

LSCM-2014 conference held at SDM-IMD



Dinesh Pillai, CEO, Mahindra Special Service Group (Mahindra SSG) is seen delivering the keynote address.

Mysore, Oct. 5 (KS)- "The supply chain starts from the customer, hence Indian companies should understand the customer demands if they want to cope up with the International Brands," said Dinesh Pillai, CEO, Mahindra Special Service Group (Mahindra SSG).

He was delivering the keynote address during the inaugural session of the National Conference on Strategies, Innovations and Paradigm shifts in Logistics and Supply Chain Management (LSCM) – 2014, organised by SDM-IMD in city recently.

Pillai said that a few years back the business was given by

the manufacturer and not by the customer, but today the customer decides what he wants.

Earlier Dr. N.R. Parasuraman, Director of the Institute welcomed the gathering. Dr. R. Jagadeesh, Conference Chair, presented the conceptual note of the conference. Prof. S. Prabhakar, Secretary, SDM Educational Trust presided over the inaugural session.

Academicians, practitioners, research scholars, students, and other professionals from Karnataka and neighbouring States presented the papers and discussed about the discipline of Logistics and Supply Chain Management in the Technical Sessions.

A panel discussion on 'Paradigm Shifts in SCM' was held by panel members.

Mukunda Rao, Deputy Chief Materials Manager, South Western Railway, Mysore Division, was the chief guest for the Valuedictory Session. He explained about the overall functioning of the materials division of the railways and elaborated on the e-auction process.