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**CHRIST**  
**UNIVERSITY**  
BANGALORE, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956



# SUMMER INTERNSHIP

**SPECIAL  
EDITION**

*udbhava*

Are you our  
next intern?



A CHRIST UNIVERSITY INSTITUTE OF MANAGEMENT PUBLICATION

The  
SUMMER

# INTERNSHIP

PROJECT

udbhava

SPECIAL  
EDITION

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udbhava TEAM

## EDITOR'S DESK

## TEAM *udbhava*

*From The Editor's Desk*

“What is the secret of my success?” It is worth using experiences to understand about what really matters. Is enduring success really about fame and fortune or could it be something else? Something that helps others and helps *them* to achieve success? A success defined much more widely than just by our own wealth and possessions.

Motivational stories have the power to go where no business plan has ever been! In business, as in life, stories can captivate the heart, stir the imagination and create the desire to act. Story telling is an ancient art, but we shouldn't underestimate its effectiveness as a learning and motivational tool. There are few better ways to learn than by merging creativity with context.

Faculty Coordinator | *udbhava*



Prof. Sirish Venkatagiri

***Storytelling is the single most powerful tool in a leader's toolkit. (Howard Gardner)***

With the same theme as our motto, this Issue of Udbhava presents to our readers, the SIP experiences of students, which act as motivation to the budding entrepreneurs of CUIM. Along with, we bring to you some interesting quizzes crossword and news feed along with the transformation brought about by this movement across the industries

We would like to express our heartfelt gratitude to Prof Sirish Venkatagiri, faculty coordinator for Udbhava, without whose support and guidance this magazine wouldn't have been possible.

Happy reading!

Regards,

Team *udbhava*

# SIP 2014, LOS

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The Summer Internship Program, this year, was spread across diverse sectors and geographic locations. This Issue of Udbhava focuses on certain statistics of SIPs of the students of the current batch and their experiences across various sectors, which can serve as a guide to the LOS aspirants, who would like to get an insight into the SIP details.

The issue encompasses detailed statistics including educational background and work experience of students; location, sector and source of SIP organization; stipend and pre-placement offers.

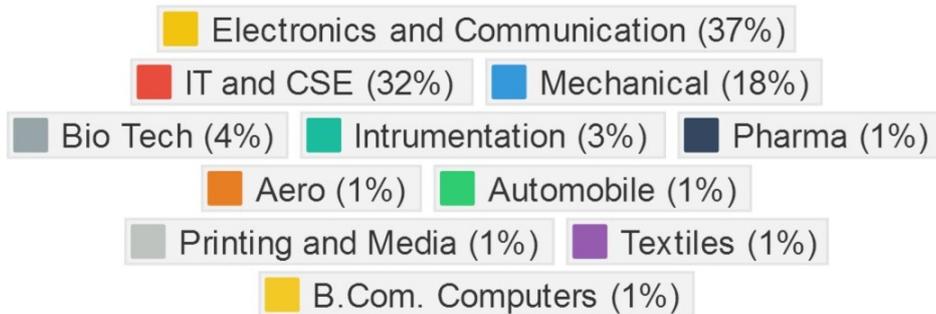
Also mentioned are the companies where the current batch did their SIP and the projects undertaken.

Hope the readers make most of it!!!

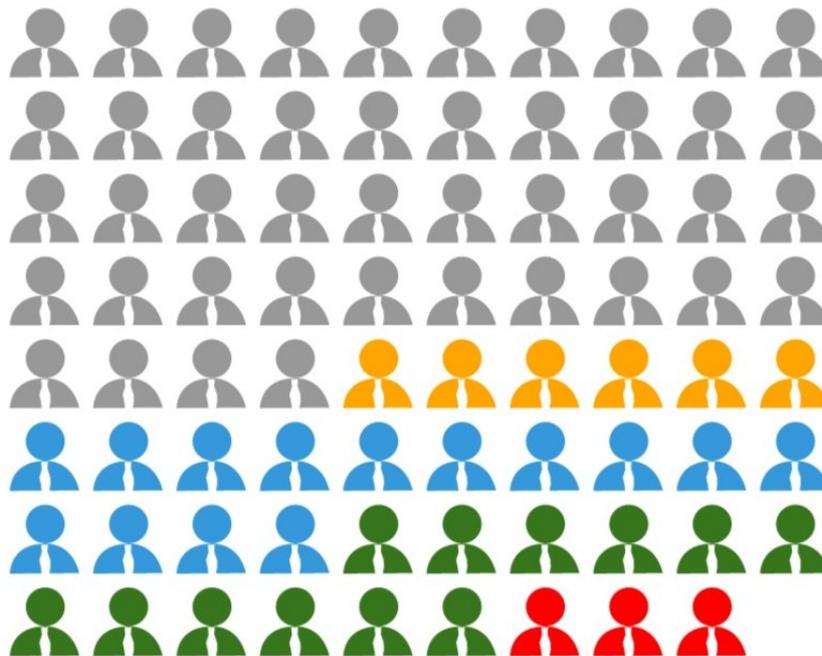


## Background of 2013-2015 LOS (Kengeri Campus)

78 of 79 are engineers with a varied mix of specializations.



Around 45% of the batch i.e. 35 students have work experience



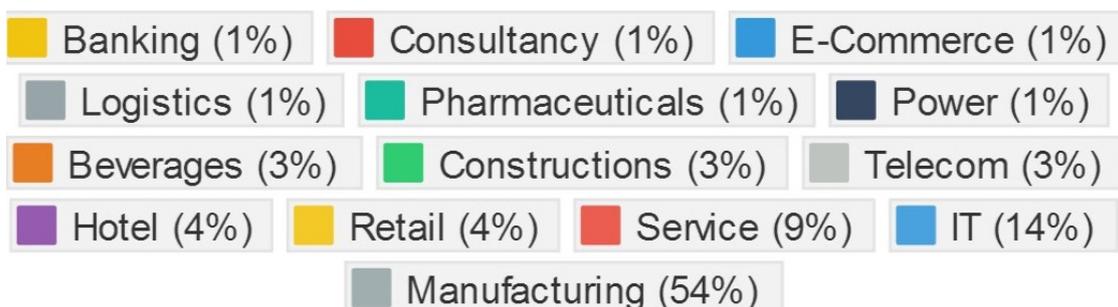
## Information related to SIP (Batch 2013-15)

48 % did their SIP in organizations in and around their hometown.

28% did their SIP in Bangalore followed by Kerala and NCR with 20% and 15% respectively.

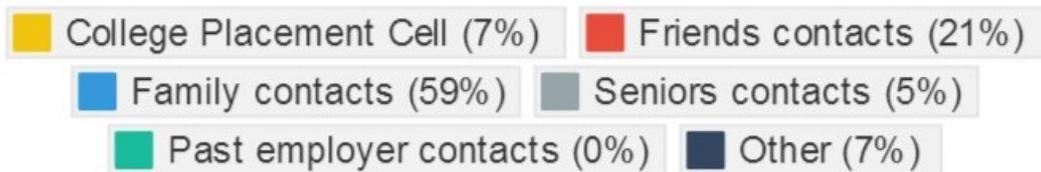
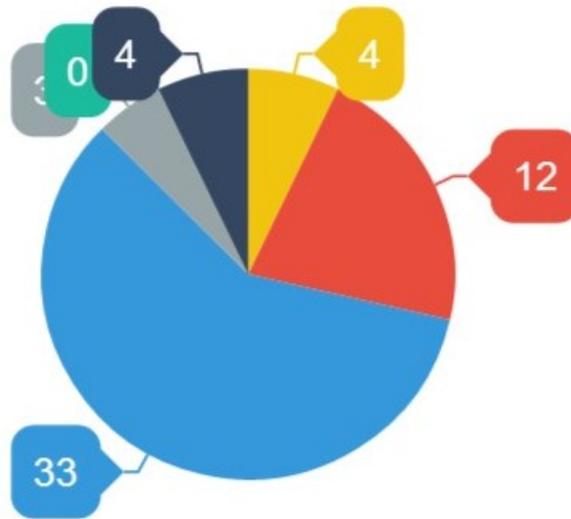


Manufacturing sector was the most preferred as 54% went for it and rest distributed diversely.

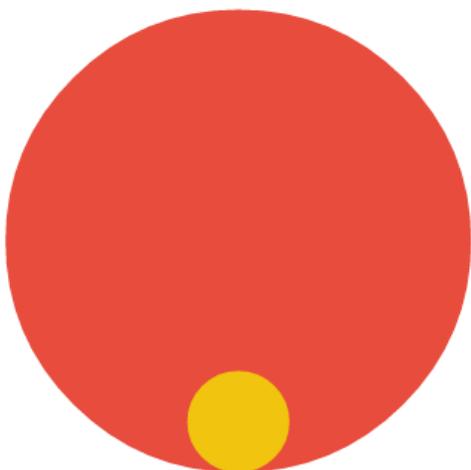


# SIP 2014, LOS -STATISTICS

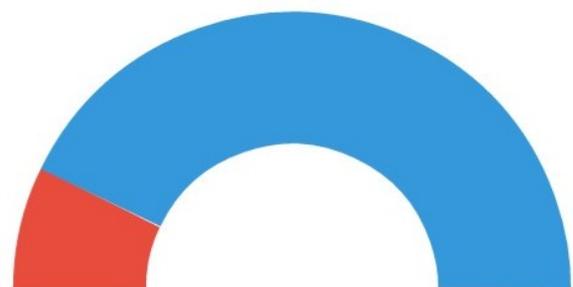
59% got in organizations for their SIP through family contacts and 7% through college placement cell. Moreover, 7% approached directly to the organizations as well.



18% were provided with stipend during their SIP. While 14% are hopeful about pre-placement offer from their respective organizations.



YES (18%) NO (82%)



Yes, confirmed offer (0%) Yes, but not confirmed (14%) No (86%)

The SIP project being undertaken according to various sectors.

## *Aviation*

Apron optimization	Cochin International Airport
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## *Banking*

Customer Service: BCSBI guidelines and compliance of banks in Karnataka	Reserve Bank of India
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## *Beverages*

Optimization of fill rate for Delhi Distributors	Hindustan Coca-Cola Beverages Pvt. Ltd.
Supply chain management	SABMiller

## *Constructions*

Logistics optimization & kanban correction	Volvo Construction
Vendor Management in SCM	Larsen & Toubro

## *E-Commerce*

Study and analysis of online user behavior and marketing campaigns for PayTM	One97 Communications Limited
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## *Hotel*

Inventory Management	Courtyard by Marriott
Reduction in breakage of cutlery crockery	The Gateway Hotel
Procurement of materials	The Gateway Hotel

## *IT*

Business analysis on Big Data Analytics	Pramartha Investment Partners
Understanding and analyzing backend processes	Siemens Technology Services
Productivity Enhancement	Alten India Ltd
Project Management Lifecycle of BPM - HR Process	Quadwave Consulting Pvt. Ltd.
Quality Analysis and Prediction using a predictive model	Alten India Ltd
Business Analysis on Mobility and Big data Analytics	Sonata Software
Business Analysis service offering	Capgemini
Implementation of lean to improve the throughput of the project	L&T Infotech
Study on SAP-MM module and Implementation Analysis	Mahindra satyam/ HTC global services
Development of Heatmap Tracker for the business segment. (Data analytics)	Cisco Systems
To optimize the human resource allocation	Steria

# SIP 2014, LOS -PROJECTS & COMPANIES

## Logistics

Redesigning existing SOPs & Preparation of User test cases for Migration to new WMS system	DHL Supply Chain
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## Pharmaceuticals

Supply chain management	Dr. Reddy's Laboratory
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## Power

Data analysis for the set up of the power plan at the selected site	NTPC
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## Professional Consultancy

Data analytics and Dashboard system proposal	Ernst & Young (EY)
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## Retail

Proposing voice recognition technology to improve the productivity	Reliance Distribution Centre
Supply Chain Management	Decathlon Sports India Pvt Ltd
Stock Procurement & Management	Nilgiris 1905-PS&V

## Service

Improvement of port efficiency by reducing operational delays	Cochin Port Trust
Overall process improvement of cargo freight station and implementation of container management system	Cochin Port Trust
Business Continuity Plan	Cochin International Airport Limited
Data Analysis of Service Quality	Trivandrum International Airport
Reduction of Waiting time delay in Radiology department	KIMS global Hospitals
Vendor Management	Vidal Health TPA Pvt. Ltd

## Telecom

SWOT analysis and measurement of !smart software	Idea Cellular Ltd.
Design and development of E2E Lifecycle management of Re-peaters	Bharti Airtel Ltd.

## Manufacturing

Wire Rod Mill	TATA STEEL
Reducing the Inspection costs using SIX SIGMA METHODOLOGY	ITC Ltd
Optimization of truck turn around time in warehouse	ITC Ltd
BPR and process improvement in Materials Management	Kerala Minerals and Metals Ltd.
Identify the inherent loss within the process by Value stream mapping	Excel Cnc Engineering

# SIP 2014, LOS -PROJECTS & COMPANIES

## Manufacturing

Study and analysis of ERP system in TCC ltd	TCC ltd
Calculation of OEE	Apollo Tyres
Effectives and efficiency study of ERP system in TCC ltd	TCC ltd
Implementation of 5S & muda elimination in shop floor	United Spirits Ltd.
Lean Management Principle- Optimization of time in purchasing	Forbes Marshall Pvt. Ltd
Gap Analysis of ERP Implementation	Terumo Penpol Limited
Creating SOP for Planning, Cutting & Finishing section	Wildcraft India Pvt. Limited
5s implementation at CRC	Schneider Electric Infrastructure limited
Creating SOP for Centralized Raw Material,Sewing and IE dept.	Wildcraft India Pvt. Limited
Optimization of Purchase Department	Forbes Marshall Pvt. Ltd
Pedestal assembly process optimization	Featherlite Office Systems Ltd.
Lean exercise in molding shop	Peekay Steels Pvt Ltd
Setting up of Lean Production System at AVI-Oil	Avi-oil India (p) ltd.
Operational Efficiency	Hector Beverages
Process improvisation at SSTP using lean techniques	BHEL Trichy
Lean management in Primary Production Process	HLL Lifecare Limited
Inventory Management	Nahar Spinning Mills
Total productive maintenance	Fenwick And Ravi (FAR)
Effectiveness of supply chain management	Vijaya Dairy
Process improvement in production	Wildcraft India Pvt. Limited
analysis of downstream supply chain in retail marketing	Sundram fasteners Ltd.
procedure study and development of software architecture	CHEENI GROUP
Kanban implementation from cutting to packing	Aspinlabs Software Technologies Pvt Ltd
Line balancing	TATA Motors Ltd.
Project Commercial and Coordination Group	Jaypee Cements
study on supply chain management	GEI Industrial Systems Ltd
Optimization of operations in Vendor Managed Inventory	ASHOK LEYLAND
Study and Improvisation of Procurement process	SABMiller India
Increasing the pass percentage for PR failures	ITC Ltd
ERP (SAP) Implementation	Vizag Steel Plant
Setting up Assembly Line	Atlas Copco
Improvement in Part Defect Handling Process	Wipro GE Healthcare
Dispatch Analysis	Wipro Consumer Care LTD
DENIM PRODUCTION PROCESS STUDY	Arvind Ltd.
Automation of the server alert system	BHEL Bhopal
Total Productivity Maintenance	Indian Oil Corp Ltd
study on inventory and ways to improve M.R.P.	gulf oil corp ltd
Finding Parallel Activties and Improving Efficiency	Subros, Auto Airconditioning Systems

# MY REALIZATIONS ABOUT THE WORLD OUT THERE!



Harshini | LOS2

"Internship" was the buzzword during third semester. After a lot of confusion I took up my internship at Nilgiris 1905, a retail chain that has been for more than a century now. Being a LOS student, I initially thought that retail industry would not fit well. I always had a perspective wherein I mapped retail to marketing. Later I realized that no industry can work without operations and it is only operations that get the industry moving. I had an open mind to learn new concepts, it served me well though. The two month internship period was tedious, though I enjoyed learning in the process. I had work timings between 11am and 7pm, though I had to turn up earlier and leave late depending on the work I had to complete. First day was a new, exciting experience. I met quite a lot of people. I did my internship in three stores at Bangalore (Ulsoor, Malleswaram and Hennur) as it was a franchisee model. It was quite obvious to note that the employees at the store, their morale, attitude, everything was related to the store manager. It was a quick realization put at practice that it's always the people who lead according to whom the entire work force follows. The first week was very tedious as I had to learn about the products, since there was more than 30 thousand SKU's. Then I was given hands on training on every process in the store right from billing, stock counts, customer interactions, raising Purchase orders, receiving stocks, to almost every minute detail that operates in the store. It was a new learning experience to be on the other side of the counter.



The top management was very supportive and they helped me through all of the learning process. After knowing the entire business and operations I was asked for feedback. I started suggesting the areas of improvement. They were very welcoming to my recommendations and I found it very encouraging. They also encouraged me to implement my suggestions. It was only then I realized, it's easier to be said than done. Formulating a system was easier as it required only few people to be convinced. When it had to be implemented in the existing system, the real challenge is faced. It was indeed a challenging experience to make the employees believe and work on the same. **Everything is a new experience!**

So juniors, don't be reluctant to try on your own. References work, but not always. You all would have a different experience when you enter a work place on your own. It all started with a packet of curd. I entered the supermarket as a customer and came out as an internee. Leave back all your fears of whether they will accept your request, it's only when you put forward your interest to work with them, you know the answer. It's always OK to take NO for an answer. Don't lose hope and keep trying. And choose an organization of your interest and not based on their brand value. You have a lot more opportunities to learn and put forward your thoughts in small organizations when compared to the big giants. Your turn would come soon to explore the world as an internee. **Look forward to it. Cheers!!!**

## NEWS FEED

### BlackBerry opens its operating system BlackBerry 10 to mobile device management companies



Embattled smartphone maker BlackBerry is opening its operating system BlackBerry 10 to mobile device management (MDM) companies to get a stronger foothold in the Internet of Things (IoT) market.

IoT is an evolving space with billions of devices being connected on the go and consumers looking for information from connected devices, equipment and infrastructure.

The "strategic move" by the Canadian firm will enable MDM companies to directly manage devices with BB 10 operating system and is expected to help the company check losses and fund turnaround efforts.

BlackBerry is working with the companies to offer customers the most flexible solution to support a broad-enterprise mobility strategy.

# Making the Best of a Bad Internship Experience



Kartheek /LOS2

## Internship – First exposure to the corporate world.

April 1<sup>st</sup>, 2014: I started my internship in Supply chain domain at Ashok Leyland. Ashok Leyland is a commercial vehicles manufacturing company.



My Corporate mentor Mr V.Nagaraju Rao, who was the head of Corporate Logistics, has been working in Ashok Leyland for last 34 years. He is a robust man who started his career as an intern in the same organization.

As there goes a saying “**Knowing a battle makes it half won**”, I felt the same when I got into my area of interest.

My actual work started in the plant of Ashok Leyland and understanding the supply chain from procurement to assembly of vehicles. It was a great experience to observe the process of assembly of vehicles in their assembly line: the assembly of vehicles and their cycle time.

After going through the SCM process, my area of focus was Vendor Managed Inventory, where I met the third party logistics (TVS logistics) and got practical exposure of the inventory and logistics

### Internship always cannot be your cup of coffee

The day came when I got blasted from my corporate mentor for the way I had approached the project. The main issue was: I was going by the theoretical concepts which were far different from practical approach.

**Apart from this, whatever you do, wherever you do, just enjoy the work and do it.**

## NEWS FEED

### Volkswagen likely to curb Skoda operations



Volkswagen may limit the operations of struggling group company Skoda in India as the brand has failed to get volumes despite a long presence in the market. The company withdrew from the big-volume compact car segment last year after deciding to discontinue the Fabia hatchback. The brand has been struggling and it finished 2013-14 at 19,959 units, lower than what it sold in 2010-11 (22,969 units).

# SIP AT DR. REDDY'S LABORATORIES



Khushboo /LOS2

It was less than a week for the internship to begin, and I hadn't even received any confirmation from the only Company I had applied for my internship. I just knew I wanted to do my SIP in Dr. Reddy's laboratories and particularly in the Supply Chain department. It was on 25<sup>th</sup> March, when I had almost lost all my hopes, that I received word from Dr. Reddy's Laboratories that I would be given the opportunity to take part in their Summer Internship Program.



Dr Reddy's Laboratories is a 30-year old company catering to the needs of the pharmaceutical sector. It is among the top three API players in world. Dr Reddy's, a global pharmaceutical company, has its headquarters located in India. It has a global presence in more than 100 countries, with subsidiaries in the US, UK, Russia, Germany and Brazil; joint ventures in China, South Africa and Australia; representative offices in 16 countries and third-party distribution set ups in 21 countries.

On the first day of my Internship, I was given my project details and was told what they expected from me. I had to work on estimating the space requirements in sync with the demand in the finished goods warehouse as the company had recently shifted from buffer based production system to the demand pull system. As they put it, my project was simple but I had no clue how to go about it. I had spent a week or more just trying to understand their processes and figure out something with the information I could get. But I got no leads. I knew I had to start somewhere. I started working on all kinds of information and came with a method of calculation. Not really sure of what I was doing, I started working on the project with the intention of completing it at least a month ahead of the due date so that I had time to rework if needed. When I actually completed the work I was quite sure what I did. My mentor liked the method that I had used and asked me to work on two other warehouses too. That day I had a sigh of relief.

The last day of the project I gave a presentation about my work and my understanding of the department. My mentor and the department head appreciated my work as an intern and congratulated me on the successful completion of my project.

Some of my experiences in DRL are going to help me in future in tackling problems in similar companies. My mentor was my guide throughout and he has taught me a lot about the supply chain mechanism, organisational culture, hierarchies and also the importance of each and every person working in the company.

One of the differentiating factors about DRL is that any person in the department is free to question and express his views. I observed that the top management was accepting ideas from the employees, no matter which level they are from, if it feels their ideas are better than the existing processes.

It was a good learning experience for me. As it was one of the sectors I was hoping to work for, I had a hands on experience in the area of my interest. I am sure that this experience is going to help me in my future as an employee and a manager.

## NEWS FEED

**Starbucks to enter Chennai's hardcore coffee market; faces stiff competition by rivals like Madras Coffee House**



Starbucks may be the world's biggest coffee chain but it could be in for one of its toughest battles yet as it seeks to make a dent in the filter kaapi capital of India — Chennai. The Seattle, US-based company will enter this coffee-crazy city on Tuesday by launching three outlets.

# BEING AN INTERN AT CISCO



Neha Singh /LOS2

As soon as the third semester started, the pressure of getting an SIP in a good company started to build. The process of sending mails to HRs, applying for internship on company's website, attending interviews for different companies after college hours became a routine. But even after days and days of hardships and wait, when almost all my friends got their SIPs confirmed, I was indeed fortunate that I didn't get a call from even a single good company I was aspiring for. But as they say "All is well that ends well", my efforts paid me off when finally I got selected for Cisco internship through Campus Summer Placements.



After a long wait, when I finally entered into the enormous office of the networking giant, I was mesmerized not only by the infrastructure of the company but also by the work environment, the highly skilled people and their attitude towards work. The first day itself, I was assigned the project and knowledge transfer for the same started within an hour of my joining. Since then there wasn't any single day for me to sit idle.

I was privileged to work upon the project which was about the development of the tool. The good thing about the project was that it was going to be live very soon and developing this tool was an indeed an innovative idea that I thoroughly enjoyed being a part of. Working on this project gave me the chance of expanding my knowledge across many dimensions to name few

- Helped to understand real time business environment and
- Helped to gain depth knowledge of database.
- In addition to SQL, learnt about new technology like PHP, JavaScript, and UI thus enhancing my knowledge in this dimension as well. Though I had been a coder earlier, but seeing it from a management perspective was a completely different experience.

There was immense support, guidance and openness from people at work. Everyone had been approachable and ready to address my queries which helped me in enriching my understanding of the business significantly. I am grateful to CUIM Placements Committee for providing me this opportunity which has been a very enriching experience and has helped me to learn and develop concrete skills and competencies.

To conclude, the internship at Cisco has been an extensive and fascinating learning curve in which I was given responsibility *and also* felt recognition for the work that I accomplished. I appreciated being part of a supportive and collaborative team, who made me feel integrated from the very beginning and with whom it had really been a pleasure to work.

## NEWS FEED

### Android is top choice as mobile business operating system:



Android is the most popular operating system in business according to a report from Frost & Sullivan titled *The Future of Mobile Devices from a Customer Perspective*.

Research from the analyst found Android to be the most common mobile operating system (OS) supported for organisation-owned devices (with 56% firms using the OS).

Apple was the second most popular, according to the analyst, with 41% of organisations saying they use iOS, while 30% of organisations support Windows Mobile just 28% support BlackBerry.

# INTERNSHIP AT RBI

Neharika /LOS1

First day of internship was an induction program where I was introduced to the Regional Director RBI, my Mentor Mr. Vijay Kumar, my Topic of Project “Customer Service: Compliance with BCSBI Guidelines” and some other employees with whom I had to work. I was very excited after my first meeting with my mentor as he is very inspirational, work oriented and I always looked forward for an interaction with him. Then I was guided to my desk and given a laptop for my work.



Other interns from Christ University, IIM- Bangalore and Narsi Monjee, Bangalore had started joining and we slowly started getting to know each other. I was a part of the Banking Supervision Department. Along with my internship I was also allowed to attend some in-house training programs on Earnings of a bank etc. My field visits to banks as an RBI intern was the best part of my internship. The respect and acknowledgement I received during those days was commendable. Three things that I liked most in RBI were library, people and food. RBI’s library is a book lover’s paradise with books ranging from Indian culture to Indian currency in abundance. Employees (with average age of more than 50) were extremely proficient in banking knowledge and always guided me in my project. Food in RBI was simply superb with around 12 different types of curries serving all palettes and lunch time was most awaited by one and all in RBI.

Apart from that, the coffee time chats with my colleagues and other department friends, my first official lunch outing with my Department, the usual Birthday anniversary celebrations in the department was worth every moment.

As an intern I have learnt a lot about Banking, Serviceability, Follow ups, Supervisions, Ethical working culture etc. I was happy to be accepted as an intern in RBI and will rejoice this experience throughout my life. I would fail in my duty if I’d not thank Christ University and RBI to give me this opportunity to experience one of the most memorable 2 months spent with full of learning’s and lessons for life that had the right blend of work and elements of fun making it the best in store I could ever dream of. I’ll miss my Desk, my Department and the people here while I’m excited to get back to college to start a fresh year of MBA.

## NEWS FEED

### Ericsson opens fourth global network operations center in India



Telecom gear maker Ericsson today announced opening of its fourth global network operations Center in India which would manage customer and infrastructure support system. The Global Network Operations Center in India provides services that help operators in 49 countries around the world. The managed services provided include service and resource fulfillment, proactive and reactive maintenance, network fault handling, restoration and repair of network faults, problem management, customer problem management, network planning, operations management among others.

# MY GATEWAY TO GATEWAY



Shohan Shetty /LOS2

It all started in the month of December when a question swept my mind “How will I get my summer internship project and in which company?”. That was the moment when I fastened my seat belts and started sending out resumes to companies, contacted friends, family and old colleagues, but none of them led to a positive confirmation. As a student of lean operations I was looking at three sectors for my SIP the first being manufacturing followed by hotels and retail. Since none of the references worked I decided to call the companies directly and ask for the internship opportunities and this effort paid off when I was able to crack the interview at The GATEWAY hotel Mangalore, a part of Taj group of hotels.



My project at the Gateway hotel concentrated on two objectives first being analysis of food wastage and crockery breakages under the finance department which was working to bring down the hotels operations cost and second was to understand the working of the materials department.

This internship has been a great learning experience in many ways, be it the way we put across our ideas and convince our mentors, the way you network with staff or the way you get the data required for your project. This internship has taught me all of it not to mention the work environment at the gateway hotel which not only had a friendly staff but also an amazing team who always encourages us to learn new things by making ourselves a part of their team.

It was a challenge to work in the hotel industry as I belong to engineering background and we do not have much knowledge about the standard operating procedures followed in a hotel, but these procedures can always be learnt and that’s what SIP is all about-learning new things. This internship has been a wonderful experience as this time I was standing on the service provider’s end and trying to learn how the guests are provided with a good quality of service.

A piece of advice to all my dear juniors who will be having the same question which I had a few months back “don’t hesitate to pick up your phone and call the companies you wish to do your internships in. You never know, you might end up doing your internship in your dream company”.

## NEWS FEED

**Eithad ties up with Google for flight schedule, fare searches:**



The UAE’s national carrier Etihad Airways yesterday said it has collaborated with global search engine Google to enable travelers across the US, Europe and Canada view the airline’s flight schedules and fares. Using flight search, travelers in the US, Canada, the UK, the Netherlands, Spain, France, Italy, Germany, Poland and Ireland will be able to explore and compare flights to and from any of Etihad Airways 103 destinations, a release said. Besides, the flyers can also view live ticket prices for more than 1,400 of the airline’s weekly flights, it said.

# My summer Internship



Siva Sathish /LOS2

## Internship! Internship! Internship!

This was the only word in my mind in the third trimester as my internship was not confirmed in any Organization. Then I got an opportunity to attend an interview conducted by Sonata Software Services arranged by Christ University. I was one among those students whose resume got shortlisted for the interview and was asked vivid questions related to business technologies and past work experience. I thought that answers given by me were not convincing. Ironically, my hunch was proved wrong. Hence the hunt finally came to an end, as this was the day when they confirmed my SIP in Sonata Software Services.

This Sonata software is software Services Company in verticals CPG, Travel, Manufacturing and Retail. The main area of concentration is on emerging technologies like Mobility, Big data applications in travel and retail industry.

I worked in technological innovations department which was lead by Mr. Sunil Bannur who is very enthusiastic and innovative in his ways in leading the teams. We worked as a team with Mr.Madhuranath who is Mobility product manager, Miss.Prabha kumari who is Big data analytics product manager, Mr.Mayur operations student from NMIMS planned our schedule for two months.

First month we planned to concentrate on Travel industry based on Mobility and Big data analytics. Second month we planned to concentrate on Retail industry based on Mobility and Big data analytics.

We analyzed the Travel industry by classifying the customer segmentation and customer life cycle, by which we can get complete idea of the business scenario. We designed use cases for B2C scenario, B2B scenario to suggest from customer point of view, operations point of view. In second phase we collected data about highly influential customers segments, we converted those use cases into user stories for those segments to convey it to development team.

We worked on building Hypothesis subjected to testing regarding analytics for the leading clients in Travel, Retail, CPG. We collected the potential data sources of information and the applications where we can use them for decision making of the Management.

Working in an Organization was never a new challenge to me but Big data analytics was totally a different stream which I have never worked on. This internship has given me hands on experience related to big data analytics. Eventually I believe that failures should never influence a person's life negatively rather it should steer them to achieve success with zeal.

An internship seems to be little intimidating, but it is very crucial to examine your interests in a clear view so that you can be confident in all your skills, capabilities, It is correct time to develop your career path. Seek those opportunities that you want to pursue. Most importantly, HAVE FUN.



SONATA SOFTWARE

## NEWS FEED

### Snapdeal to spend Rs 350 cr on supply chain logistics in FY'15



Homegrown online marketplace Snapdeal will invest Rs 350 crore this fiscal to expand its supply chain infrastructure as it aims for a stronger foothold in India's internet retail market that is estimated to expand seven-fold to USD 22 billion by 2018.

Besides, the city-based company also seeks to triple its seller base to 100,000 by March 2015 trying to cash-in on the rising number of small and medium enterprises (SMEs) turning to the Internet to increase sales and

# HIGH TIME AT SAB MILLER



Sri Ram /LOS2

I completed my Summer Internship in SABMiller India. I was recruited on campus by them. They deployed me at their largest plant Charminar Breweries Limited which is also Asia's largest beer Plant. I was really amazed when I got the offer. After reaching the plant I had one day meeting with my mentor Mr. Akhil Srivastava. He kept a huge challenge in front of me to control around 2 crore bottles in the yard. It was really a tough task for me, but he had faith in me that I could do it. He gave me ideas and what I was expected to do. He also provided me with all freedom in work. Then I used to sit in hot sun in the yard thinking what I can do to control the bottles and give the count of bottles at any given point of time. I had to undergo various concepts of warehouse management then finally decided to use cube logic with the help of my corporate mentor and did bay marking system to standardize the storing count of bottles. This increased the yard capacity from 1.2 crores to 1.6 crores. This also eliminated the human calculation for bottles and everything was automated. I also gave color coding to identify the type of bottle.



Then the entire yard was bay marked and it was bought into a single board. This helped the manager to control the bottle yard completely by sitting in the office. They were able to count the number of bottles at any given point of time. The stock take happened with 100% accuracy. At any given point of time the liability was only 11 lakhs bottles. This provided a commercial benefit of Rs. 15 lakhs per year. This was a great platform for me to learn many things.

These two months taught me many things which would be a great support for my career. Thanks to my Corporate Mentor Mr. Akhil Srivastava who made me achieve this milestone. The best manager I could ever have. I would also like to express a deep thanks to my Faculty mentor Prof. Lakshmi Iyer who supported me at all my tough times in this two months by boosting my morale and giving insights whenever I needed it, without which this would have not been possible for me.

## NEWS FEED

### Bharti Airtel to sell 3,100 towers in Africa to Helios



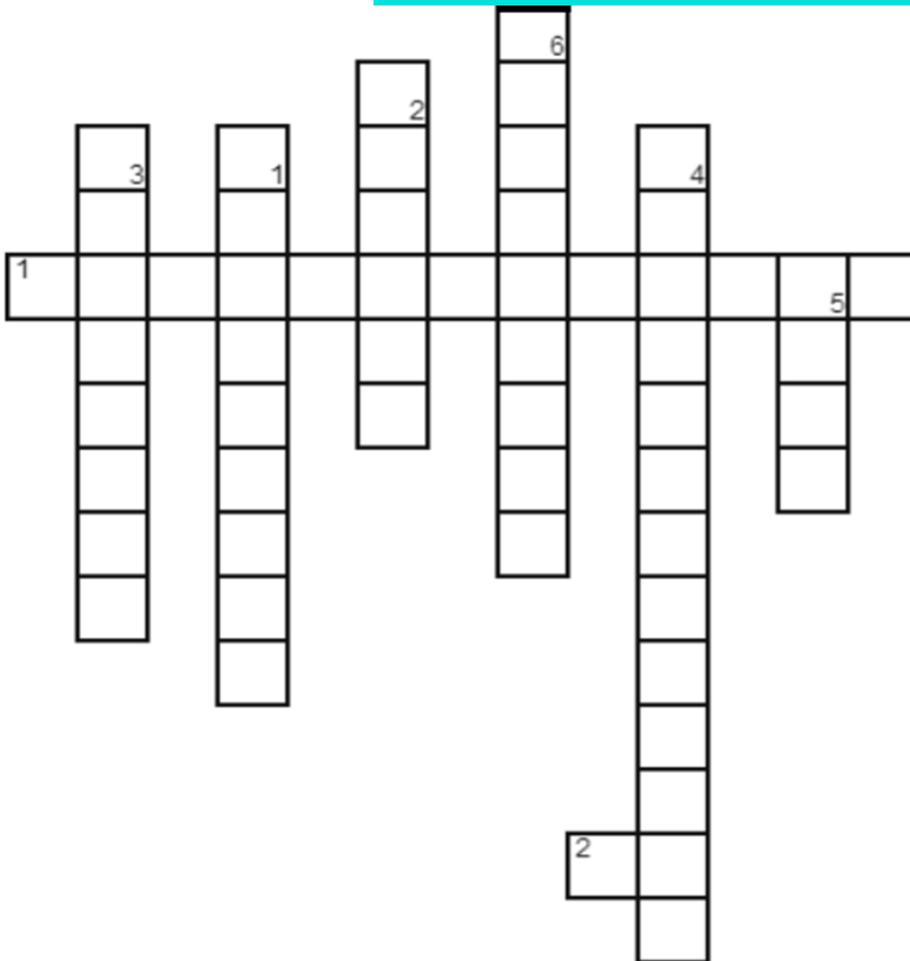
India's top mobile phone carrier Bharti Airtel Ltd said it will sell about 3,100 telecom towers in four African countries to Helios Towers Africa, in keeping with its plans to sell most of its transmitter towers in Africa in a process that could raise up to \$2 billion.

Helios Towers, founded by George Soros-backed Helios Investment Partners, claims to have the largest number of telecom towers held by an

# CROSSWORD



Preethi Philip /LOS2



5s  
Expert systems  
**Across**

Analytics  
Mura  
Data warehouse  
Six sigma  
System  
Operation  
**Down**

**Keys:**

## Across

System that emulates the decision-making ability of a human  
A workplace organization method

## Down

An active process  
An interconnecting network  
Methodology for eliminating defects  
Database used for reporting and data analysis  
Unevenness  
Discovery of meaningful Patterns

The  
SUMMER

# INTERNSHIP

PROJECT

udbhava

SPECIAL  
EDITION

## TEAM

FACULTY COORDINATOR

SIRISH VENKATAGIRI



Krishna Prasad

Dhana Sekaran

ARTICLE COLLECTION

CREATIVE & DESIGNING

Keerthi Rallapalli

Pranav Kapil



REVIEWING

Kartheek Sunku

Jinto CV



NEWS FEED

Abhinav Ramachandaran



FINAL REVIEW

Palak Lamba



CROSSWORD

Preethi Philip

# udbhava

*udbhava* is the official newsletter of Kenosys - the Lean Operations and Systems club of Kengeri Campus.

It's objective is to keep everyone up-to-date on the latest happening in the worlds of Lean Operations and Systems

The word KENOSYS is derived from the Greek word Kenosis which means self-emptying of one's own will and becoming entirely receptive to God's divine will, to eulogise the benefit of the group than to self and to contribute to common good than to individual goal. In our context it means to spread knowledge among our fellow LOS students. The word was slightly modified from Kenosis to Kenosys so that it goes with Kengeri Operations System.

The Kenosys club is an initiative by the students of LOS (Lean Operations & Systems) of Christ University Institute of Management, Kengeri. Kenosys stands for Kengeri Operations and Systems. Kenosys represents the Lean Operations and Systems (LOS) club of MBA students at Kengeri campus of Christ University. The club is the brain child of 2010-12 batch of MBA-LOS student.

Kenosys is a LOS student's initiative which organises LOS related student activities so that value addition happens to LOS students in addition to course curriculum. This is also a platform for LOS students to showcase their talents in organising events. The regular activities under Kenosys are Udbhava news letter, corporate interface, Workshops, panel discussions etc. Under Kenosys platform, students are encouraged and supported for their innovative and creative value addition exercises in the arena of Lean Operations and Systems.

**KENOSYS—The Lean Operation & Systems Club,  
CHRIST UNIVERSITY INSTITUTE OF MANAGEMENT  
Kengeri Campus, Bangalore**

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