shipping such as Degree of Packaging, Cargo Handling, Statutory Obligations, Material Safety Data Sheets (MSDS) etc. were discussed in greater detail, citing real time examples from the experiences of the trainer. General Averaging for sharing the losses in case of any loss/damage during transit was discussed by taking example of the wreckage of a Cargo ship carrying containers. Students were given short case lets and short stories were shared for discussions. Importance of having a knowledge commercial geography was discussed at length sharing the personal experiences of the trainer and his response to the same.



MBA III Semester 2018-20 batch students who participated in the workshop



Mr. Lawrence Royen was felicitated by SIBMH faculty

Conclusion:-

Students have shown great interest in the workshop by actively participating in the class activity. The session gave the students several insights and helped them in understanding the importance of having geographical knowledge, international trade, documentation, insurance, trade terms and typical issues and day to day operational problems including issues of manpower, material handling, documentation etc. Everyone participated with enthusiasm and the sessions were worth its time and value adding to students learning.