



**RV Institute of
Management®**

RV INSTITUTE OF MANAGEMENT

Jayanagar 4th T Block Bengaluru -560 041

VISIT TO FLIPKART DENKANIKOTTAI, KRISHNAGIRI III SEMESTER

Subject: Supply Chain Management

DATE: 15-5-2024	Firm: Filpart Hub at Denkanikottai, Krishnagiri
Time: 7.30am to 5.00pm	Semester & Section: III semester
No. of Participant : 43	Event Coordinator: Prof. Anitha BM Dsilva, Prof. CS Venkatesh
Objectives: <ul style="list-style-type: none">• Understanding e-commerce logistics, exploring inventory management,• To study last-mile delivery operations, learning about technology integration,• To exploring workplace practices of Flipkart operations in Bengaluru.• Understanding environmental sustainability efforts and examining reverse logistics	



Learning's during the visit

1. **Insight into E-commerce Operations:** Gained a detailed understanding of how Flipkart manages its supply chain and logistics.
2. **Inventory Management Techniques:** Learned about warehousing, stocking, and real-time inventory updates.
3. **Technology in Logistics:** Observed the use of automation, AI, and data analytics in streamlining operations.
4. **Order Fulfillment Process:** Understood the process from order placement to final delivery.
5. **Reverse Logistics:** Learned how returns and exchanges are efficiently handled.
6. **Customer-Centric Practices:** Observed strategies to enhance customer satisfaction and experience.
7. **Sustainability Measures:** Identified Flipkart's efforts in eco-friendly packaging and green initiatives.
8. **Teamwork and Coordination:** Recognized the importance of seamless coordination among departments for operational success.
9. **Practical Business Applications:** Linked theoretical concepts with real-world business practices.
10. **Time Management and Efficiency:** Gained insights into achieving operational efficiency within tight deadlines.



Rashtriya Sikshana Samithi Trust

R V Institute of Management, Bengaluru

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List of students

Sl. No	Name of the Student	Reg. Number
1	CHETHAN K N	P18FW22M015001
2	SANTHOSH J	P18FW22M015003
3	NIKITHA RAJ N	P18FW22M015010
4	MANOJ D	P18FW22M015012
5	SHASHWATH B P	P18FW22M015037
6	PRAVEEN S RAJ	P18FW22M015056
7	NIKHIL HEGDE	P18FW22M015061
8	PRUTHVIRAJ GOWDA P	P18FW22M015065
9	CHIRANJEEVI RAM PARANANDHI	P18FW22M015073
10	SAJJAN S GOWDA	P18FW22M015083
11	ANUSHRUTH D	P18FW22M015085

12	NIKHITA VINOD KALMANE	P18FW22M015089
13	RAKESH A	P18FW22M015092
14	U SHAMANTH	P18FW22M015095
15	AKASHGOWDA G	P18FW22M015106
16	HARICHANDANA SRI MAREMALLA	P18FW22M015112
17	KUMAR RAGHAVENDRA M D	P18FW22M015116
18	RAHUL RAJENDRA JAWALI	P18FW22M015135
19	RISHI SAGAR B K	P18FW22M015161
20	PRAMOD NADAGERI	P18FW22M015164
21	THARUN MADHAV G P	P18FW22M015172
22	SUPRITI PRAKASH	P18FW22M015017
21	ADITHYA S HIREMATH	P18FW22M015023
23	PAVAN KUMAR J	P18FW22M015032
24	D YOGESHWARI	P18FW22M015053
25	SURYA K	P18FW22M015067
26	SATHVIK NARASIMHA SHASTRI	P18FW22M015069
27	R YOGESH	P18FW22M015070
28	SHASHWATH S SHETTY	P18FW22M015081
29	NAVEENAKUMARA K A	P18FW22M015084
30	DEEPAK IYER S	P18FW22M015098
31	ARADHANA A HEGDE	P18FW22M015099
32	MOHAMAD MUZAMEEL SAMAD JANBAW	P18FW22M015130
33	BHARATH	P18FW22M015134
34	G UDAYA KUMAR	P18FW22M015143
35	SRUJAN RAJ G B	P18FW22M015145
36	KRUTHIKANANDA H S	P18FW22M015147
37	KEERTHANA N G	P18FW22M015154
38	PRITHVI S	P18FW22M015157
39	RAHIL M	P18FW22M015158
40	GIRISHA ADITYA	P18FW22M015160
41	KARTHIK G BHARADWAJ	P18FW22M015171
42	VARUN N	P18FW22M015173

Feedback from the Faculty visited

The visit to the Flipkart warehouse in Krishnagiri, Tamil Nadu provided valuable insights into the real-world operations of a large e-commerce company and helped gain firsthand experience of the

company's operations. Learnt the values and strategies adopted by the firm. The Flipkart warehouse visit offered a comprehensive learning experience on various aspects of supply chain management. This visit offered a rich learning experience that bridged the gap between theory and real-world application in supply chain management. It began by delving into Flipkart's company background, learning about their inspiring journey from a startup to a leading e-commerce giant in India.

Their motto, "Making India Smile," resonated strongly, highlighting their customer-centric approach. Furthermore, it helped gain insights into Flipkart's core values, which prioritize integrity, customer obsession, and a commitment to innovation. These values were evident throughout the warehouse operations tour. The guided tour provided a clear understanding of the intricate dance of product picking, packing, and sorting. We witnessed firsthand the efficient use of Handheld Devices (HHDs) for order management and inventory control, ensuring accuracy and streamlining the fulfilment process. The warehouse layout itself served as a testament to strategic planning, designed for optimal product flow. This minimized picking time and ensured timely order fulfilment, a crucial aspect of e-commerce success. The entire experience underscored the importance of efficient supply chain management, particularly in a fast-paced environment like e-commerce. Flipkart's strategic warehouse location and streamlined processes contribute significantly to faster deliveries, ultimately leading to improved customer satisfaction – a key metric for any business but especially vital for those operating in the competitive online retail space

Photo gallery





Report prepared by
Prof. Anitha BM Dsilva

Feedback from the coordinator:

There were 36 videos of the entrepreneurs that were screened by the ESM subject teachers. Of which only top 3 from each class were taken for the competition. All the videos were having a good story line, video and audio was also given equal; important. Video of entrepreneurs ranged from Food, restaurants, Spectacles, Stock traders, etc. Overall all the 9 videos were screened for competition.

From 2nd Sem B section

1. Aditya MS and Team -Galli kitchen-
2. Aditya P and Team -Cafe boarding,
3. Nitesh P and Team -Eat Raja

From 2nd sem C section

4. Team Vanguard,
5. Team Titans and
6. Team Social synergy

From 2nd sem A section

7. Supriti and Team
8. Team Optionables
9. Dinesh and Team

Judgment sheet



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ENTREPRENEURS VIDEO PROFILE-COMPETITION

II SEMESTER

SUBJECT: ENTREPRENEURSHIP AND START UP MANAGEMENT

DATE: 27-11-2023

Sl. No	Names of the teams	Story line and Expression of the message 10	Visual appeal and artistic merit 10	Originality of the content Audio and Video 10	Efforts of the team members 10	Overall quality of the entrepreneurial profile 10	Total Marks 50	Remarks
1	Suprith & team.	5	6	8:47 6	6	6	29	Audio not syncing with speaker
2	Aditya ms & team.	8	9	11:00 9	9	9	44	Creative & Neatly Done
3	Team Goat ^{Titans.}	8	7	10:51 9:51 8	6	8	37	story line is good
4	Dinesh & team.	5	5	10:02 7	6	5	28	Audio & video - Average.
5	Nithish P & team	7	8	8:36 8	7	8	38	Spelling mistakes in texts
6	Team-10-optionally	7	7	7:02 8	7	8	37	creative, used subtitles (malikarjuna)
7	Adithya P & team.	7	8	8:02 8	8	8	39	new info highlighted
8	Team Haras ^{social synergy.}	5	7	9:51 8 10:42	6	7	33	Catchy video No proper story line.
9	Team vanguards.	6	6	9:40 6	6	6	30	No intro etc.

Name of the judge: Keerthan Kamath.

Organization:

Keerthan.
Signature

Faculty Coordinators: Dr. Rashmi Shetty, Prof. Uma Sharma and Prof. Anitha BM Dsilva