

Export Promotion Council for Handicrafts



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REPORT ON AWARENESS SEMINAR ON“COST REDUCTION WITH EFFECTIVE LOGISTICS MANAGEMENT FOR ENHANCING EXPORT COMPETITIVENESS” ON 09TH JULY, 2016, AT CONFERENCE HALL, 3RD FLOOR, RAJIV GANDHI BHAWAN, BABA KHARAK SINGH MARG, NEW DELHI

The Export Promotion Council for Handicrafts conducted number of seminars for its member exporters to educate them on new and emerging issues related to exports during various platforms, the Council organized a seminar on a very important issue entitled, **“COST REDUCTION WITH EFFECTIVE LOGISTICS MANAGEMENT FOR ENHANCING EXPORT COMPETITIVENESS”** at Conference Hall, 3rd floor, Rajiv Gandhi Bhawan, Baba Kharak Singh Marg, New Delhi



Prof. Ashok Advani – faculty from Jaipuria Institute of Management

The seminar was attended by around 40 member exporters from different export organisation and export houses. The guest speaker for the event was **Prof. Ashok Advani – Jaipuria Institute of Management.**



Guest speakers were making their presentation

Mr. Advani informed the participant that to began with in export first step is how to cost reduction One could define containerization as Containerization is the use of containers to unitize cargo for transportation, supply and storage”. Container logistics thus incorporates supply, transportation, packaging, storage, and security together with visibility of container and its contents into a distribution system from source to user. The idea stemmed from the fact that movement of goods across continents in a standardized, specific and safe manner is imperative to a healthy global trade system.



Upon opening the event Mr. RAVI K. PASSI and Mr. Arashad Mir, Member COA,(EPCH) handed over to Prof. Advani to begin the session. Mr. Advani began on a lighter note, first introducing himself and then talking about the sheer magnitude of the logistics involved and how containerisation played a crucial role. He began with speaking about the history of containerisation and that Malcom Purcell McLean may be considered the father of containerisation.

Moving on to the evolution of container vessels, he spoke on how the 1st generation Ideal-X vessels emerged pre 1960s and the advent of the ultra-post-panama vessel that have a TEU capacity of 11000 +. Subsequently he touch based on the important terminologies related to the shipping industry and then on various container types. Container types vary for different types of goods, to sizes, to perishability and other factors.



He later spoke on external and internal dimensions and capacities, necessity of container leasing, keeping an inventory on container leasing and the major companies that operate such services. He also spoke on container leasing and various types of leases besides talking on Freight and other charges associated with containerisation. Through this seminar the delegates took learnings in the issues related to containerisation, different types of containers and their capacity, important factors affecting freight and Freight Structure and Components.



Mr. Arshad Mir presenting memento to Mr. Advani

During above seminar, the faculty shared their vast experienced about importance of COST REDUCTION and its necessity for doing exports. The participants raised queries during the seminar and expert faculty members satisfactorily answered their all queries. The seminar was successfully concluded with a formal note of thank.

We welcome suggestions and feedback to make this initiative more productive. Do write to us at: focusregion@epch.com.