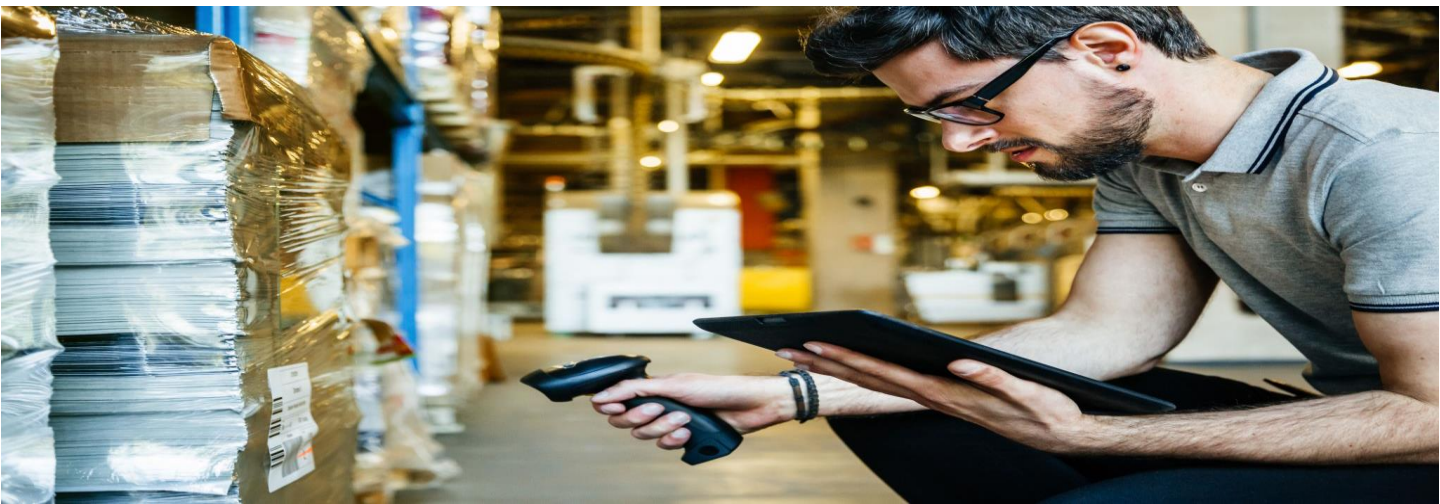




**National Productivity Council**  
**Under DPIIT, Ministry of Commerce & Industry**  
**Govt of India**



**Webinar on “Supply Chain disruptions management using Digital transformation”**  
**16<sup>th</sup> Dec. 2020, 11.30 AM**

**About the Webinar:**

Supply chains around the globe are in absolute chaos today. COVID-19 and uncertain lockdowns have caused major disruptions in the way businesses operate. The key functional elements of a typical supply chain often overlap with each other, leading to complexities in decision making. For instance, customer experience overlaps with planning and forecasting, and production overlaps with warehousing. Supply chain management is not a cakewalk, and in unusual circumstances like this, it becomes even more difficult.

From sourcing to demand forecasting, and manufacturing to inventory management and distribution, all critical elements of the supply chain are impacted in some way or another by the pandemic. Today's supply chains are not the same as a decade ago. Product life cycles have become shorter and demand planning has become more iterative and analytical. Customer expectation for faster deliveries is constantly increasing and logistics is not just a cost centre anymore, but a key differentiator.

Today companies have started to plan supply chain operations around logistics, historical information, demand-driven, and promotion-driven planning. Logistics and distribution is now being recognized as a big part of the system that can highly impact the profitability of a company and the overall customer experience.

This webinar shall focus on the various aspects of supply chain and disruptions management using Digital transformation.

**Key Learnings:**

- ❑ Embrace the coronavirus disruption to overcome current and future challenges
- ❑ Plan effectively utilizing our COVID-19 Supply Chain Planning Response Package
- ❑ Take a deep dive into the new offering to understand the approach and timelines
- ❑ Gain insight into scenario coverage to manage demand, supply, network and inventory disruptions

**About the Speaker:**

Dr. Pranjali Kumar Phukan is an accomplished nationally & internationally acclaimed supply chain professional with over 25 years of industrial experience in supply chain & operations management with leading companies in India With Automotive, Telecommunication, Engineering and Oil & Gas sectors.



He has successfully executed high value procurements through e-Sourcing & e-reverse auctions, global source development, system integration with Ariba, SAP, and correlating the data based on analysis viz., SWOT, PEST, Porters five force analysis and magic quadrant analysis.

Dr. Phukan has authored the book titled 'Limits to Infinity' [on philosophy and science] which was published in 2013 by White Flacon Publishing, Chandigarh.

**Participation Fee: Rs 590/- (inclusive of GST)**  
**E-certificates shall be provided to all participants**

Registration Link: <https://www.npcindia.gov.in/NPC/User/webinarpage>

More details- Email us at [guwahati@npcindia.gov.in](mailto:guwahati@npcindia.gov.in)

National Productivity Council, Regional Directorate

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