



## **Engineering and Management Students learned the skills of Supply Chain Management**

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Creating a powerful India where citizens are well aware of marketing and economic strategy should be a vision and mission of management and engineering people. To spread such awareness, Career Point University organized a workshop on "Supply Chain Management" which was well delivered by the eminent speaker of the session Dr. R. S. Ghosh who is Dean of Pharmacy, Career Point University.

Dr. Ghosh conveyed to students that, "India is a country which has Price Sensitive Market. In India, profitable income is not balanced". He had thrown lights on manufacturing costs and strategies of various engineering products and innovations such as robotic application, automobile industry etc. He also said that, "We have very limited manufacturing sites in India which is a prime matter of concern leading us to think over the analysis part of changes occurring in economic market policies". Dr. Ghosh discussed a variety of basic features leading to a successful marketing strategy which includes Global competition, internal constraints, production technologies, logistic cost, available infrastructure and diverse production methods. He made the session quite interesting one and kept the students captivated by his motivating deliverance of knowledge. Supply chain management is an understanding of the flow of goods and services involves the movement and storage of raw materials, of work-in-process inventory, and of finished goods from point of origin to point of consumption. The workshop proved a success in bringing up the marketing perceptive acquaintance among the engineering and marketing students.

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