

Format for IT / E-Governance Project Details

Project Name:

HSVN Supply Chain Management Software

Department Name:

M. P. Hastshilp Evam Hatgargh Vikas Nigam

Implementing Office Name:

M. P. Hastshilp Evam Hatgargh Vikas Nigam, Hamidia Road , Bhopal.

Project Head:

	Managing Director,
Name:	Ms. Dipali Rastogi,
Contact:	0755-2676920
E-Mail:	dipalirastogi@yahoo.co.in

In-charge Person:

	General Manager (MKT)
Name:	Mr Nagendra Mehta
Contact:	0755-2676923
Email:	nagendramehta@yahoo.com

Website Details:

www.mrignayanee.in

Date of Commencement:

July 2010.

Project in Brief:

Madhya Pradesh Handicrafts and Handloom Development Corporation, working under the aegis of Department of Rural Industries, Government of M.P, has its mandate for the promotion and development of handicrafts and handlooms of the State.

M.P. HSVN (Hast Shilp Vikas Nigam of M.P.) have emporiums (Sales Outlets) in the name of 'Mrignayanee' spread across India and various procurement centers commonly known as development centers in the state of M.P. It has its Head Office (HO) at Bhopal. The

HSVN does retailing as well as development / procurement of Handicraft and Handloom material from various parts of the state.

A total of 22 State Level Emporiums spread across the length and breadth of the country apart from 14 development centers across the state providing lineage to nearly 10,000 artisans for their livelihood.

To cater to the growing needs of the department activities HSVN Supply Chain Management Software was envisaged. The HSVN SCM Project aims to fulfill two needs. Firstly, HSVN Sales Management which is a tool for emporiums to accomplish various tasks including Sales Management, Cash Management, Customer Management, and Inventory Management . Secondly, the HSVN Project aims to optimize supply chain management between the emporiums and procurement centers which included tracking of individual items from the artisans to end customer via emporiums thereby generating valuable MIS for the department. This MIS not only helped in synergizing planning and procurement but also helped various artisans associated with department to offer right product mix. With help of this MIS department was able to advise various artisans about the fast moving products, along with information on designs and saleable price expected.

Project Services:

Govt to Govt (G2G) ; Govt to Business (G2B) ; Govt to Citizen(G2C)

1. Computerized all sales, inventory, cash management from artisan to customer.
2. Online real time data available at Bhopal (HO) of all the sales at emporiums, cash collection, credit card sales, stock available at emporiums and development centers.
3. Online details on daily basis of the dispatches from the development center to emporiums. Stock availability at each center. Their by helping in planning for procurement and production.
4. MIS on print type, design type, craft wise, sale matrix, price matrix, performance analysis available. Product acceptability in the market.
5. GAP analysis done for future product development.
6. All information available at a central console online viewable from anywhere at www.mrignayanee.in

7. Sales Report between the period (Time Frame), Print type sale report between the period, cash collection report between the period all India or at individual emporium is available.
8. Streamlining of work at emporium level ie: Stock Management, Cash Management, Tax Management. Plugged all leakages in the sales system.
9. Artisan Ledger developed, providing information on each artisan wrt raw material issued and finished material received both in terms of value as well as quantity – resulting in more transparency in dealings with the artisan. **(G2B)**
10. Profitability of individual emporium is being calculated based on analysis of Net receivables with respect to item cost and expenditure incurred on sales.
11. Proper Billing to customers (Citizen) **(G2C)** ;Transparency in dealing with customer; Uniform pricing across the country and any time anywhere return policy. Enhancing Customer Delight.

Application Software Developed By:

Net Legends, Bhopal and HCL Infosystems Ltd., through MPSEDC, Bhopal

Application Platform:

Windows Platform.

The front end of the system has been designed in C # .NET while the Back End database is MS-SQL 2005.

Project Cost:

Hardware :	Rs 27 Lacs
Software:	Rs 16.2 Lacs
Training Cost:	Rs 10.8 Lacs
Total	Rs 54 Lacs

Source of Fund:

Departmental Internal Sources

No of Dedicated Project Staff

At HO Level : 2 Nos

At Field Level: 34 Nos

Current Status

Already running successfully at 37 locations including 15 Development Center within the state and 22 Emporiums spread across the country.

Benefits of Project (Pre – Post):

Pre Project State:

1. Billing process cumbersome manual without any standard discount policy, no control on discount structure / persons availing discount.
2. Manual updation of sales figures by the emporium to the HO – Monthly. Process cumbersome and prone to delays. No reconciliation with bank deposit.
3. Cumbersome process on calculation of VAT and Discounts.
4. Pricing done at emporium level with each individual emporium doing their own mark up. With some alpha digit marked on cloth. Very less amount of clarity on part of customer to know actual sale price, depended on sales man for the price. No transparency.
5. No information on what is in demand and what's the stock at each emporium. Unable to extrapolate demand. Development centers unable to take informed decision on what to ask artisan to produce. Which is the "in demand" design.
6. At development center: Manual issuance and receipt of material from artisan. Cumbersome manual keeping of record what all is issued and what returns and what all is in balance.
7. No information on performance of artisan as well as which artisan's material is getting easily accepted in the market and whose is not.
8. Stock taking along with physical verification cumbersome process. Prone to leakages.
9. Detailed analysis of sales was not possible as individual items could not be tracked.
10. At Development centers,
 - o The inventory carried at any given moment was difficult and time consuming to calculate.
 - o The raw material issued to artisans was also maintained manually and at any given time, the stock position at the artisan end was difficult to get.
 - o Every receipt/issue into and from the center had to be manually entered into the stock register, resulting in delays and was not error free.

Post Project State:

1. Standard pricing and discount policy across the country.
 2. Return policy standardized with maximum return period of 15 days from the date of billing and only exchange allowed. Any person can exchange material at any of the counters. Better Customer Satisfaction.
 3. Real time reports of actual sales happening across the country. Actual Sales, Cost Price, Selling Price, Discount as it happens is available online. Tracking of individual emporiums trends and target made very easy with centralized MIS. Daily, Hourly, Monthly reports available with a click of mouse.
 4. Trend analysis of what is in demand, what is selling more is available online live. Auto updation of Print Matrix, Product Matrix.
 5. GAP analysis done to know what sells at what price in which part of the country. Which all areas are the GAP which need to be filled. What is the average mode value of purchase made in each of the emporiums and what is the standard deviation.
 6. At Emporiums
 1. Bar-coded tags used on every material have information such as item code, price code, item name, item category, type of print, development center of origin, color, artisan etc. thereby bringing transparency in operation. Information on discount to whom and on what material is available online.
 2. Sales and Inventory figures are gathered and updated on the Central Server every 15 minutes from the centers and emporiums, resulting in near LIVE data available for management.
 3. The physical verification of the emporium or development center can now take place on any date with minimum of effort and is much more reliable.
 4. Material receipt from Development Centers has been streamline by using IUT/IUR in XML format, resulting in automatic import of data into the stock.
 7. Because of the system department was able to start a performance based incentive system for the staff, resulting in drastic improvements in performance by emporiums which were lagging behind earlier.
- 8. At Development centers:**
- a. At any given moment of time actual inventory carried by the center can be known immediately.
 - b. At any given moment, you can get the stock position of any artisan, giving information like the item detail, quantity as well as value of material balance at the artisan premises.
 - c. Artisan Ledger indicating material issued and material delivered is available.
 - d. Every receipt and Issue to and from the center is automatically made in the stock register.