



# FOOD SUPPLY CHAIN MANAGEMENT

FEBRUARY 10-16, 2013

The food sector in India is poised for rapid growth and structural transformation. The sector is already seeing substantial private and public investment with the objective of enhancing production, procurement, processing, distribution, and retailing efficiency.

In the years to come, the firms in the food sector will have to substantially improve their effectiveness and efficiency and meet increasingly high quality, consistency, and safety standards to comply with the stringent food laws and demands of export markets. These challenges will necessitate significant changes in the supply chain design and operation that gets the food from the 'land to mouth.' This will consequently raise new managerial challenges for meeting the specific demands for various users – processors, feed companies, exporters, retailers, and consumers. In addition, the players in the sector will have to address the policy and institutional concerns of integrating small farmers in modern value chains as well as streamlining traditional fragmented value chains to maximize share of consumer rupee going to the farmers.

A large part of the supply chain is in the semi-organized sector though this sector is aspiring to get more organized and professional. An integrated perspective of the supply chain with the objective of bringing professionalism and excellence in decision-making can significantly improve the effectiveness and efficiency of the supply chain and consequently the food business in India.

While supply chain management is a more generic concept applicable in all sectors, perishability, seasonality, variability, bulkiness, small-scale production, and traceability are some of the issues that distinguish the food supply chains. Similarly, while quality is again a generic issue, it is obviously more critical in the food supply chains. Finally, public policies and regulation have a significant role in influencing food supply chains since the 'product' is an essential good, every citizen is a consumer, and a significant percentage of the citizens are producers.

In the above context, managers in the food sector need to develop a wide and thorough supply chain perspective and, this programme, with a focus on building skills and knowledge required for meeting the challenges of modern food supply chain management, will add significant value.

## Audience

Managers from various organizations in the food supply chain including private, cooperative, government, and non-government organizations. The supply chain actors include farmers, markets, traders, transporters, warehouse providers, agro-processors, distributors, retailers, and government functionaries including regulators.

## Objectives

- To enable understanding of core supply chain management concepts as applicable to the food sector.
- To enhance strategic decision-making skills through analysis and integrated perspectives.
- Understanding the changing customer needs: Domestic and export
- Issues in the business environment and supply chain coordination
- Retailing and distribution
- Value addition and agro-processing
- Procurement
- Production efficiencies
- Quality management
- Information management
- Logistics including packaging, transportation, inventory management, and warehousing
- Infrastructure issues including cold chains
- Policy and regulatory environment

## Pedagogy

- Case-based approach
- Syndicate discussions and presentations
- Management games and exercises
- Reflections, experience sharing, and integration

## Faculty

- Satish Deodhar
- Vasant Gandhi
- Saral Mukherjee
- G Raghuram
- Vijay Paul Sharma
- Sukhpal Singh
- Chetan Soman (Coordinator),  
*e-mail: chetan@iimahd.ernet.in*

## Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants get full board and air-conditioned single room accommodation on the Institute campus.

## Fee

Rs.80,000/- per participant from SAARC countries including India and US\$ 2,500 for participants from other countries. The fee includes tuition fees, teaching material, room and board expenses.

**Kindly note that 12.36% service tax is applicable in addition to the fee. Please note that the programme fee should be received at the MDP Office before the programme commencement date. In case of cancellation, the fee will be refunded only if a request is received at least 15 days prior to the programme commencement date. In case of rejected nominations, the fee will be refunded to the concerned person / organization.**

Fee for the programme can be paid by Demand Draft, payable at Ahmedabad, India or a pan India cheque payable at par. The cheque or draft should be in favour of "Indian Institute of Management, Ahmedabad."

Fee can also be paid through Electronic Fund Transfer. The details are:

1. For credit to Savings Bank A/c No.032010100040460, or Current A/c No 032010200002660, IIM, Ahmedabad Axis Bank, Vastrapur Branch (RTGS Code: UTIB0000032)
2. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)
3. Purpose of Remittance: **Food Supply Chain Management**
4. IIMA Permanent Account Number (PAN): AAATI1247F
5. IIMA Tax Deduction Account Number (TAN): AHMI00189A
6. IIMA Service Tax Registration Number: AAATI1247FST001

There is an additional option of payment of fee through Payment Gateway. For more information, kindly visit our website.

Please **DO** inform us the complete transaction details so that we can connect the same.

## Discount

**Early Bird Discount:** Nominations received with payments on or before **January 21, 2013** will be entitled to an early bird discount of 10%. **Early submission of fee and nomination does not, however, guarantee acceptance of application.**

**Group Discount:** Any organization sponsoring five or more participants to a programme will be entitled to a discount of 10% on total fee payable provided that at least five participants actually attend the programme.

Organizations can avail themselves of both the discounts subject to a maximum overall discount of 20%.

## Income-tax Exemption

The income of the Indian Institute of Management, Ahmedabad is exempt from tax u/s. 10(23C) (vi) of the Income Tax Act, 1961. **Kindly provide the PAN and TAN number of your organization while forwarding the Nomination Form of the participants sponsored by your organization.** On the basis of PAN / TAN numbers received, the Income Tax Department would be issuing TDS Exemption Certificate at Nil rate in the name of the organization.

## Nominations and Inquiries

Nominations should reach the Manager - MDP latest by **January 25, 2013**.

Organizational sponsorship is generally required but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty after the last date of nominations. A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

**All nominees are requested to note that IIMA norms do not allow anyone to accompany them.**

For nomination forms and more information, please contact:

### Manager - MDP

Indian Institute of Management, Vastrapur, Ahmedabad 380 015

**Phone:** 91-79-6632 4071/ 4072-77, 91-79-6544 9057 • **Fax:** 91-79-2630 0352 (MDP)/2630 6896 (General)

**email:** mdp@iimahd.ernet.in • **website:** www.iimahd.ernet.in/mdp

## Alumni Association

All participants of open enrolment MDPs who complete three weeks of training through participation in one or more programmes are eligible for MDP ALUMNI status. They would be issued alumni identity cards on payment of one time alumni membership fee of Rs.10, 000/-.

## Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

The Institute conducts the following major programmes:

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives (PGPX, equivalent to MBA)
- Management Development Programmes (MDPs) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport, and population. In the last 50 years, over 47,450 managers have participated in various MDPs
- Faculty Development Programme for teachers in universities and colleges

The institute has about 90 faculty members working in the following management areas and sectors:

**Disciplinary Areas** • Business Policy • Communications • Economics • Finance and Accounting • Marketing • Organizational Behaviour • Personnel and Industrial Relations • Production and Quantitative Methods

**Interdisciplinary Centres and Groups** • Centre for Innovation, Incubation, and Entrepreneurship • Centre for Infrastructure Policy and Regulation • Centre for Management in Agriculture • Centre for Management of Health Services • Centre for Retailing • Computer and Information Systems Group • Faculty Development Centre • Gender Resource Centre • IIMA-Idea Telecom Centre of Excellence • Insurance Research Centre • Public Systems Group • Ravi J. Matthai Centre for Educational Innovation

**Kasturbhai Lalbhai Management Development Centre (KLMD)** located on the IIMA main campus and **International Management Development Centre (IMDC)**, located on the new campus, provide an academic and learning environment for participants of the Management Development Programmes. All rooms at KLMD and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms, computer lab. The campus is wi-fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, TT, carom, chess, volleyball and cricket). Participants can also take advantage of the Institute's library.

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## Centre for Management in Agriculture (CMA)

The Centre for Management in Agriculture (CMA) at IIMA is an interdisciplinary group which was set up in 1963 and designated as a Centre in 1971. The Centre has currently six primary and three secondary faculty members. CMA is actively engaged in applied policy and problem-solving research on issues related to management in agri-business sector including farm inputs, farm production, processing, marketing, and facilitation in crop and allied sectors which are relevant to practitioners and policy planners and are of concern for the society at large. The Centre encompasses a broad range of research interests related to farm production, marketing of farm inputs, agricultural commodities, and food products. The CMA faculty have carried out extensive research in areas of agri-food policy, supply chain management, agri-inputs such as seeds, fertilizers, agro-chemicals, irrigation management, farm machinery, rural finance and microfinance, vertical coordination in agro-food industry and contract farming, food retailing and wholesaling, organic produce chains, commodity trading, international trade, agricultural innovations, management of technology in arid areas, intellectual property rights, biodiversity conservation, biotechnology, and GMOs and food safety issues. Every year, a large number of research projects are carried out for the Ministry of Agriculture, Government of India. Outputs of research are published in a monograph series (over 240 now). In addition, teaching materials are developed for use in educational and training programmes. This activity is supplemented by case research carried out exclusively to develop cases. CMA has over 800 teaching cases and notes.

The CMA faculty are involved in teaching in Post-Graduate Programmes in Agri-Business Management and general management and (doctoral level) Fellow Programme in Management with emphasis on Agriculture. The Centre also conducts short-duration Management Development Programmes (MDPs) for industry leaders and managers, policy planners, and other stakeholders in food and agri-business sector. Important ones include Food Supply Chain Management, Agricultural Input Marketing, and Managing Contract Farming. CMA provides consultancy services to public, private, cooperative, voluntary, and international organizations. Many CMA faculty members are on the boards of public/private/cooperative/civil/non-government organizations/institutions.



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