

**DIESL in collaboration with FICCI unveils the latest business strategy for logistics outsourcing** 31/08/2012

Coimbatore, India: Drive India Enterprise Solutions (DIESL), a Tata group company, and the Federation of Indian Chambers of Commerce and Industry (FICCI) organised an inaugural round-table conference in Coimbatore on August 31, 2012. The conference was part of 'Captains of Logistics', a series of multi-city round-table conferences attended by thought leaders of the industry from various regions, who will contemplate on the challenges in the logistics arena. The round-table conference was presided over by N Rajagopalan, director, Trigger Apparels, along with a panel which includes Venkateshwaran Krishnan from Oracle; Milind Shahane, CEO, DIESL; Hitesh Athawasya, zonal business head, DIESL; and Shantha Kumar, CEO, eClouds. The series that started off at Coimbatore, will travel to other fast-growing cities like Chandigarh, Lucknow, Pune and Bhubaneswar.

The highlight of the conference was the discussion on the dilemma in outsourcing logistics. Milind Shahane brought to light various levels of logistics outsourcing and permutations of the partnership between enterprises and LSPs. Through pertinent case studies and success stories, Mr Athawasya shared how companies were able to add to their bottom line and value chain by partnering with supply chain professionals. The case studies showed how LSPs pass on the benefits (of lower cost) of multimodal transportation, shared facilities, FTL in distribution, etc to their customers, thus providing a truly optimised supply chain. Mr Kumar pointed out the real challenges faced by manufacturers in handling the logistics of their products, including archaic octroi procedures, laws, taxes, infrastructure delays, cost escalations in managing timely deliveries, etc, and urged the panel to provide practical answers to these issues.

The enthusiastic participation by delegates in the discussion brought to fore the problems plaguing the industry. Delegates quizzed the panelists on optimising transportation time to meet strict deadlines in the face of lengthy intra-border toll procedures, packaging solutions, preventing damage of goods and pilferage. Delegates also wanted to know how enterprise-LSP partnerships can be framed so that they get assured and expected service levels. Mr Rajagopalan, who has 25 years of hardcore strategic and management experience in FMCG and lifestyle products, shared his experience with all present. He made a case for openness and transparency among logistics service users and providers; a collaborative approach which can lead to better profits and solutions through shared best practices - a point that was reiterated by Mr Krishnan.



L-R: N Rajagopalan, director, Trigger Apparels, addressing the audience; Milind Shahane, CEO, Diesl; R Shantha Kumar, CEO, eClouds; Hitesh Athawasya, zonal business head – south, Diesl, and Venkateshwaran Krishnan, principal consultant, Oracle Alliances and Channels (India)