

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 27

“Master Class Episode 27”
Topic: - Supply Chain Management in Pharmaceutical Companies
Date: 12 th March 2021 from 03:00 PM to 04:00 PM
Venue: - IIHMR University, Jaipur
Speaker: - (1) Mr. Hemant Kumar, Sr. VP- Global Supply Chain, Glenmark Pharmaceuticals Limited, (2) Mr. Sourabh Sengupta, Sr. GM (head US/ EU SCM), DM Supply Chain Planning, Glenmark Pharmaceuticals & (3) Mr. Bhawesh Kumar, General Manager (Head India & Worldwide SCM)
Number of participants: - 57
Introduction: - This session featured: Mr. Hemant Kumar, Sr. VP- Global Supply Chain, Glenmark Pharmaceuticals Limited, (2) Mr. Sourabh Sengupta, Sr. GM (head US/ EU SCM), DM Supply Chain Planning, Glenmark Pharmaceuticals & (3) Mr. Bhawesh Kumar, General Manager (Head India & Worldwide SCM). The event was moderated by Dr. Saurabh Banerjee, Dean - SPM, IIHMR University, Jaipur and the Session was welcomed by Dr. P.R. Sodani, President (Officiating), IIHMR University, Jaipur.
Objective: The primary objective of supply chain management (SCM) in pharmaceutical companies is to ensure the efficient, reliable, and compliant flow of pharmaceutical products—from raw materials to finished medicines—delivered safely and timely to patients and healthcare providers.
Salient Novel Points Covered: Integration of Advanced Digital Technologies <ul style="list-style-type: none">• Use of AI, machine learning, and IoT sensors for real-time tracking, predictive analytics, and demand forecasting, enhancing supply chain agility and accuracy. Blockchain for Traceability and Anti-Counterfeiting <ul style="list-style-type: none">• Implementation of blockchain technology to create immutable records, ensuring drug provenance and combating counterfeit medicines. Cold Chain Innovations <ul style="list-style-type: none">• Advanced cold chain logistics using smart packaging and temperature-controlled monitoring to maintain integrity of sensitive biologics and vaccines.
Role: Supply Chain Management (SCM) plays a critical role in pharmaceutical companies by ensuring that medicines and healthcare products are efficiently produced, stored, and delivered safely to patients and healthcare providers. It acts as the backbone that connects manufacturing, quality assurance, regulatory compliance, and distribution to maintain the seamless flow of pharmaceutical products.

Challenges and Opportunities:

Challenges

1. Regulatory Compliance Complexity
 - Navigating diverse and stringent regulations across countries (e.g., GMP, FDA, EMA) complicates supply chain operations and increases the risk of non-compliance.
2. Counterfeit and Substandard Products
 - Ensuring product authenticity and preventing entry of counterfeit drugs remain major concerns, impacting patient safety and company reputation.
3. Cold Chain Management
 - Maintaining strict temperature control for biologics and vaccines throughout transportation and storage is technically challenging and costly.

Opportunities

1. Digital Transformation and Automation
 - Adoption of AI, robotics, and IoT can improve efficiency, accuracy, and visibility across the supply chain.
2. Blockchain for Enhanced Traceability
 - Blockchain can secure data integrity, improve transparency, and combat counterfeit drugs.
3. Sustainable and Green Supply Chains
 - Implementing eco-friendly practices reduces environmental impact and aligns with corporate social responsibility goals.

Q &A and Interactive Discussion:

An interactive session on Supply Chain Management in Pharmaceutical Companies was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.


Future Scope:

Personalized and Patient-Centric Supply Chains



Supply Chain Management in Pharmaceutical Companies

Friday, March 12, 2021

03:00 PM to 04:00 PM (INDIA) 



SPEAKER

Mr. Hemant Kumar
Senior Vice President
Global Supply Planning,
Glenmark Pharmaceuticals Limited



SPEAKER

Mr. Sourabh Sengupta
Sr. General Manager (Head US/ EU SCM)
E&E Supply Chain Planning,
Glenmark Pharmaceuticals Limited



SPEAKER

Mr. Bhawesh Kumar
General Manager (Head India and
World Wide SCM)
IF & FM Supply Chain Planning,
Glenmark Pharmaceuticals Limited



WELCOME

Dr. P.R. Sodani
President
IIHMR University, Jaipur



MODERATOR

Dr. Saurabh Kumar
Deans SPM,
IIHMR University, Jaipur

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