



INTRODUCTION TO PRAXEIS

Praxeis, Alliance University's Operations Club, is a student-run interest club that seeks to fill the difference between academia and industry knowledge. The members of the club are a combination of experienced and ambitious students from various academic and business backgrounds who use their previous experiences to run the club and foster an atmosphere of information sharing

Club Objective

The club aims to bring value to the university's student community by acquiring and exchanging insights into the best and innovative approaches in the Operations, IT and Supply Chain sectors. Praxeis serves as the hub for all operations-related events on campus. Our goal is to provide –

- Beyond the traditional classroom learning experience
- Engage with industry personnel and leaders
- Insights into career opportunities and
- Raise awareness on operations management in the business world

The ideology of the club

- Learn
- Outreach
- Grow

What to look forward to

- Industry Talks
- Operations Based Competitions
- Plant Tours
- Workshops

GOVERNING BODY

Surya Dhar	MBA II SEM	President
Shivangi Pilani	MBA III SEM	Secretary
Anish K	MBA I SEM	Treasurer
Aman Garg	MBA III SEM	Editor in chief
Anshula Arya	MBA II SEM	Editor in chief

PRAXEIS CLUB MEMBERS

Madhav Dua	BBA II SEM	Rohan N	MBA I SEM
Sakshi Dubey	MBA II SEM	Rishwanth R S	MBA I SEM
Harshit Gupta	MBA II SEM	Paramveer S	MBA I SEM
Rushabh P	MBA II SEM	Manoj P	MBA I SEM
Keshav Yadav	MBA II SEM	Kanishka A	MBA I SEM
M Shekhar S	MBA I SEM	Balu Koshy V	MBA I SEM
Heena S	MBA II SEM	Rishav Karna	MBA III SEM
Suraj S	MBA I SEM	Aasim Ahmed	MBA III SEM
Sai Kiran	MBA I SEM	Sneha S	BBA II SEM

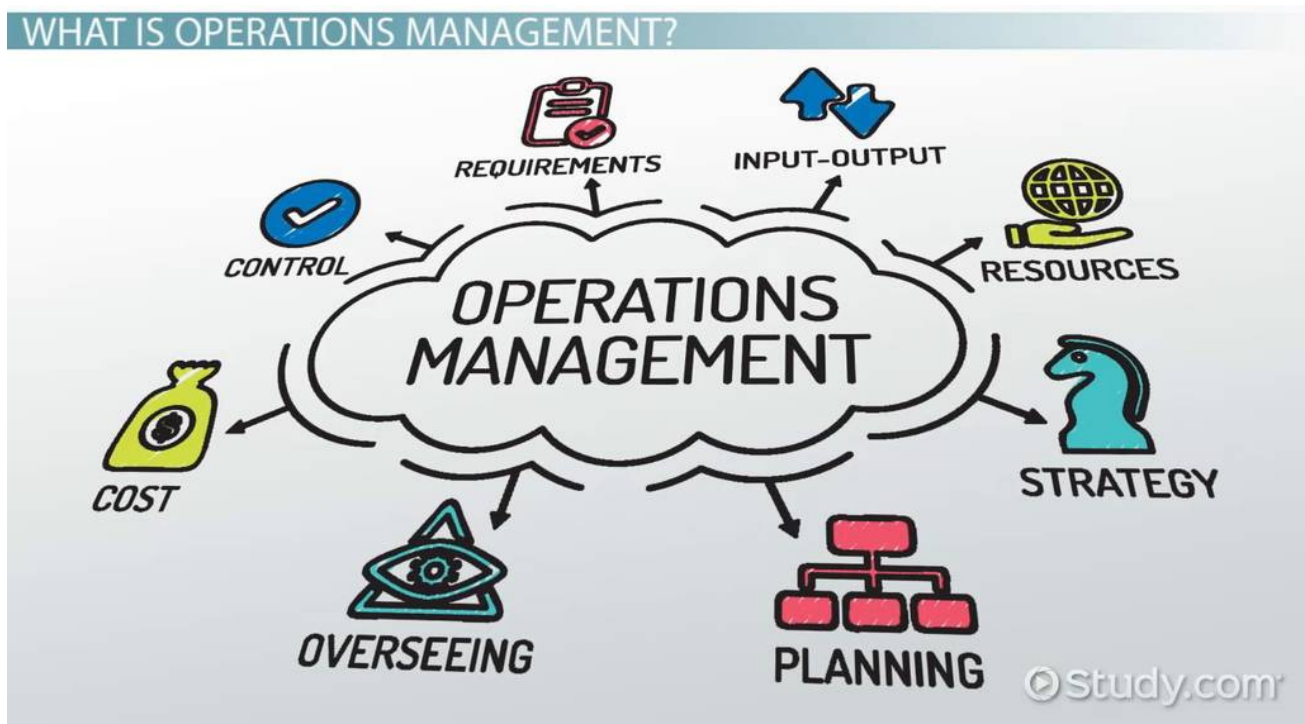
OPERATIONS MANAGEMENT INTRODUCTION

Operations management focuses on carefully managing the processes to produce and distribute products and services to make it as efficient as possible. Therefore, operations management often includes substantial measurement and analysis of internal processes. We can say that operations management is a field where we increase the efficiency of the processes

Ultimately, the nature of how operations management is carried out in an organization depends very much on the nature of the products or services in the organization, for example, agriculture, mining, construction or general services. Here are some additional perspectives on the field.

"Operations management is chiefly concerned with planning, organizing and supervising in the contexts of production, manufacturing or the provision of services."

"Operations management is an area of management concerned with designing and controlling the process of production and redesigning business operations in the production of goods or services."



OPERATIONS MANAGEMENT AROUND US

"Operations department is mostly responsible for producing the goods or providing the services offered by the organization"

We don't need to look at these big companies to see operations management in action, everyone practices this in real life, ever pooled a car, searched for the best price for the Bluetooth speaker you wanted, tried to plan a vacation or tried to make a timetable for yourself all of these activities comes under operations management. Why cannot you use your resources in the most efficient way? This was the thinking which led to **Industrial Revolution.**



If we talk about the history of operations management. It all began with the division of production, starting as early as the times of ancient craftsmen, but spreading more widely only by adding the concept of interchangeability of parts in the eighteenth century, ultimately sparking the industrial revolution. Which in turns brought many changes and lead to modern era, and changes in our life as we know it, example - *Walmart.*



Walmart, one of the most successful retailers, it makes sure that you get your groceries whenever you enter one of its outlets, how?

Management of inventory department is checked along with the inventory system for possible errors. Immediate solutions are then found to cater for these errors. As a precaution the firm keeps a constant check for possible red flags. There are secondary resources and backup plans for contingencies. To make the process even safer and cheaper the company relies on information from the customers rather than the inventory system.

This is just one aspect of operations management changing your life for the better, by making available cheap and good quality stuff, from household chores to Walmart operations management, this is common, efficient use of time and money. This maximizes the *value*, the core objective of operations management. Making sure a person gets more value than what the person had paid for, that's operations management

OPERATIONS AND ITS INFLUENCE ON OTHER SPECIALIZATIONS



A company can seize extra-ordinary opportunities only if it is very good at the ordinary operations

– Marcel Telles

The field of operations is very vast. You get to learn everything from sourcing of raw materials, manufacturing and dispatching the final product. This insight helps one to be flexible and transition into numerous and different job roles and sectors.

Operations management gives you a real experience of business handling from its core. The theoretical and the practical application of the same can help in designing to take up problems and challenges pertaining to inventory, supply chain and logistics.

An operations manager interacts and deals with people from all the other specializations on a day-to-day basis. You get to interact with engineers, marketers, researchers, HRs, business developers, financiers and so on. Operations is a link between all the other functional areas with its operational roles as mentioned above.

Its influence can be simply explained by this example:

You are reading this right now from your phone or a laptop, yet you chose the one you are using right now. Have you ever thought about the process of the device going through different processes to come out as a final product for the consumers to use? The design, the raw materials, the battery, software, manufacturing, distribution and servicing. All this involves numerous operations and operational roles.

Operations works on cutting out unwanted costs or reducing costs, still maintaining the quality and the service for the benefit of the customer. Large company recruiters look for graduates in this specialization because people need to manage the day-to-day operations efficiently and effectively.

You get to be with the company's end product and also directly involved in creating the product. Which other specializations will give you this opportunity? Answer is not any!



THE POST SUEZ CANAL SCENARIO

Impact of Suez Canal Crisis on Co Around the World Could Last Weeks

The impact and significance of a crisis can last long after the incident itself has ended, which is expected to be the case now that the giant EverGiven container ship is no longer blocking the Suez Canal.

Studies says, **“Europe is the region that will feel the strongest impact due to the blockage of the canal. Companies located in Asia will be impacted not only by the delay of shipments from Europe, but also by a shortage of empty containers returning to their region—further stalling their abilities to deliver goods around the world.”**



We can learn that “The Suez Canal incident gives us yet another reason for businesses to invest in information technology to create an edge, geographically dispersed supply chain that can quickly pivot towards the worse during unexpected events.”

COVID-19 VACCINE: HOW READY IS INDIA'S SUPPLY CHAIN?

Now that we are in the second phase of the Covid-19 vaccine deployment in India, the big question remains, “Is India's supply chain equipped for the monumental task ahead?”. Of course, the same question can be asked of other developing countries around the world. There has been much thought and debate on the implementation, including procurement and delivery, as well as the order of priority for who receives the vaccine first. The process of obtaining licensed vaccines, as well as end-to-end storage and transportation logistics up to the final point of administration is similar to the Indian electoral process only in terms of size, not scope or complexity.

A vaccination programme of this magnitude would necessitate close observation and supportive oversight at all levels in order to detect and mitigate the bottlenecks and obstacles experienced on the ground.

- **Optimize Transportation.**
- **Channel and modes of transportation**
- **Budget for off-the-shelf**
- **24*7 Control and Monitor .**



In a study published in HBR of 2010, carried out by Prof. Vijay Govindarajan, Tuck School of Business and Prof. S Manikutty from IIM Ahmedabad, five factors were identified as being responsible for the success of Arvind Eye care.

First it is the extremely high levels of efficiency, while an ophthalmologist in an eye hospital does almost 8-10 cataract surgeries per day, an Arvind hospital eye doctor does about 25 cataract surgeries a day.

Secondly so many surgeries are done daily in the hospital, the Intra ocular lens that the hospital manufactures on its own, it is able to sell at \$5 apiece while an imported IOL would cost anywhere above \$80. The low cost of the lens helps support cheap surgeries and thus results in increased efficiencies in a vicious cycle.

The third factor is the economies of scale and assembly lines concepts that are taken from the industry helping increase operational efficiency, besides organizing outreach camps nearer to the customer to generate the necessary demand.

While Aravind Hospital does not invest much in advertising or other frill activity, it invests heavily in the latest state of the art machinery in the hospital and top world class training and exposure for its doctors and nurses, which is the fourth factor.

The fifth factor is the value set imparted by the founder Dr. V Govindaswamy in eradicating needless blindness from the country that has helped the hospital in offering more than 50% of its surgeries to the needy people in society free of charge and giving world class training to medical personnel from other hospitals at very low rates.

A later article by Prof. Vijay Gobindarajan in HBR of January 2012 points of the audacious nature of Aravind's goals and how the hospital has managed to rise above expectations. The benefits of lower costs of labour and process innovation steps have helped Aravind steal the limelight and become one of the world's top- and high-quality eye care center.

I have been asked by MBA students, would the Aravind eye care system have survived in another culture or country? According to me, the high population always ensures a high demand for Aravind services. The high poverty levels in society puts pressure on the system to offer high-quality low-cost services to the masses, pushing the system to continuously strive for innovative methods of functioning and service delivery.

References

- What Poor Countries Can Teach Rich Ones About Health Care (hbr.org)
- Profitable Audacity: One Company's Success Story (hbr.org)