



Alumni Activities: 2021-22



IIHMR University, Jaipur

Know Your Alumni Episodes: 2021-22

S. No.	Ep. No.	Date	Topic	Name	Designation	Organization
1	27	18-Oct-21	Mini to Mega Brands: innovations in challenging world	Mr. Binit Kumar Patel	Group Product Manager	Intas Pharmaceuticals Ltd., Ahmedabad
2	28	15-Nov-21	Public Private Partnership in Public Health Care, Opportunities and Challenges	Mr. Sanjeev Ranjan	Coordination Officer	NHM, Lucknow
3	29	19-Nov-21	Changes in the Consumer Behavior with increased usage of Digital Platforms	Ms. Kriti Pachauri	Senior Manager	Walking Tree Technologies, Hyderabad
4	30	10-Dec-21	Digitalization in Supply Chain	Ms. Deepika Gupta	Senior manager Business Development	Pharmarack

(IIHMR University Jaipur)
EVENT OUTCOME REPORT
“Know Your Alumni Episode 27”

Event Category: Know Your Alumni Episode 27
TOPIC: Mini to Mega Brands: innovations in challenging world
DATE: 18 th October 2021 from 4:00pm to 5:00pm.
VENUE: Online, IIHMR University, Jaipur
SPEAKER: Mr. Binit Kumar Patel, (Group Product Manager, Intas Pharmaceuticals Ltd., Ahmedabad)
NUMBER OF PARTICIPANTS: 76 students from MBA (Health and Hospital Management Batch -28).
INTRODUCTION: The 27 th episode of the Know your Alumni titled -: Mini to Mega Brands: innovations in challenging world held on: 18 th October 2021, at IIHMR University. This session featured: Mr. Binit Kumar Patel (Group Product Manager, Intas Pharmaceuticals Ltd., Ahmedabad) as the guest speaker. The event was moderated by Dr. Saurabh Kumar Banerjee Dean - SPM, IIHMR University. The session focus on “Mini to Mega Brands: innovations in challenging world.”
OBJECTIVE: The objective of this concept is to explore how small brands ("Mini") can transform into dominant players ("Mega") through: Innovation as a Growth Driver Strategic Brand Positioning & Differentiation Digital Transformation & E-Commerce Boom Brand Adaptability in a Changing World
Future Scope: The evolution of brands from small, niche players ("Mini") to global industry leaders ("Mega") will be driven by technology, consumer behavior shifts, and sustainability trends . Here's a deep dive into the future scope of this transformation: AI & Automation: The Backbone of Future Branding The Rise of Direct-to-Consumer (DTC) & Social Commerce Global Expansion & Hyper-Localization Sustainability & Ethical Branding as a Core Differentiator Final Takeaway: The Future is Digital, Personalized & Ethical

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Topic:

Mini to Mega Brands: innovations in challenging world



Monday Oct 18, 2021



4:00 PM to 5:00 PM (IST)



MODERATOR

Dr. Saurabh Kumar Banerjee

Dean SPM

IIHMR University, Jaipur



OUR ALUMNUS

Mr. Binit Kumar Patel

PGDPM Batch 1 (2009-11)

Group Product Manager

Intas Pharmaceuticals Ltd., Ahmedabad



Student Coordinator

Ms. Vijeta Rashmi

MBA-PM, Batch 12

IIHMR University, Jaipur

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EPISODE

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Meeting ID	Topic	Start Time	End Time	User Email
89934437034	Know Your Alumni E	18-10-2021 15:55	18-10-2021 17:06	it@iihmr.e
Name (Original Name)	User Email	Total Duration (Min)	Guest	
avinash patnaik		71	Yes	
157907		5	Yes	
Pallavi Verma		46	Yes	
kundan		71	Yes	
Vijeta Rashmi	rashmi.vijeta210@gmail	71	Yes	
Smita Srinivas		71	Yes	
Paras Arya	parasarya41@gmail.com	34	Yes	
rahul sharma		69	Yes	
Anshu Aman	anshuaman7943@gmail	68	Yes	
Kongkita B.		66	Yes	
IIHMR UNIVERSITY JAIPUR		6	Yes	
Binit Patel		67	Yes	
Suryakant patel		67	Yes	
niyati talwar	niyati.talwar.98@gmail	67	Yes	
Manish Sardana	sardanamanish116@gm	65	Yes	
Aarohi Kalyankar	aarohi5kalyankar@gma	21	Yes	
Ridhima Vyas	vyasridhima11@gmail.c	46	Yes	
Rohit Yadav	onlyoneyadavji@gmail.	64	Yes	
Amitabh Raman Sinha	amikantsnh6@gmail.co	2	Yes	
Himadri mamgain		63	Yes	
Aakash Mahajan	17aakash42111@ipsaca	63	Yes	
Gagan		25	Yes	
Ayush Tiwari		63	Yes	
Sukhman Walia		17	Yes	
ruchi verma	ruchiverma884@gmail.	6	Yes	
Dr. Swati pareek		62	Yes	
PARV AGARWAL	parv17052.ccp@chitkar	62	Yes	
mayuri dhande	mayu12dhande@gmail	8	Yes	
Nirali Patel		62	Yes	
Bhaskar Gupta	guptabhaskar1996@gm	45	Yes	
Jyotsna Singh		16	Yes	
SUSHREE MISHRA		16	Yes	
Vaibhav Shewale	vaishewale23@gmail.co	61	Yes	
guemilan kour		11	Yes	
Sayali Lawate	drsaay13@gmail.com	42	Yes	
Darshan Chhajed	darshanchhajed9@gma	59	Yes	
Aliya Afreen	aliyaafreen22@gmail.co	4	Yes	
Injamul Haque	ihaque917@gmail.com	59	Yes	
Sakshi Verma	sakshi290198@gmail.co	59	Yes	
Avantika raj Singh	avantika.j21@iihmr.in	3	Yes	
Tamanna Ghosh		11	Yes	
Ketaki Dongare		28	Yes	
Riya Ranjan		57	Yes	
Subham kumar Meher	subhamoffical111@gm	11	Yes	
NAKUL KULSHRESTHA	nakulkulshrestha@gma	23	Yes	
Samiksha Mishra		42	Yes	

Jai		5	Yes
Simran Chandwani	schandwani2307@gma	16	Yes
Meshwa Patel	meshawa.26499@gmai	5	Yes
Anis Khan	anisak0007@gmail.com	52	Yes
Raj Aryan Bansal		33	Yes
Jatin		52	Yes
satyam kumar MBA PM 13		14	Yes
sanskriti dubey		15	Yes
Singh Abhijit Geetaben	singhabhijit098765@gn	1	Yes
Sweetie sindhi		2	Yes
Khurram Jahan		2	Yes
Rashi Gupta	rashigupta9556@gmail	48	Yes
anush kumar	anushkumars77@gmail	49	Yes
Khurram Jahan	jahankhurram@gmail.c	49	Yes
Dnyan Gawande		2	Yes
Adamyia Bais		47	Yes
iPhone		12	Yes
Ritu Srivastava		47	Yes
Maitri Atre	maitriatre2000@gmail.	23	Yes
Nidhish Ojha		19	Yes
Rohit Das	rohit.das271192@gmai	1	Yes
Saloni Sethi 2116CPC	sethisaloni00@gmail.co	36	Yes
Apoorva Sancheti	apoorva.san1995@gma	35	Yes
Laxmikanta Lenka	lenkalaxmikanta73@gm	31	Yes
Tejaswini bathala		9	Yes
Gyanu Dev		29	Yes
SEEMA KHALKHO		27	Yes
Amarjit Bera		6	Yes
Suchismita Das		12	Yes
Srishti		5	Yes
89934437034		12	Yes
Rashi Kabia	rashikabia75249@gmai	1	Yes
aditi Gaikwad	aditigaikwad30@gmail.	61	Yes

IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“KnowYour Alumni”

“Know Your Alumni Ep No. 28”
Topic: - “Public Private Partnership in Public Health Care, Opportunities and Challenges”
Date: - 15 Nov 2021 from 4.00 PM to 5:00 PM
Venue: - Online
Speaker: - Mr. Sanjeev Ranjan (PGDHM 22007 -09 batch), NHM Lucknow
Number of participants: - 88
Introduction: - This session featured: - - Mr. Sanjeev Ranjan from NHM, Lucknow. The event was moderated by Dr. (Col) Mahender Kumar , Professor, School of IHMR, and student moderator Aarshabh Shukla from the MBA HM 25 batch.
Objective: - The objective of this session was to appraise student about the PPP and its importance.
Salient Novel Points Covered: Role: Mr. Sanjeev Ranjan highlighted the crucial role of PPP in the Healthcare industry, emphasizing the need for thorough compliance strategies and effective performance analysis for success. Challenges and Opportunities: -PPP Exits - PPP will require adaptable strategies for market penetration. Q &A and Interactive Discussion: The session encouraged active participation from students, who asked insightful questions based on the industry requirement and the skills needed to work in the future.
Future Scope: The future scope of Public-Private Partnerships (PPPs) looks promising, as they continue to be a key strategy for improving quality health care. PPPs offer a viable model for addressing these challenges while leveraging private sector expertise and investment. However, ensuring transparency, accountability, and risk management will be crucial for their success.

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Topic:

Public Private Partnership in Public Health Care, Opportunities and Challenges.



Monday Nov 15, 2021



4:00 PM to 5:00 PM (IST)



MODERATOR
Col(Dr.) Mahender Kumar
Dean IHMR
IIHMR University, Jaipur



OUR ALUMNUS

Mr. Sanjeev Ranjan

PGDHM (2007-09), Batch 12

Coordination Officer
NHM, Lucknow



Student Coordinator
Dr. Aarshabh Shukla

MBA-HM-25
IIHMR University, Jaipur

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Meeting ID	Topic	Start Time	End Time	User Email
87248265569	Know Your Alumni Episo	#####	#####	it@iihmr.ei
Name (Original Name)	User Email	Total Durat	Guest	
157907		8	Yes	
D D	divyarathi1004@gmail.com	59	Yes	
Aarshabh Shukla	aarshabhshukla@gmail.com	30	Yes	
Sanjeev Ranjan		144	Yes	
Renny		33	Yes	
Divyesh		60	Yes	
Aarshabh Shukla		58	Yes	
ekta shukla		69	Yes	
Minora Priya	minorapriya@gmail.com	63	Yes	
Shraddha Gawande		63	Yes	
Akanksha Sharma		60	Yes	
Ritima		67	Yes	
Dr kopal Singhal		62	Yes	
Prakshi garg		3	Yes	
Puru Chhangani	convict82@gmail.com	36	Yes	
himakshi bhutani	himakshibhutani142@gmai	12	Yes	
manya		9	Yes	
Apeksha		67	Yes	
Aishwarya Malkar	aishwarya280297@gmail.co	28	Yes	
DivyaKhanduri		59	Yes	
Saloni's iPhone		10	Yes	
Akriti Dua		32	Yes	
Anumeha		52	Yes	
aditi Gaikwad	aditigaikwad30@gmail.com	64	Yes	
Ridhima Vyas	vyasridhima11@gmail.com	63	Yes	
Manish		39	Yes	
Palak Mahajan	palakmahajan644@gmail.co	61	Yes	
Dr.Thakur Yuvraj Singh		30	Yes	
Dr. Tejaswini Bathala (Tejaswini bathala)		48	Yes	
jaibajaj		58	Yes	
Sushil Kumar	sushilkumar2193@gmail.co	1	Yes	
Darshan Chhajed	darshanchhajed9@gmail.co	17	Yes	
ananya shrivastav	shrivastavananya99@gmail	57	Yes	
Neha Nair		21	Yes	
niyati talwar	niyati.talwar.98@gmail.com	58	Yes	
Nupur		2	Yes	
Niharika Jaggi (Vinamer Jaggi)	niharikasinghjaggi@gmail.c	4	Yes	
Sayan Kumar Saha		62	Yes	
Shabya Singh	singhamaika@gmail.com	28	Yes	
Avinash gaurav		6	Yes	
Yash Nagpal	nagpalyash18@gmail.com	25	Yes	
AVINASH K		13	Yes	
Rashi Kabia	rashikabia75249@gmail.co	1	Yes	
Amoli Kashikar		41	Yes	
Arka Kundu	arka.hidsar18@gmail.com	4	Yes	
Rima datta		46	Yes	

koyal kela	koyalkela29@gmail.com	11	Yes
Niraj Kumar	neerajplayer1996@gmail.co	7	Yes
sheetal bastia		8	Yes
Prasija Menon	prasija.j20@iihmr.in	52	Yes
avinash patnaik	avi200496@gmail.com	52	Yes
Rushi S Joshi		25	Yes
Dr Archna Kumar		58	Yes
Khurram Jahan		58	Yes
Dr. Apurva Nair		50	Yes
Gagan		49	Yes
Dr Ashwika		55	Yes
Aayushi Sharma		49	Yes
Neha Singh		49	Yes
Injamul Haque	ihaque917@gmail.com	44	Yes
Dr. Minali		47	Yes
Glory Samal		45	Yes
Tanya Gupta		7	Yes
Debasis Das	dddebasis1998@gmail.com	25	Yes
Soundarya Tejomurthula		43	Yes
iPhone		2	Yes
Apoorva Sancheti	apoorva.san1995@gmail.co	39	Yes
Gitika		15	Yes
sanskriti dubey		5	Yes
Shailly Thakur	shllthkr5@gmail.com	2	Yes
Shubham Mishra		35	Yes
Aarohi Kalyankar	aarohi5kalyankar@gmail.co	37	Yes
Simran Chandwani	schandwani2307@gmail.co	2	Yes
Tamanna Ghosh		6	Yes
kirti chauhan	ckirti22@gmail.com	31	Yes
Sonal Singh	sonallsinghh90@gmail.com	8	Yes
31075116-NehaGupta	beingneha2012.2051@gma	33	Yes
Jyotsna Singh		3	Yes
Ridhima khandelwal		1	Yes
Jayashree Hira	jayashreehira@gmail.com	14	Yes
Saroja		15	Yes
Rachita Gupta		31	Yes
Gunjan Raghav		4	Yes
SUSHREE MISHRA		26	Yes
Rupali		22	Yes
Harish		22	Yes
Maitri Atre	maitriatre2000@gmail.com	17	Yes
Jivisha		1	Yes
Manshu Butta		5	Yes
Sailaja Devaguptapu		1	Yes

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
“Know your Alumni Episode 29”

“Know your Alumni Episode 29”	
TOPIC: “Changes in the Consumer Behavior with increased usage of Digital Platforms”	
DATE: 19 th November 2021 from 4:00pm to 5:00pm.	
VENUE: IIHMR University, Jaipur, India	
SPEAKER: Ms. Kriti Pachauri, Senior Manager, Walking Tree Technologies, Hyderabad	
NUMBER OF PARTICIPANTS: 69 Participants	
INTRODUCTION: The 29 th episode of the Know Your Alumni series, titled “Changes in the Consumer Behavior with increased usage of Digital Platforms ” took place on 19 th November 2021 at IIHMR University, Jaipur. The session was moderated by Dr. Saurabh Kumar Banerjee, Dean- SPM at IIHMR University. The guest speaker was Ms. Kriti Pachauri, an alumna of PGDPM (2010- 2012), Batch 2, IIHMR University, Jaipur. The session, coordinated by Mr. Shubham Meher, MBA PM Batch 12.	
OBJECTIVE: To analyze and understand how the increased adoption and usage of digital platforms (such as e-commerce websites, mobile apps, social media, and digital payment systems) have transformed consumer behavior, particularly in terms of purchasing decisions, brand interactions, preferences, and loyalty. Supporting Goals: 1. Identify Key Behavioral Shifts 2. Evaluate the Role of Technology 3. Measure Impact on Purchase Decisions 4. Explore Demographic Differences 5. Assess Brand Engagement and Loyalty	

Salient Novel Points Covered:

Salient and novel points regarding changes in consumer behavior due to the increased usage of digital platforms: Real-Time Decision Intelligence:

- Rise of the “Always-On” Consumer
- Hyper-Personalization and Expectation of Tailored Experiences
- Increased Influence of Social Proof and Peer Reviews
- Shift from Ownership to Access
- Mobile-First Behavior
- Demand for Transparency and Ethical Practices
- Integration of Online and Offline (Phygital) Experiences

ROLE: Role of Changes in Consumer Behavior with Increased Usage of Digital Platforms

The increased use of digital platforms has redefined the role of consumer behavior in shaping markets, marketing strategies, and business operations.

Here's how these behavioral changes are playing a significant role:

1. Driving Digital Transformation in Businesses
2. Shaping Marketing and Communication Strategies
3. Redefining the Customer Journey
4. Empowering Consumers with Information
5. Influencing Product Development and Innovation
6. Supporting Sustainable and Ethical Choices
7. Influencing Retail Models

Q&A and Interactive Session:

Session Objectives:

- Understand the key shifts in consumer behavior driven by digital platforms
- Explore real-world examples of digital influence on consumer choices
- Engage participants in discussions, live polls, and case-based activities

Mini-Presentation (15 mins)

Topic: Key Behavioral Changes

- Mobile-first mindset
- Power of reviews and social proof
- Personalized recommendations
- Decline in brand loyalty
- Digital payment adoption

Case Study Discussion (15 mins)

Scenario:

"An online beauty brand saw a 30% increase in sales after adding user-generated content and influencer reviews on their product pages."

Questions for Group Discussion:

- Why did this work?
- What does it tell us about digital consumers?
- Can this be applied to other industries?

Break into small groups or breakout rooms and share findings.

Future Scope: As digital platforms continue to evolve, consumer behavior will undergo deeper and more dynamic transformations. Here are the key future trends and opportunities:

1. Increased Reliance on AI and Automation
2. Rise of Immersive Shopping Experiences
3. Growth of Voice and Conversational Commerce
4. Expansion of Social and Live Commerce
5. Demand for Ethical and Sustainable Brands
6. Increased Mobile-First and App-Based Behavior
7. Integration of Blockchain and Decentralized Commerce
8. Human-AI Collaboration

The future of consumer behavior will be shaped by **technological innovation, ethical consciousness, and the desire for seamless, personalized experiences**. Businesses that adapt quickly and intelligently to these evolving behaviors will stay ahead in the digital economy.

Appropriate caption for the webinar

Additional Caption Options:

- "The Digital Shift: Transforming How Consumers Think, Shop, and Choose"
- "Empowered by Digital: The New Face of Consumer Decision-Making"
- "Connected, Informed, Instant: The Rise of the Digital Consumer"

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Topic:

Changes in the Consumer Behavior with increased usage of Digital Platforms



Friday Nov 19, 2021



4:00 PM to 5:00 PM (IST)



MODERATOR

Dr. Saurabh Banerjee

Dean SPM

IIHMR University, Jaipur

OUR ALUMNUS

Kriti Pachauri

PGDPM (2010-12), Batch 2

Senior Manager

Walking Tree Technologies, Hyderabad



Student Coordinator

Mr. Shubham Meher

MBA-PM-12

IIHMR University, Jaipur

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Meeting ID	Topic	Start Time	End Time	User Email	Duration (M)	Participants
8.25E+10	Know Your	19/11/2021	19/11/2021	it@iihmr.edu	73	69

Name (Orig User Email	Total Durat	Guest
-----------------------	-------------	-------

IIHMR WEE it@iihmr.edu	74	No
Anshul Goyal	74	Yes
kirti arora arorakirti00	3	Yes
kirti	39	Yes
Dr Saurabh K Banerjee	70	Yes
Susmit	59	Yes
kirti arora	4	Yes
aditi Gaikwaditigaikwad	20	Yes
Prince Singh	6	Yes
Kriti Pachauri	64	Yes
Aniruddh J aniruddhjai	58	Yes
Kundan	62	Yes
Tanvi Shah	1	Yes
Devvrat Chaudhary	60	Yes
Rushi S Joshi	31	Yes
Anshu Ama anshuamar	36	Yes
Manish	57	Yes
Dikshita Hadikshitahat	25	Yes
Gaurav Gupta	4	Yes
KONGKITA B	57	Yes
Praful sen	3	Yes
Snehal Thosnehaltt56	43	Yes
Shree Priya	56	Yes
Jai	13	Yes
Nidhi Sharma	56	Yes
Yash Nagpagnagpalyash	55	Yes
Sudarshan Phatangare	14	Yes
PARASHAR	55	Yes
Himabindu Nayakanti	17	Yes
satyam kumar MBA PM	9	Yes
BIKASH	54	Yes
Tanvee kadam	54	Yes
Debasis Das	54	Yes
Sachin Kumar	24	Yes
Shabya Siningsinghamaik	39	Yes
Sparsh Jain sparshjainC	1	Yes
Mi A3	30	Yes
Iam_Dr. kit iamdrkittu	26	Yes
niyati talwaniyati.talwa	51	Yes
Rohit Chintparichintav	5	Yes
Siddharth F siddurana1	51	Yes
Minora Priyminorapriy	51	Yes
Gitika	50	Yes

Himanshu I himanshu2	2 Yes
Smita Chitr msmitachit	17 Yes
Hinal Jain	40 Yes
sonam sio	48 Yes
Dr. Khurrrar jahankhurr	4 Yes
Gagan	47 Yes
Amitabh Rꜛ amikantsnꜛ	45 Yes
Dr. Sudhinc sudhinderꜛ	38 Yes
Darshan Cꜛ darshanchꜛ	42 Yes
Dr. Shivangi Srivastava	41 Yes
Suryakant Patel	39 Yes
Sakshi Verr sakshi2901	37 Yes
Anumeha	37 Yes
Dr. Apurva Nair	36 Yes
Isha Phadke	30 Yes
Amarjit Bera	29 Yes
Ritima	23 Yes
Prem Agrav prema2461	6 Yes

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
“Know your Alumni Episode 30”

“Know your Alumni Episode 30”	
TOPIC: “Digitalization in Supply Chain”	
DATE: 10 th December 2021 from 4:00pm to 5:00pm.	
VENUE: IIHMR University, Jaipur, India	
SPEAKER: Ms. Deepika Gupta, Senior manager Business Development, Pharmarack, Mumbai	
NUMBER OF PARTICIPANTS: 67 Participants	
INTRODUCTION: The 30th episode of the Know Your Alumni series, titled “Digitalization in Supply Chain” took place on 10th December 2021 at IIHMR University, Jaipur. The session was moderated by Dr. Saurabh Kumar Banerjee, Dean- SPM at IIHMR University. The guest speaker was Ms. Deepika Gupta, an alumnus of PGDPM (2007- 2009), Batch 12, IIHMR University, Jaipur. The session, coordinated by Mr. Shubham Gaikwad, MBA PM Batch 12.	
OBJECTIVE: The main objective of digitalization in supply chain management is to transform traditional supply chain operations into intelligent, connected, and efficient ecosystems by leveraging digital technologies. Below are the key goals: Key Objectives: Improve End-to-End Visibility • Gain real-time insights into inventory, shipments, demand, and supplier performance. Enhance Efficiency and Productivity • Automate manual processes to reduce errors, save time, and cut operational costs. Enable Data-Driven Decision Making • Use data analytics, AI, and machine learning to make informed and predictive decisions. Increase Agility and Responsiveness • Respond quickly to market changes, disruptions, or shifts in customer demand. Strengthen Collaboration Across Stakeholders • Improve coordination and communication with suppliers, logistics providers, and customers through digital platforms. Improve Customer Service and Experience • Ensure faster, more accurate deliveries and personalized service using real-time data. Enhance Risk Management and Resilience	

- Identify potential disruptions early and develop mitigation strategies through digital monitoring tools.

Digitalization in the supply chain is aimed at making the system smarter, faster, more transparent, and customer-focused, ultimately driving competitive advantage and operational excellence.

Salient Novel Points Covered:

The **Salient and Novel Points** of the **Objectives of Digitalization in the Supply Chain**, highlighting what makes this transformation particularly modern and impactful in today's business environment:

- Real-Time Decision Intelligence
- Digital Twin Technology
- Predictive and Prescriptive Analytics
- Blockchain for Transparency and Trust
- Hyper-Automation with IoT & RPA
- Cloud-Based Supply Chain Platforms
- Cyber-Resilient Infrastructure
- Collaborative Ecosystems & Open APIs

The novel aspects of digitalization in supply chain management lie in its ability to combine real-time intelligence, automation, connectivity, and sustainability—creating smarter, more adaptive, and future-ready supply networks.

ROLE: Role of Digitalization in Supply Chain

Digitalization plays a **transformative role** in modern supply chain management, turning traditional, linear supply chains into **integrated, data-driven, and customer-centric ecosystems**. Its role spans across every link in the chain—from sourcing to delivery.

1. Enabler of Real-Time Visibility
2. Accelerator of Efficiency and Automation
3. Driver of Data-Driven Decision Making
4. Facilitator of Collaboration and Integration
5. Enhancer of Customer Experience
6. Supporter of Agility and Risk Management
7. Catalyst for Innovation and Scalability

The role of digitalization in supply chains is to **empower organizations with the speed, insight, and flexibility** required to thrive in an increasingly complex, competitive, and connected world.

Q&A and Interactive Session: Digitalization in the supply chain refers to the use of digital technologies—such as IoT, AI, blockchain, big data, and automation—to **streamline, optimize, and transform supply chain operations**. The goal is to move from traditional, reactive systems to **proactive, data-driven, and intelligent networks**.

Why Digitalization Is Necessary

- **Global competition** and customer expectations require faster, more flexible, and more transparent supply chains.
- **Disruptions** (e.g., pandemics, geopolitical shifts) expose the fragility of traditional supply chains.
- Digitalization provides the **resilience and agility** needed to adapt quickly.

Technologies Driving Digital Transformation

- **Internet of Things (IoT):** Real-time tracking of goods, equipment, and environmental conditions.
- **Artificial Intelligence (AI):** Demand forecasting, route optimization, and predictive maintenance.
- **Blockchain:** Secure, transparent, tamper-proof transaction records for traceability and trust.
- **Robotic Process Automation (RPA):** Automates routine tasks like invoicing and order entries.
- **Cloud Computing:** Enables scalable, real-time collaboration and data sharing across the supply chain.

Digitalization is no longer optional—it is a strategic necessity. It enables companies to predict, adapt, and lead, rather than react. However, it requires investment, culture change, and a commitment to innovation.

Future Scope: The future of digitalization in the supply chain is evolving rapidly, driven by technology advancements, global complexities, and the growing need for agility, transparency, and sustainability. Here are the key areas where digitalization is expected to expand and transform supply chains in the coming years:

1. AI-Driven Autonomous Supply Chains
2. Digital Twins and Simulation Models
3. Blockchain for Full Traceability and Trust
4. Sustainability & Circular Supply Chains
5. Internet of Everything (IoE) & Smart Logistics
6. Hyper-Personalization in Supply Chain Execution
7. Global Digital Supply Chain Platforms
8. Human-AI Collaboration

The future of digitalization in supply chain is intelligent, autonomous, sustainable, and highly connected. Organizations that invest in next-gen digital capabilities today will gain a **strategic advantage in speed, resilience, and customer value** tomorrow.

Appropriate caption for the webinar: Here are some appropriate and impactful caption options for a session, article, or presentation on Digitalization in the Supply Chain:

Captions for Digitalization in Supply Chain

1. Transforming Supply Chains: The Digital Way Forward
2. From Manual to Smart: Embracing Supply Chain Digitalization
3. Driving Efficiency, Agility, and Insight Through Digital Supply Chains
4. Redefining Supply Chains in the Digital Era
5. Smarter, Faster, Greener: The Power of Digital Supply Chains
6. Connecting the Dots: Real-Time Supply Chain through Digitalization

7. Future-Proofing Logistics with Digital Innovation
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 Digitalization in Supply Chain

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 Dean SPM
 IIHMR University, Jaipur



OUR ALUMNUS
Ms. Deepika Gupta
 PGDHM (2007-09), Batch 12
 Senior Manager Business Development
 Pharmarack



Student Coordinator
Mr. Shubham Gaikwad
 MBA-PM-12
 IIHMR University, Jaipur

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Deepika		72	Yes
Guncha Ka kapurgunc		23	Yes
Nigamananda satapat		68	Yes
Subham kumar subhamoff		69	Yes
Shraddha Gawande		1	Yes
SHWETA S	mail.shwet	69	Yes
Susmit		50	Yes
Shubham Gaikwad		68	Yes
Bhaskar Gu	guptabhas	17	Yes
Darshan Ch	darshanch	45	Yes
niyati talwar	niyati.talw	50	Yes
BIKASH HALDER		66	Yes
Kongkita B.		67	Yes
Chaitali Desale		23	Yes
Himabindu Nayakanti		27	Yes
Yash		36	Yes
AAKRITI		63	Yes
Siddharth I	siddurana1	66	Yes
Devvrat Chaudhary		1	Yes
satakshi		47	Yes
Dishi		61	Yes
kirti arora	arorakirti0	61	Yes
Rupasree		47	Yes
Iam_Dr. ki	iamdrkittu	48	Yes
Manshu Butta		56	Yes
Apurva Nair		32	Yes
Rushi S Joshi		20	Yes
Sudeepti		58	Yes
shiva dwiv	shivadwive	57	Yes
Dr. Swati pareek		55	Yes
Tejaswini bathala		44	Yes
Soumya Priya		58	Yes
Ritu Srivastava		20	Yes
Yash Nagp	nagpalyash	56	Yes
Niraj Kuma	neerajplay	7	Yes
Himadri mamgain		50	Yes
Debasis Da	dddebasis1	49	Yes

Vivek sharma	1 Yes
Leela	4 Yes
Jasneet Ka 01jasneetk	17 Yes
Anshu Amā anshuama	16 Yes
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Binita Lahiri	38 Yes
Injamul Haque	28 Yes
Anshu Aman	28 Yes
Vijeta Rash rashmi.vije	27 Yes
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