



**PGDM**  
**INTERNATIONAL BUSINESS**  
**NEWSLETTER**  
Trimester III

## **RISE OF LOGISTICS TECHNOLOGY**

LOGISTICS AND SUPPLY CHAIN IS MUCH DIVERSED AND ELABORATED AMONG ITS OWN SECTOR OF SERVICES. SURMOUNTED TOWARDS CONTINUOUS IMPROVEMENT OF OUR PEOPLE, PROCESSES AND TECHNOLOGY

Technology has always been the driving force behind logistics and even more so after deregulation of the transportation industry as logistics providers offered technology based solutions to customers. In the past centuries, people looked for ways to move goods faster, in greater bulk and more economically. The problems were solved primarily by the invention of the railway, automobiles (including trucks), modern ships and airplanes. The invention of the computer, the Internet, and related technologies revolutionized the logistic industry. Technologies as web-based programs like transportation management systems have further impressed the supply chain.

Today's emerging technologies are more concerned with speed, accuracy, security and seamless delivery. An orphaned polar bear cub to half a million bottles of vintage French wine and to Organs for life-saving transplant operations. The logistics industry transports almost anything you can imagine to almost anywhere on earth. The industry itself is also very diverse, encompassing everything from air freight to container shipping, from courier companies to port operators. The coming few years are likely to be decisive for the future of Logistics. The industry is going through a quiet revolution, which makes it an exciting time to be in the logistics outsourcing business. An increasing number of companies are embracing advanced technologies to ensure a faster, better and more reliable service. The road ahead is not without risks, as is the case with every new development, but for those who are willing to adapt to the changing market, there are opportunities galore.

If we talk about technology, Augmented reality (AR) is one of the fastest emerging technologies which provides a direct or indirect view of the real world augmented by computer-generated sensory inputs, including sound and video. AR gives you an enhanced view of the world around you in real time and makes you more aware of your environment. In the future, employees at 3rd party logistics providers will use AR technology, such as wearable devices, to gain critical information about the freight they are handling, such as contents, weight, and destination. Understandably, such visibility through AR technology will improve the handling of goods, increase the speed of delivery, and reduce overall costs.

One of the major challenges and opportunities as well in front of logistics industry is the growing populations. The world's population is growing and expected to reach 9 billion people in 2050. With an ever-larger global middle class and expanded Internet access, increased demand for e-commerce will require logistics providers to deliver to remote locations in emerging economies for the first time. The logistics industry will also be affected by another demographic shift. Two thirds of the world population will be living in cities by 2050, up from just over half at present. By 2030, it has been predicted that there will be 41 'megacities' with populations of more than 10 million people. Megacities will provide a stiff challenge for firms tasked with making deliveries swiftly in a gridlocked metropolis.

Rise of the logistics platforms has been leading one of the biggest digital trends of recent years which has been the emergence of giant Internet platforms such as eBay, Amazon and Alibaba. These platforms enable start-ups and small firms to operate in a global market from their first day of business. Customers, whether they are businesses or consumers, benefit from having a broad range of alternative suppliers to choose from. Outsourcing Logistics channel by these companies have made a competent sector of Just In Time (JIT) services. Delhivery, Panalpina, Schenker, Expeditors etc. which are renowned for their commendable promise fulfilment.

The future belongs to those who are best prepared for it. It's a truism that applies as much in logistics as in other sectors. Right now, a number of new logistics concepts point to how services will be commissioned and executed in years to come.

*Mr Sumeet Saxena  
Alumni of PGDM-International Business)  
Kuehne Nagel*



## **ACHIEVEMENTS OF PGDM-IB STUDENTS BATCH (2018-2020)**

Jasveer Singh and Akshika Goyal, students of PGDM-International Business who had undergone the Live Project at Bagrry's were awarded with "OUTSTANDING PERFORMANCE AWARD" for their exceptionally good work during the project.



*Dr. Ashok Bhagat (Dean- Placements)  
Dr. Bhupender Kumar Som (Programme Head)  
presenting the awards to the students respectively*

## ACHIEVEMENTS OF PGDM-IB STUDENTS BATCH (2016-2018)



Ms Drishti Bhutani (Alumnus of PGDM-International Business) batch (2016-18) has been awarded as MEISA Run Campaign Award from Patrick Charles (Vice President – MEISA Sales).

She was placed through campus in Fedex Corporation (An American multinational courier delivery services company headquartered in Memphis, Tennessee) as Territory Sales Manager.

### EVENTS OF TRIMESTER III

A Guest Session on 'Thinking towards European Business Integration Model' was held on February 1, 2019



*for PGDM-International Business students. The session was taken by Mr Manish Gupta (Chairman, JIMS Rohini)*

Mr. Manish Gupta (Chairman, JIMS Rohini) with the students of our department during the session

Mr. Gupta started his interaction with a trending topic of the time, 'The Berxit'. He made the students familiar about advantages, disadvantages and impact of Berxit on the European countries which eventually helped them to broaden their knowledge spectrum. The session mobilized the students to gain more insights into the topics of international affairs.



A seminar on 'Promoting Exports through Standards' organised by Federation of Indian Export Organization (FIEO) was held on 5th February 2019.



*Students of PGDM-IB at the seminar*

The Federation of Indian Export Organization represents the Indian entrepreneurs spirit of enterprise in the global market. Known popularly as "FIEO", this apex body of Indian export promotion organizations was set up jointly by the Ministry of Commerce, Government of India and private trade and industry in the year 1965.

Experts from the trade and industry, government organizations, international business support institutions and academics were present at the seminar. Students from our department also attended the event where the enhanced interaction between the trade experts and exporters helped them understand the global scenario of the market.

International Business Club of JIMS, Rohini organized a full day inter-college event, 'Riskypedia' on February 16, 2019. The objective of the event was to enhance the knowledge & problem-solving ability of students in a global business environment. Postgraduate students from various B-schools such as Welingkar Institute of Management (Mumbai), MDI (Gurugram) participated in the event. The teams were given different challenges at different levels to test their decision-making skills through the rapid-fire round of questions, investment pitches, puzzles and case studies.

#### *Enthusiasts during the event*

First position was secured by the team from Welingkar Institute of Management (Mumbai) . Our Programme Head, Dr. Bhupender Kumar Som, along with the club members, congratulated the team with a cash prize of Rs. 10,000 and a trophy. The club was motivated by the success of the event and looks forward to organize similar events with the same enthusiasm in future.

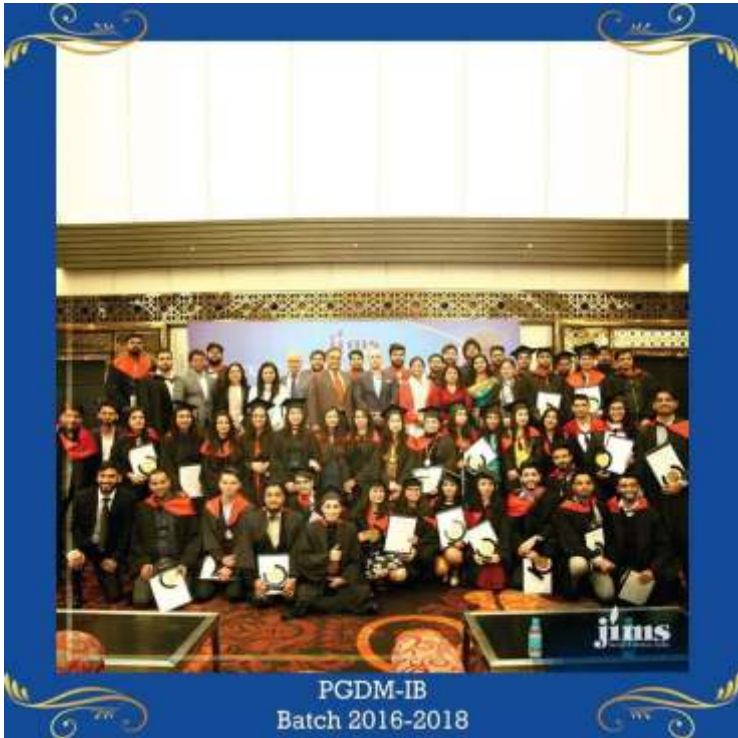


Our college organized an International visit to Singapore from March 25, 2019 to March 31, 2019. The itinerary included Industrial visit to Yakult factory, Tiger Brewery and a NEWater plant. The students also visited the Supreme Court and the Parliament of Singapore. They had a gala time during the city tour and their visit to Sentosa Island, Night Safari and Universal studios. The trip was a perfect blend of academics and fun.





Trip to wow



Convocation



Bidding Adieu

