**A**

**PROJECT REPORT**

**ON**

“TRANSIT LOSS REDUCTION”

## UNDERTAKEN AT

**“MIT School of Distance Education”**

## IN PARTIAL FULFILMENT OF

**“LOGISTICS & SUPPLY CHAIN”**

## MIT SCHOOL OF DISTANCE EDUCATION, PUNE.

**GUIDED BY**

**“Prof. OMKAR SALVI”**

## SUBMITTED BY

**“Mr. Ketan Ganpat Vhanaje”**

**STUDENT REGISTRATION NO.: MIT2022D02274**

# MIT SCHOOL OF DISTANCE EDUCATION PUNE - 411 038

## YEAR 2023-24

**Exempt Certificate - If you’re not able to provide the Project Executed Certificate**

To The Director,

MIT School of Distance Education,

Respected Sir, this is to request you to kindly exempt me from submitting the certificate for Project Work due to the reason mentioned below:

Tick the right option

1. As per the Rules of the Organization

2. Self Employed

3. Working in Public Sector

4. Full-time Student

Thanking you in anticipation of your approval to my request.

Regards

Student Sign: -

Student Name:-

Student ID:



# DECLARATION

I hereby declare that this project report entitled **“TRANSIT LOSS REDUCTION”** bonafide record of the project work carried out by me during the academic year **2023-2024**, in fulfillment of the requirements for the award of **“LOGISTICS & SUPPLY CHAIN”** of MIT School of Distance Education.

This work has not been undertaken or submitted elsewhere in connection with any other academic course.

**Sign:-** A close up of a paper

Description automatically generated

**Name:-Mr. Ketan Ganpat Vhanaje**

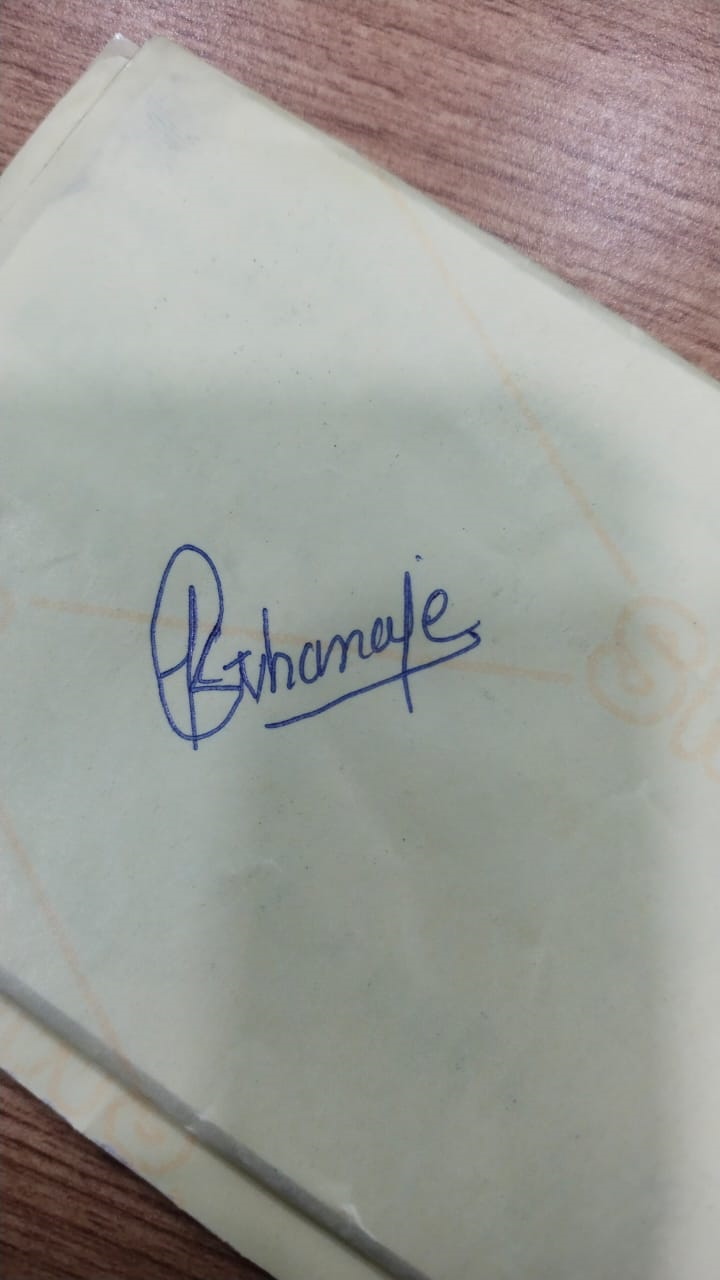
**Student ID: MIT2022D02274**

# ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere thanks and gratitude to **“PROF.OMKAR SALAVI”**, Faculty of MIT School of Distance Education, for allowing me to do my project work in your esteemed organization. It has been a great learning and enjoyable experience.

I would like to express my deep sense of gratitude and profound thanks to all staff members of MIT School of Distance Education for their kind support and cooperation which helped me in gaining lots of knowledge and experience to do my project work successfully.

At last but not least, I am thankful to my Family and Friends for their moral support, endurance and encouragement during the course of the project.

**Sign:-** 

**Name:-Mr. ketan Ganpat Vhanaje**

**Student ID: MIT2022D02274**

# ABSTRACT

Project TRANSIT LOSS REDUCTION represents a significant stride in Berger Paints' commitment to operational excellence and customer satisfaction. This initiative is designed to streamline the dispatch process, ensuring that the volume of paint dispatched aligns with the market demand and logistical capabilities. By meticulously tracking the dispatch volume, Berger Paints can optimize its supply chain, reduce holding costs, and enhance the delivery speed to retailers and end-users.

Moreover, Project TRANSIT LOSS REDUCTION places a strong emphasis on quality control by monitoring the damaged dispatch quantity. This metric is crucial as it directly impacts customer trust and brand reputation. By minimizing the quantity of damaged goods, Berger Paints not only ensures that customers receive their products in pristine condition but also reduces waste and the associated costs of returns and replacements.

The damage dispatch value is another critical aspect of Project TRANSIT LOSS REDUCTION. It represents the monetary impact of dispatch damages, providing a clear picture of the financial implications and helping to set tangible targets for improvement. By reducing this value, Berger Paints can improve its profit margins and reinvest in further innovations and customer service enhancements.

In essence, Project TRANSIT LOSS REDUCTION is a comprehensive approach to refining the dispatch operations of Berger Paints. It is a testament to the company's dedication to continuous improvement and its resolve to uphold the highest standards of quality and efficiency in every facet of its business. A detailed survey can be seen in the report.

# TABLE OF CONTENTS

|  |  |  |
| --- | --- | --- |
| **Chapter No.** | **Title** | **Page No.** |
| 1 | Introduction | 7 |
| 2 | Organizational Profile | 16 |
| 3 | Project Objectives and Scope | 18 |
| 4 | Data Analysis and Interpretation | 32 |
| 5 | Conclusion / Findings | 42/44 |
| 6 | Suggestions / Recommendations | 47 |
| 8 | References / Bibliography | 59 |
| 9 | End of Project | 51 |

**CHAPTER 1: INTRODUCTION**

Project TRANSIT LOSS REDUCTION, initiated by Berger Paints, represents a significant leap forward in optimizing the dispatch process of their products. This comprehensive project aims to enhance efficiency, reduce waste, and improve customer satisfaction by meticulously tracking and analyzing key metrics such as dispatch volume, damaged dispatch quantity, and damage dispatch value.

Dispatch Volume: At the heart of Project TRANSIT LOSS REDUCTION is the focus on dispatch volume. By closely monitoring the quantity of goods dispatched, Berger Paints can streamline their supply chain operations, ensuring that the right amount of product is delivered to the right place at the right time. This not only helps in meeting customer demands more effectively but also aids in inventory management, reducing the likelihood of overstocking or stockouts.

Damaged Dispatch Quantity: Another critical aspect of Project TRANSIT LOSS REDUCTION is the rigorous tracking of damaged dispatch quantity. Damage during dispatch can occur due to various reasons, including handling errors, transportation issues, or packaging faults. By quantifying the damaged goods, Berger Paints aims to identify patterns and root causes, which can then be addressed to minimize future occurrences. This proactive approach not only saves costs associated with returns and replacements but also helps in maintaining the brand's reputation for quality.

Damage Dispatch Value: Understanding the financial impact of damaged dispatches is crucial for any business. Project TRANSIT LOSS REDUCTION places a strong emphasis on calculating the damage dispatch value, which is the cost associated with the damaged goods. This metric provides insight into the direct financial losses incurred and helps in assessing the effectiveness of the measures put in place to reduce damage. By reducing the damage dispatch value, Berger Paints can improve their bottom line and allocate resources more efficiently.

In conclusion, Project TRANSIT LOSS REDUCTION is a strategic initiative by Berger Paints to refine their dispatch operations. By focusing on dispatch volume, damaged dispatch quantity, and damaged dispatch value, the project seeks to create a more robust and responsive supply chain. This, in turn, will lead to improved operational performance, cost savings, and enhanced customer satisfaction, solidifying Berger Paints' position as a leader in the paint industry. For more detailed information on Berger Paints' initiatives and projects, you can visit their official website.

## OVERVIEW OF PROJECT TRANSIT LOSS REDUCTION

Project TRANSIT LOSS REDUCTION is a strategic initiative by Berger Paints, aimed at enhancing the efficiency and effectiveness of their dispatch operations. The project encompasses several key performance indicators, including Dispatch Volume, Damaged Dispatch Quantity, and Damage Dispatch Value.

The Dispatch Volume metric is crucial as it tracks the total quantity of goods dispatched over a specific period. This figure is vital for assessing the operational capacity and efficiency of the dispatch system. A higher dispatch volume indicates a robust system capable of handling large orders, which is essential for meeting customer demands and maintaining market competitiveness.

Damaged Dispatch Quantity refers to the number of goods that are damaged during the dispatch process. This is a critical quality control metric, as it directly impacts customer satisfaction and the company's reputation. Minimizing this number is a priority for Berger Paints, as it not only ensures customer trust but also reduces financial losses associated with returns and replacements.

Damage Dispatch Value, on the other hand, quantifies the financial impact of the dispatch damages. It represents the total value of the damaged goods, providing a monetary perspective on the losses incurred. This metric is significant for the financial planning and risk management of the company, as it helps in identifying areas where improvements can be made to reduce costs and enhance profitability.

Overall, Project TRANSIT LOSS REDUCTION is designed to streamline Berger Paints' dispatch processes, reduce damage rates, and optimize financial outcomes. By focusing on these key areas, Berger Paints aims to reinforce its supply chain resilience, maintain high standards of customer service, and uphold its commitment to operational excellence. The project is a testament to Berger Paints' dedication to continuous improvement and innovation in all aspects of its business operations. For more detailed information, one can refer to the annual reports and case studies available in the public domain.

### PAINT INDUSTRY IN INDIA

The paint industry in India is a vibrant sector that has shown remarkable growth and resilience, especially in the face of challenges such as the COVID-19 pandemic. As of 2024, the market size is estimated at USD 9.56 billion and is projected to reach USD 15 billion by 2029, growing at a CAGR of 9.38% during the forecast period. This growth is driven by the increasing demand from the construction industry and the recovering automotive industry.

The industry faced a significant downturn during the pandemic, with a slowdown in real estate, construction, and automotive sectors leading to reduced demand for paints. However, as economic activities resumed and construction projects restarted, the demand began to recover. The architectural coatings segment, used in both commercial and residential buildings, dominates the market due to rapid urbanization and infrastructure development in India.

The Indian paint market is also witnessing a shift towards eco-friendly paints, with the use of nanotechnology and a rising demand for products with lower volatile organic compounds (VOCs). Despite the challenges of raw material price fluctuations and stringent environmental regulations, the industry is finding growth opportunities through innovation and sustainability.

The decorative paint category constitutes a significant portion of the market, with major players like Asian Paints, Berger Paints, Kansai Nerolac, and Akzo Nobel India leading the way. These companies account for more than 65% of the overall market and have been able to surpass pre-COVID sales revenue, indicating a strong recovery and a positive outlook for the future.

Government initiatives such as "Housing for All" and "Make in India" are also supporting the growth of the paint industry by promoting urbanization, real estate, and infrastructure development, further boosting the demand for paints in various sectors. With new investments and capacity expansions, the industry is poised for a dynamic transformation, promising a colorful future for the paint market in India.

### HISTORY

**Berger Paints India Ltd** is an Indian [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [paint](https://en.wikipedia.org/wiki/Paint) company, based in Kolkata.[[6]](https://en.wikipedia.org/wiki/Berger_Paints#cite_note-6) This company has 16 manufacturing units in India, 2 in Nepal, 1 each in Poland and Russia.[[8]](https://en.wikipedia.org/wiki/Berger_Paints#cite_note-8) It has manufacturing units at Howrah and Rishra, Arinso, Taloja, Naltoli, Goa, Devla, Hindupur, Jejuri, Jammu, Puducherry and Anand. The company has presence in five countries – India, Russia, Poland, Nepal and Bangladesh. It has an employee strength of over 3,600 and a countrywide distribution network of more than 25,000 dealers.

European

In 1760, Louis Berger started a [dye](https://en.wikipedia.org/wiki/Dye) and [pigment](https://en.wikipedia.org/wiki/Pigment) manufacturing business in [England](https://en.wikipedia.org/wiki/England), which later changed to Louis Berger & Sons Limited. In 1770, Louis Steigenberger shifted from Frankfurt to London to sell a [Prussian blue](https://en.wikipedia.org/wiki/Prussian_blue) colour, which was made using his own formula. He perfected this process & art of the blue colour, which was the colour of most military uniforms of that time. He then changed his name to Lewis Berger. By 1870, Berger Paints was selling 19 different pigments such as black lead, sulphur, sealing wax and mustard. After his death, his sons took over the business. In the UK, the company, which by then was known as Berger, Jenson and Nicholson, was acquired by [Hoechst AG](https://en.wikipedia.org/wiki/Hoechst_AG) in 1970 and by [Williams Holdings](https://en.wikipedia.org/wiki/Williams_Holdings) in 1988.

Indian subcontinent

On 17 December 1923, Mr. Hadfield set up Hadfield's (India) Ltd., a small paint company in [Calcutta](https://en.wikipedia.org/wiki/Calcutta" \o "Calcutta).Towards the end of 1947, British Paints acquired Hadfield's (India) Ltd and thus British Paints (India) Ltd was incorporated in the State of West Bengal. In 1951, sales offices were opened in [Delhi](https://en.wikipedia.org/wiki/Delhi) and [Bombay](https://en.wikipedia.org/wiki/Bombay) and a depot was started in [Guwahati](https://en.wikipedia.org/wiki/Guwahati). In 1969, Berger Jenson Nicholson Limited, UK bought British Paints (India) Ltd.

This marked the beginning of Lewis Berger's legacy in India. In the year 1973, D. Madhukar took over as the managing director. Sales figures reached over ₹16 [crore](https://en.wikipedia.org/wiki/Crore) by 1978. The 80s, and the 90s, saw the launch of many new products such as [emulsions](https://en.wikipedia.org/wiki/Emulsions) and [distempers](https://en.wikipedia.org/wiki/Distemper_(paint)). In 1991, [UB Group](https://en.wikipedia.org/wiki/UB_Group) sold the company to Kuldip Singh Dhingra, a shopkeeper from [Amritsar](https://en.wikipedia.org/wiki/Amritsar), and [Gurbachan Singh Dhingra](https://en.wikipedia.org/wiki/Gurbachan_Singh_Dhingra). Subir Bose took over as managing director on 1 July 1994. Bose retired on 30 June 2012, handing over the company to Abhijit Roy, the current managing director.

In March 2013, Berger Paints acquired Mumbai-based architectural paints division of Sherwin-Williams. In 2021, Berger Paints set up their plant in Sandila, Uttar Pradesh.

Pakistan

On 25 March 1950, Berger Paints Pakistan Limited was incorporated in Pakistan. In 1955, the Karachi factory was established. In 1974, Berger Pakistan became a public limited company. In 1974, Berger Pakistan 50.62% shares were held by Jenson & Nicholson Limited (U.K. parent company), 49.38% shares were held by Pakistani investors. In 1991, Slotrapid Limited, a British Virgin Island company, acquired control of Berger Paints Pakistan Limited by purchasing 50.62% shares of the company

Bangladesh

In the geographical region of Bangladesh, Berger Paints were imported from Berger UK and then from Berger Pakistan. In 1970, the Kalurghat, Chittagong factory was inaugurated. In 1980, the name of the company changed from J&N (Bangladesh) Limited to Berger Paints Bangladesh Limited.

Adapting to Shifting Trade Patterns:

Challenge: Short-term trade wars and geopolitical tensions are reshaping global value chains. Businesses must navigate changing trade dynamics and adapt their supply chains accordingly.

[Strategy: Companies should diversify suppliers, build flexibility into their sourcing strategies, and closely monitor geopolitical developments1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

Capturing Digital Opportunities:

Challenge: The next phase of globalization is digital. Businesses need to leverage technology for supply chain optimization, data analytics, and real-time visibility.

Strategy: Invest in digital tools such as IoT (Internet of Things), blockchain, and AI-driven analytics. [These technologies enhance efficiency, transparency, and collaboration across the supply chain1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

Mitigating Climate and Environmental Risks:

Challenge: Environmental regulations and sustainability goals impact logistics operations. The IMO 0.5 percent global cap on sulfur dioxide (SOx) content in shipping fuels is an example.

Strategy: Adopt eco-friendly practices, optimize transportation routes, reduce emissions, and explore alternative fuels. [Sustainability initiatives benefit both the environment and business reputation1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

Mitigating Cyber-Physical Risks:

Challenge: As supply chains become more interconnected, cyber threats increase. Ransomware attacks, data breaches, and disruptions can severely impact operations.

[Strategy: Implement robust cybersecurity measures, conduct regular risk assessments, and collaborate with partners to enhance overall security1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

Closing the Talent Gap:

Challenge: Finding skilled professionals who understand supply chain complexities is crucial. The industry faces a shortage of talent.

Strategy: Invest in training programs, attract young talent, and promote supply chain education. [Building a skilled workforce ensures long-term success1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

In summary, addressing these challenges proactively can lead to more efficient and effective supply chain management, reduce costs, and enhance customer satisfaction. [Businesses that adapt and innovate will thrive in the dynamic world of logistics and supply chain1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

Logistics And supply chain about Paint industry and challenges

Paint and Coatings Industry in India

The paint and coatings sector has emerged as a cornerstone of India’s economic landscape, playing a pivotal role in driving substantial growth in recent years. [According to the Indian Paint Association (IPA), this dynamic industry is set for remarkable expansion, projected to reach an impressive INR 1 lakh crore (approximately USD 13.5 billion) in the next five years, up from the current INR 62,000 crore (approximately USD 8.4 billion)1](https://digitaledition.pcimag.com/april-2024/feature-india-supply-chain/). Demonstrating a robust double-digit compound annual growth rate (CAGR), it stands as one of the fastest-growing economies within the paint domain.

Supply Chain Landscape in India: Challenges and Opportunities

The Indian market presents unique challenges and opportunities for logistics and supply chain management:

Geographical Diversity:

India’s diverse geographical terrains, from bustling cities to remote rural areas, require adaptable supply chain strategies. Efficient transportation networks are essential to reach every corner of the country.

Regulatory Complexity:

Varying regulatory policies across states add complexity. Companies must navigate different tax structures, compliance requirements, and documentation processes.

Consumer Base Dynamics:

India’s rapidly changing consumer base demands agility. Preferences shift, and companies must respond swiftly to market trends.

Environmental and Safety Compliance:

The paint industry faces stringent environmental and safety regulations. Compliance with emission norms, hazardous waste disposal, and safe handling of chemicals is critical.

Strategies for Efficient Supply Chain Management

Advanced Technology Adoption:

Real-time tracking systems enhance transparency and predictability in logistics. Companies leverage technology platforms for route optimization, inventory management, and demand forecasting.

Just-in-Time Inventory Practices:

Minimizing inventory holding costs while ensuring timely availability of raw materials and finished products is crucial. Just-in-time practices optimize inventory levels.

Third-Party Logistics (3PL) Services:

3PL providers offer bespoke solutions, including warehousing, transportation, and distribution. Outsourcing logistics allows companies to focus on core competencies.

Importance of Compliance

Environmental Responsibility:

Adherence to environmental regulations ensures sustainable practices. Companies invest in eco-friendly processes, reducing their carbon footprint.

Safety Standards:

Strict safety protocols protect workers and prevent accidents. Non-compliance can lead to legal consequences and damage brand reputation.

Quality Benchmarks:

Meeting quality standards ensures customer satisfaction. Consistent quality builds trust and loyalty.

In summary, the paint industry’s supply chain in India faces both challenges and opportunities.

# CHAPTER 2: ORGANIZATIONAL PROFILE

Berger Paints History ;

Berger Paints India Limited, with its headquarters in Kolkata, is a venerable entity in the paint manufacturing industry, boasting a rich legacy that dates back to 1923. The company's journey began with modest beginnings under the name Hadfield's (India) Limited, and through a series of ownership and name changes, it has evolved into the second largest paint company in India. Berger Paints has a significant presence, with 16 manufacturing units strategically located across India, including subsidiaries, and additional facilities in Nepal, Poland, and Russia. This expansive network is complemented by about 162 stock points and an international footprint that extends to four countries: Nepal, Bangladesh, Poland, and Russia.

The company's growth trajectory is marked by a consistent record of being one of the fastest-growing paint companies, quarter on quarter. From an annual sales turnover of Rs.25 lakhs, Berger Paints' business revenues have soared to over Rs.6,000 crores on a consolidated basis as of March 31, 2019. The company's workforce is a testament to its size and reach, with over 3450 employees as of the same date, excluding subsidiaries.

Berger Paints' product portfolio is diverse and tailored to meet the needs of every paint segment, earning it the reputation of a game-changer in the sector. The company also operates another Strategic Business Unit (SBU) – British Paints.

As a responsible corporate citizen, Berger Paints actively pursues strategies that yield societal and environmental benefits, reflecting the spirit of its founder, Lewis Berger. The company's vision and mission underscore its commitment to innovation, customer-focus, and responsible practices, ensuring that it remains a trusted name in the paint and coating solutions industry globally.

Berger Paints Jejuri History:

The name “Berger” or “Lewis Berger” is now synonymous with color worldwide, but its origin dates back over two and a half centuries to England in 1760. At that time, a young color chemist named Lewis Berger began manufacturing “Prussian blue” using a secret process. This vibrant blue color was highly coveted by designers and homeowners. [Lewis Berger perfected the process and became known for his expertise in creating and innovating in the world of color and paints1](https://www.bergerpaints.com/about-us/history-milestones.html).

The history of Berger Paints India Limited started in 1923 as Hadfield’s (India) Limited. Initially, it was a small colonial venture producing ready-mixed stiff paints, varnishes, and distempers. The company was set up on 2 acres of land in one of India’s first industrial towns near Kolkata in Howrah, Bengal. [Over time, Berger Paints expanded its operations and became a prominent player in the Indian paint industry1](https://www.bergerpaints.com/about-us/history-milestones.html).

In more recent years, Berger Paints established a presence in Jejuri, Maharashtra. The company commenced production at its automotive and general paints plant in Jejuri, which is located near Pune. [This facility contributes to Berger’s overall production capacity and distribution network in India](https://www.bergerpaints.com/about-us/history-milestones.html)[2](https://www.thehindubusinessline.com/companies/berger-paints-commences-production-at-jejuri-plant/article64295470.ece). Jejuri’s strategic location makes it an essential part of Berger’s operations, serving customers across the region.

In summary, Berger Paints has a rich history that spans centuries, from its origins in England to its growth and success in India. Jejuri plays a vital role in Berger’s operations, contributing to the colorful world of paints and coatings.

# CHAPTER 3: PROJECT OBJECTIVES AND SCOPE

### OBJECTIVE OF STUDY

The objectives of the report on **“**TRANSIT LOSS REDUCTION” are as follows:

1. Project TRANSIT LOSS REDUCTION of Dispatch aims to revolutionize the dispatch process by significantly enhancing efficiency and reducing losses. The primary objective is to streamline the dispatch volume, ensuring that goods are delivered promptly and in the most cost-effective manner. By implementing advanced tracking and management systems, the project seeks to minimize the quantity of damaged dispatches, a common issue that leads to financial loss and customer dissatisfaction.
2. The scope of Project TRANSIT LOSS REDUCTION encompasses several key performance indicators (KPIs). One of the main focuses is on reducing the volume of damaged dispatches. This not only involves improving packaging and handling procedures but also enhancing the accuracy of dispatch protocols to ensure that products are suitable for the transportation conditions they will face.
3. Another critical aspect is the reduction of the value lost due to damaged goods. By closely monitoring and controlling the dispatch process, the project aims to decrease the incidence of damage, thereby preserving the value of goods and maintaining profit margins.
4. Overall, Project TRANSIT LOSS REDUCTION of Dispatch is designed to create a more resilient and efficient dispatch system. Through meticulous planning and the integration of innovative technologies, it seeks to set a new standard in dispatch operations, where losses are minimized, and customer satisfaction is placed at the forefront. The anticipated outcome is a robust dispatch process that supports the company's growth and market competitiveness.

World Logistics Overview:

Global Logistics Overview: **Global Logistics Overview:** Global logistics involves the movement of goods across various modes of transportation, including trucks, trains, ships, and planes. [It encompasses not only the physical transportation but also the preparation, packaging, and storage of goods in distribution centers and other logistics real estate facilities1](https://www.statista.com/topics/5691/logistics-industry-worldwide/)[2](https://www.prologis.com/global-logistics).

Here are some key points about the logistics industry worldwide:

1. **Industry Size and Value:**

The logistics industry is a critical backbone of international trade. In 2021, it was worth over **8.4 trillion euros** and is projected to exceed **13.7 trillion euros** by 2027.

[Global total logistics costs reached a staggering **nine trillion U.S. dollars** in 2020, representing approximately **10.7%** of the global Gross Domestic Product (GDP) for that year1](https://www.statista.com/topics/5691/logistics-industry-worldwide/).

1. **Modes of Transportation:**

Logistics companies adapt to changing economic patterns and digitization by providing cargo transportation services via land, air, and water.

Trucks, trains, ships, and planes play crucial roles in moving goods efficiently across the globe.

1. **Supply Chain Networks:**

The logistics industry facilitates trade between parties (B2B, B2C, or C2C) by ensuring the smooth flow of goods.

Supply chain networks involve manufacturers, suppliers, distributors, retailers, and end consumers.

1. **Challenges and Innovations:**

Advances in technology and growing uncertainty over supply chains drive rapid changes in global logistics.

[Companies focus on innovations in areas such as warehousing, transportation, and last-mile delivery](https://www.statista.com/topics/5691/logistics-industry-worldwide/)[3](https://www.startus-insights.com/innovators-guide/logistics-report-2024/).

In summary, global logistics connects the world’s supply chains, enabling the seamless movement of goods across borders and continents. [It’s a dynamic industry that continues to evolve, driven by technological advancements and the need for efficient, reliable transportation and distribution](https://www.statista.com/topics/5691/logistics-industry-worldwide/)

Logistics Sector in India:

India’s logistics sector plays a crucial role in facilitating trade, transportation, and distribution of goods across the country.

The sector encompasses various functions, including warehousing, transportation, inventory management, and last-mile delivery.

**Challenges and Opportunities:**

**Fragmentation:** India’s logistics industry remains highly fragmented. [Many transporters own fewer than 20 trucks, and most warehouses are smaller than 10,000 square feet each1](https://www.youtube.com/watch?v=1Y1YrWdTFjg).

**Technological Change:** The COVID-19 pandemic has disrupted logistics operations, emphasizing the need for technological advancements. [Companies can adopt digital technologies to stay relevant](https://www.youtube.com/watch?v=1Y1YrWdTFjg)[2](https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/indias-postpandemic-logistics-sector-the-need-for-technological-change).

**Forecasting Challenges:** Traditional forecasting techniques have become ineffective due to the pandemic’s impact. [Companies struggle with estimating demand, allocating capacity, and distributing products across sectors and regions](https://www.youtube.com/watch?v=1Y1YrWdTFjg)[2](https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/indias-postpandemic-logistics-sector-the-need-for-technological-change).

**Inventory Management:** Warehousing decisions are complex, especially when faced with uncertainty. [Companies may consider shrinking their product mix, allocating more inventory to essential items, and introducing innovative packaging and materials-handling processes](https://www.youtube.com/watch?v=1Y1YrWdTFjg)[2](https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/indias-postpandemic-logistics-sector-the-need-for-technological-change).

[**Transportation Choices:** Tactical choices between less-than-truck loads (LTL), full truck loads (FTL), and efficient multimodal transportation are critical for effective transport function](https://www.youtube.com/watch?v=1Y1YrWdTFjg)[2](https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/indias-postpandemic-logistics-sector-the-need-for-technological-change).

**Future Outlook:**

In 2019, the McKinsey Global Institute (MGI) predicted that India’s logistics sector would expand at a compound annual growth rate of more than 10 percent, reaching $320 billion by 2025. [However, the pandemic has introduced uncertainties, making the sector’s future less clear](https://www.youtube.com/watch?v=1Y1YrWdTFjg)[2](https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/indias-postpandemic-logistics-sector-the-need-for-technological-change).

Despite challenges, Indian companies can assess problems and take corrective actions to enhance logistics efficiency and resilience.

In summary, India’s logistics and supply chain sector face both challenges and opportunities. [By embracing technology, optimizing inventory, and making informed transportation choices, the industry can navigate the evolving landscape and contribute to India’s economic growth](https://www.youtube.com/watch?v=1Y1YrWdTFjg).

Logistics Concept in INDIA :

**Logistics:**

**Definition:** Logistics refers to the movement of goods and services from one location to another. It encompasses activities such as transportation, warehousing, and distribution.

**Scope:** Logistics focuses on the efficient handling, storage, and transportation of products within the supply chain.

**Key Functions:**

**Inbound Logistics:** This involves transferring raw materials from external sources to a manufacturer. It includes ordering supplies, receiving, storing, and converting them into finished products.

[**Outbound Logistics:** After production, outbound logistics manages the movement and storage of products from the manufacturer to the end customer1](https://www.forbes.com/advisor/education/business-and-marketing/logistics-vs-supply-chain/).

**Supply Chain Management (SCM):**

**Definition:** Supply chain management is a broader concept that encompasses the entire process of sourcing, manufacturing, and delivering goods to the end user.

**Scope:** SCM covers the entire lifecycle of a product, starting from sourcing raw materials to the eventual delivery of the finished product to the point of sale.

**Key Components:**

**Planning:** Strategic decisions related to sourcing, production, and distribution.

**Sourcing:** Procuring raw materials and components.

**Manufacturing:** Transforming raw materials into finished products.

**Distribution:** Managing the flow of goods to retailers and consumers.

[**Delivery:** Ensuring timely delivery to end users1](https://www.forbes.com/advisor/education/business-and-marketing/logistics-vs-supply-chain/)[2](https://www.wgu.edu/blog/supply-chain-logistics-understanding-key-differences2307.html).

In summary, while logistics focuses on the movement and storage of goods within the supply chain, supply chain management encompasses a broader set of functions, including planning, sourcing, production, and delivery. Both play critical roles in ensuring efficient operations and customer satisfaction for businesses worldwide.

India’s Logistics Industry: Key Facts and Trends

**Market Size and Growth:**

In 2023, the Indian logistics industry was valued at **US$ 282.3 billion**.

[Projections indicate that by **2032**, it is expected to reach an impressive **US$ 557.4 billion** with a growth rate of **7.85%** from 2024 to 20321](https://www.theceo.in/industry/logistic-industry-in-india).

[The sector is growing rapidly, aiming to achieve a market size of **US$ 380 billion** by **2025**](https://www.theceo.in/industry/logistic-industry-in-india)[2](https://www.ibef.org/blogs/warehousing-and-logistics-sector-in-india).

**Logistics Cost as a Percentage of GDP:**

India’s logistics cost in **2021-22** was calculated to be around **7.8-8.9%** of the country’s GDP.

This percentage is lower than previous estimates that exceeded **10%** from private surveys.

[The government aims to further reduce logistics and supply chain costs to **10%** of GDP as per industry standards1](https://www.theceo.in/industry/logistic-industry-in-india).

**Improvement in Logistics** Performance**:**

India has made strides in the **World Bank’s Logistics Performance Index (LPI)**, climbing six positions to rank **38th** out of **139** nations.

Advancements in technology, data-driven decision-making, and legislative measures have contributed to this enhancement.

[The logistics sector plays a critical role, contributing around **14.4%** to India’s GDP in **2022**1](https://www.theceo.in/industry/logistic-industry-in-india).

**Transportation Landscape:**

Freight movement in India primarily relies on:

**Road transportation** (accounting for **66%** of goods moved in ton-kilometres).

**Rail** (\*\*31%

Challenges about logistics and supply chain

**Adapting to Shifting Trade Patterns:**

**Challenge:** Short-term trade wars and geopolitical tensions are reshaping global value chains. Businesses must navigate changing trade dynamics and adapt their supply chains accordingly.

[**Strategy:** Companies should diversify suppliers, build flexibility into their sourcing strategies, and closely monitor geopolitical developments1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

**Capturing Digital Opportunities:**

**Challenge:** The next phase of globalization is digital. Businesses need to leverage technology for supply chain optimization, data analytics, and real-time visibility.

**Strategy:** Invest in digital tools such as IoT (Internet of Things), blockchain, and AI-driven analytics. [These technologies enhance efficiency, transparency, and collaboration across the supply chain1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

**Mitigating Climate and Environmental Risks:**

**Challenge:** Environmental regulations and sustainability goals impact logistics operations. The IMO 0.5 percent global cap on sulfur dioxide (SOx) content in shipping fuels is an example.

**Strategy:** Adopt eco-friendly practices, optimize transportation routes, reduce emissions, and explore alternative fuels. [Sustainability initiatives benefit both the environment and business reputation1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

**Mitigating Cyber-Physical Risks:**

**Challenge:** As supply chains become more interconnected, cyber threats increase. Ransomware attacks, data breaches, and disruptions can severely impact operations.

[**Strategy:** Implement robust cybersecurity measures, conduct regular risk assessments, and collaborate with partners to enhance overall security1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

**Closing the Talent Gap:**

**Challenge:** Finding skilled professionals who understand supply chain complexities is crucial. The industry faces a shortage of talent.

**Strategy:** Invest in training programs, attract young talent, and promote supply chain education. [Building a skilled workforce ensures long-term success1](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/).

In summary, addressing these challenges proactively can lead to more efficient and effective supply chain management, reduce costs, and enhance customer satisfaction. [Businesses that adapt and innovate will thrive in the dynamic world of logistics and supply chain](https://supplychainchannel.co/amp/challenges-in-supply-chain-and-logistics/)

**SCOPE OF PROJECT**

The TRANSIT LOSS REDUCTION Project by Berger Paints represents a significant undertaking aimed at enhancing the company's operational efficiency and customer satisfaction. However, transit damage due to various factors can undermine such initiatives. Improper stacking of products during transportation can lead to physical damage, as items may shift, collide, and ultimately break, especially if the stacking does not account for weight distribution and securement. Uneven routes contribute to this issue by introducing additional movement and stress on the cargo, exacerbating the potential for damage.

Driver skill is another critical factor in preventing transit damage. Skilled drivers are essential for navigating the complexities of transportation, employing defensive driving techniques to minimize the risk of accidents and ensuring the safe handling of the cargo. The quality of packaging material also plays a pivotal role. Low-quality packaging may lack the necessary strength and cushioning to protect products against the rigors of transit, leading to increased susceptibility to damage.

To mitigate these risks, Berger Paints could implement several strategies. These include investing in high-quality, robust packaging that provides adequate protection, training for drivers to enhance their driving skills, careful route planning to avoid uneven roads, and implementing strict guidelines for the proper stacking and securing of products during transit. By addressing these areas, Berger Paints can reduce transit damage, thereby improving the reliability of their supply chain and maintaining the integrity of their products until they reach the end consumer. Such measures not only protect the company's assets but also reinforce its commitment to delivering quality products to its customers. The success of the TRANSIT LOSS REDUCTION Project, therefore, hinges on the meticulous management of these logistical details, ensuring that operational improvements translate into tangible benefits for both the company and its clientele.

### RESEARCH

Research is a systematic and creative endeavor undertaken to increase the stock of knowledge, including knowledge of humans, culture, and society, and the use of this stock of knowledge to devise new applications. It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories.

In the context of Project TRANSIT LOSS REDUCTION of Dispatch, research could involve a detailed study of various aspects of dispatch operations, such as dispatch volume, damaged dispatch quantity, damage dispatch volume, and value reduction. The aim would be to systematically investigate these elements to establish facts that could lead to more efficient dispatch processes and reduced damage rates.

For instance, research might explore the reasons behind damaged dispatch quantities, looking into factors such as packaging, handling, transportation, or storage conditions. By analyzing these factors, one could develop new packing methods or handling procedures that minimize damage and therefore reduce the damage dispatch volume.

Furthermore, research could examine the impact of damaged goods on the overall value of dispatches. This could involve assessing the financial implications of damage, including the cost of replacement, refunds, or loss of customer trust. The findings could then be used to improve quality control measures or to design a more robust dispatch strategy that mitigates these costs.

Ultimately, the meaning of research in the setting of Project TRANSIT LOSS REDUCTION of Dispatch is to provide a structured approach to understanding and improving the dispatch process, with the goal of enhancing efficiency, reducing damage, and preserving value. This research could lead to significant improvements in operational performance and customer satisfaction.

### NEED OF THE STUDY

The need for the study on “TRANSIT LOSS REDUCTION” arises from several factors:

The study of Project TRANSIT LOSS REDUCTION of Dispatch is essential for optimizing dispatch operations, particularly in terms of managing dispatch volume and minimizing damaged dispatch quantities. This project appears to be a comprehensive approach to improving the efficiency and effectiveness of dispatch services, which is crucial for any logistics or distribution-based organization.

By focusing on dispatch volume, the project likely aims to analyze and enhance the number of items that can be dispatched within a given timeframe without compromising quality or accuracy. This is vital for meeting customer demands and maintaining a competitive edge in the market. Similarly, addressing damaged dispatch quantity is about reducing the number of items that are damaged during the dispatch process. This not only affects customer satisfaction but also impacts the financial health of an organization due to returns, replacements, and loss of goods.

Furthermore, the study of damage dispatch volume involves understanding the total volume of dispatched items that are damaged, which can help in identifying patterns or common causes of damage. This insight is instrumental in implementing preventive measures. Lastly, the value reduction aspect of the project suggests a focus on decreasing the costs associated with damaged dispatches, such as waste, additional shipping, and handling, and customer service activities.

Overall, the need to study Project TRANSIT LOSS REDUCTION of Dispatch lies in its potential to deliver a more reliable, cost-effective, and customer-oriented dispatch service. By improving these key areas, organizations can expect to see enhanced operational performance, increased customer loyalty, and a stronger bottom line. The project's comprehensive nature, as indicated by the focus on volume, damage quantity, and value, suggests a strategic approach to tackling the multifaceted challenges of dispatch operations.

### SCOPE OF THE STUDY

The scope of the report on “TRANSIT LOSS REDUCTION” encompasses the following aspects:

The scope of study for Project TRANSIT LOSS REDUCTION of Dispatch encompasses a comprehensive analysis of various critical metrics that are pivotal to the optimization of dispatch operations. The project aims to scrutinize and enhance the dispatch volume, which is a quantifiable measure of the total number of goods dispatched over a specific period. By analyzing this metric, the project seeks to identify trends, predict future dispatch needs, and streamline the process to ensure efficiency and reliability.

Furthermore, the study delves into the damaged dispatch quantity, which signifies the number of goods that are compromised during the dispatch process. This aspect is crucial as it directly impacts customer satisfaction and trust. By reducing the damaged dispatch quantity, Project TRANSIT LOSS REDUCTION of Dispatch can significantly improve the quality of service and reduce financial losses.

In addition to the quantity, the damage dispatch volume is also under scrutiny. This metric refers to the total volume or space occupied by the damaged goods. It is essential to minimize this volume to make room for more goods in perfect condition, thereby maximizing the utility of the dispatch space.

Lastly, the project focuses on the value reduced due to damaged dispatches. This involves calculating the financial impact of the damage, which includes the cost of the goods themselves, as well as any additional expenses incurred due to returns, replacements, or repairs. Reducing this value is imperative for maintaining profitability and ensuring the economic viability of the dispatch operations.

Overall, Project TRANSIT LOSS REDUCTION of Dispatch aims to create a more efficient, cost-effective, and customer-oriented dispatch system by meticulously analyzing and improving these key performance indicators. The project's success lies in its ability to reduce waste, enhance quality, and optimize the entire dispatch process, thereby contributing to the organization's bottom line and customer satisfaction.

### TYPE OF RESEARCH

Check and did study about max damage location and it route -Transit damage route studies are crucial for understanding and mitigating the risks associated with the transportation of goods. These studies involve analyzing the routes taken by freight and identifying points where damage is most likely to occur. By utilizing sensor-enabled tracking technology, companies can monitor shipments in real-time, allowing for immediate action if any issues arise. This proactive approach not only reduces the incidence of transit damage but also enhances customer satisfaction by ensuring the safe and timely delivery of goods. Implementing such technologies reflects a commitment to operational excellence and continuous improvement in the logistics sector.

Check and did study vehicle type and load category-Transit damage to vehicles can occur when loads are improperly secured, leading to shifts that cause accidents or damage to the goods being transported. The type of load, whether solid or liquid, large or small, plays a significant role in determining the appropriate securing method. International guidelines suggest various restraining methods like blocking, lashing, and using wedges to prevent movement during transit. In India, the responsibility for damaged goods often lies with the carrier, unless a bill of lading limits their liability. Contracts may specify different levels of carrier risk, influencing who is liable for damages. Proper load securing is crucial to prevent transit damage and ensure safety.

- Transit damage due to inadequate packaging is a significant issue that affects businesses and customers alike. Studies show that poor packaging can lead to product damage during shipping, resulting in financial loss and reputational damage for companies. Effective packaging should protect items from shocks, vibrations, and environmental factors. Utilizing sturdy materials like corrugated cardboard and implementing proper cushioning can minimize the risk of damage. Additionally, training personnel on safe handling and employing reliable carriers are crucial steps in ensuring the integrity of goods in transit. Insurance coverage is also recommended to safeguard against potential losses.

Transit damage due to improper staking or loading can significantly impact businesses and customers alike. Studies show that inadequate packaging and rushed loading procedures often lead to such damages. Goods may shift, collide, or fall, resulting in financial loss and reputational damage for companies. Implementing strict handling rules, proper packaging, and worker training are crucial preventive measures. Additionally, choosing reliable carriers and securing insurance coverage can mitigate risks. Understanding the causes and implementing prevention strategies is essential for minimizing transit damage.

### DATA ANALYSIS AND INTERPRETATION

#### Primary Data:

**Before TRANSIT LOSS REDUCTION undertaking project**

A screenshot of a graph

Description automatically generated

#### Secondary Data:

**After TRANSIT LOSS REDUCTION Project Undertaking**

**Dispatch Volume against Last FY by 11 %**

### A graph of a bar Description automatically generated with medium confidence

### 

### Damage % Reduced Against Last FY by 0.04 %

### 

### Damage Qty Volume reduced against last FY by 6.77 MT

### 

### Dispatch Volume Vs Production Increased

.

### TOOLS AND TECHNIQUES OF ANALYSIS

The various tools and techniques of analysis to examine and interpret the collected data. Here are some commonly used tools and techniques:

1. Survey Questionnaires: Designing and administering survey questionnaires can help gather quantitative data from a representative sample of individuals in Ahmedabad. The survey can include questions related to e-banking awareness, usage patterns, preferences, and satisfaction levels. Statistical analysis can be applied to analyze the survey responses, such as calculating percentages, averages, correlations, and conducting inferential analysis.
2. Interviews: Conducting structured or semi-structured interviews with selected participants can provide qualitative insights into their experiences, perceptions, and attitudes towards e- banking. Thematic analysis or content analysis can be employed to identify recurring themes, patterns, and narratives within the interview data.
3. Focus Groups: Organizing focus group discussions with small groups of individuals can facilitate interactive discussions and generate in-depth insights into e-banking awareness and perceptions. The data from focus groups can be transcribed, coded, and thematically analyzed to identify key themes and perspectives.
4. Data Visualization: Presenting the findings through visual representations, such as charts, graphs, and diagrams, can make complex data more accessible and understandable. Visualizations can help illustrate trends, patterns, and comparisons in e-banking awareness and usage among different segments of the population.
5. Statistical Analysis: Utilizing statistical analysis techniques, such as descriptive statistics, chi-square tests, t-tests, or regression analysis, can provide quantitative insights into the relationship between variables and identify factors influencing e-banking awareness and adoption. Statistical software like SPSS, Excel, or R can be used for data analysis.
6. Comparative Analysis: Comparing the findings of the study with existing research, industry reports, or national-level data on e-banking awareness and adoption can provide contextual insights. This analysis can help identify how the e-banking landscape in Ahmedabad compares to other regions or national averages.
7. Content Analysis: Analyzing relevant documents, reports, websites, and social media content related to e-banking awareness and activities in Ahmedabad can provide additional insights. Content analysis techniques can be applied to identify common themes, sentiments, and emerging trends in the discourse around e-banking.
8. Qualitative Coding: Applying coding techniques to qualitative data, such as interview transcripts or focus group discussions, can help categorize and analyze the data systematically. This process involves assigning labels or codes to different segments of the data, identifying recurring patterns, and extracting meaningful insights.

The selection of specific tools and techniques of analysis will depend on the research objectives, the nature of the data collected, and the available resources. Using a combination of quantitative and qualitative analysis methods can provide a comprehensive understanding of e-banking awareness among the people of Ahmedabad.

# CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation are critical components in enhancing the efficiency of dispatch transit systems and reducing damage during transit. Project TRANSIT LOSS REDUCTION, an initiative aimed at minimizing transit damage, employs data analysis to optimize various aspects such as location routes, vehicle surface issues, driver skills, and loading and unloading techniques.

Location routes have a significant impact on transit damage. By analyzing route data, Project TRANSIT LOSS REDUCTION can identify patterns that contribute to higher incidences of damage and adjust routes accordingly. For instance, routes with higher traffic congestion may lead to more frequent stops and starts, which can increase the likelihood of damage. By rerouting to less congested paths, the risk of damage can be reduced.

Vehicle surface issues can also lead to transit damage. Data analysis helps in identifying common vehicle surface problems that could compromise the integrity of the cargo. Regular maintenance schedules informed by data trends can prevent such issues and ensure that vehicles are in optimal condition for transit.

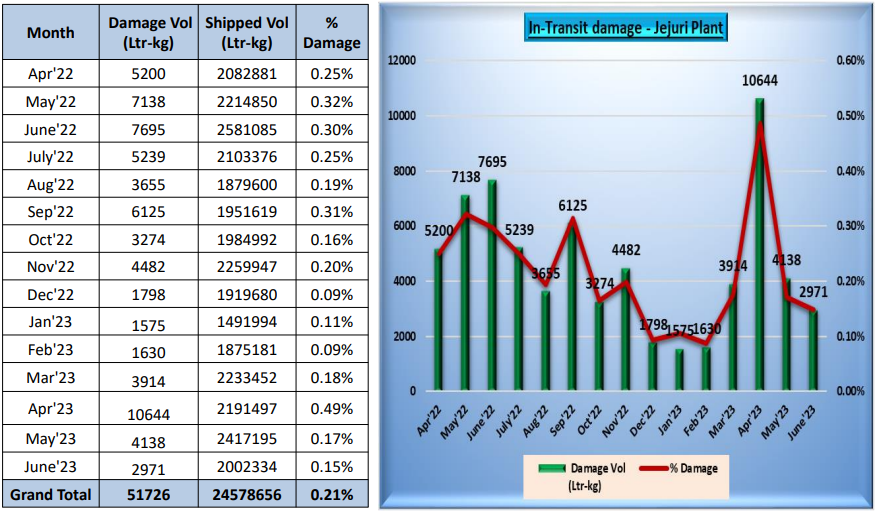
Driving skill is another crucial factor. Data on driving patterns can be used to assess driver performance. Drivers with a history of smoother driving techniques tend to have lower rates of transit damage. Project TRANSIT LOSS REDUCTION can use this data to implement targeted training programs, promoting driving practices that minimize the risk of damage.

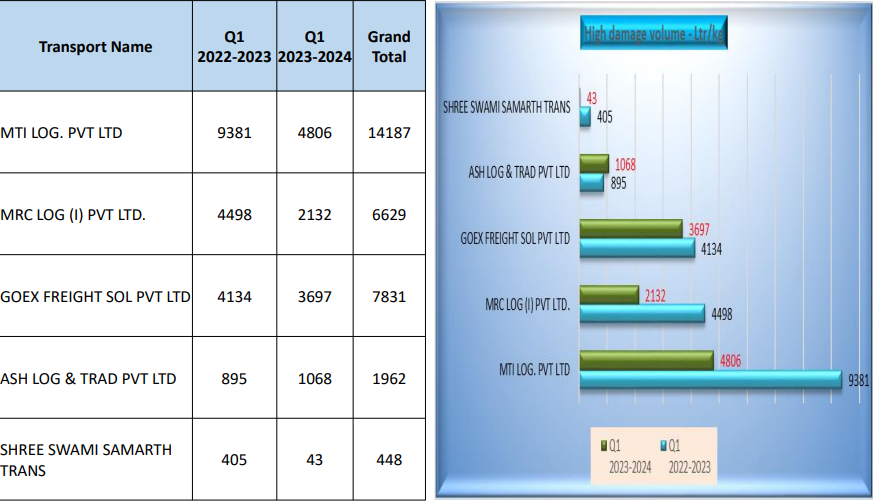
Loading and unloading skills are vital in preventing transit damage. Data analysis can reveal the most effective techniques and highlight areas for improvement. For example, data might show that a specific method of stacking goods results in less movement during transit, thereby reducing damage. Training programs can then be developed to teach these methods to personnel involved in the loading and unloading process.

Lastly, packaging plays a pivotal role in protecting goods during transit. Data on packaging materials and methods can be analyzed to determine which types provide the best protection. Project TRANSIT LOSS REDUCTION can then recommend the use of these materials and methods to ensure that goods are adequately protected from the stresses of transit.

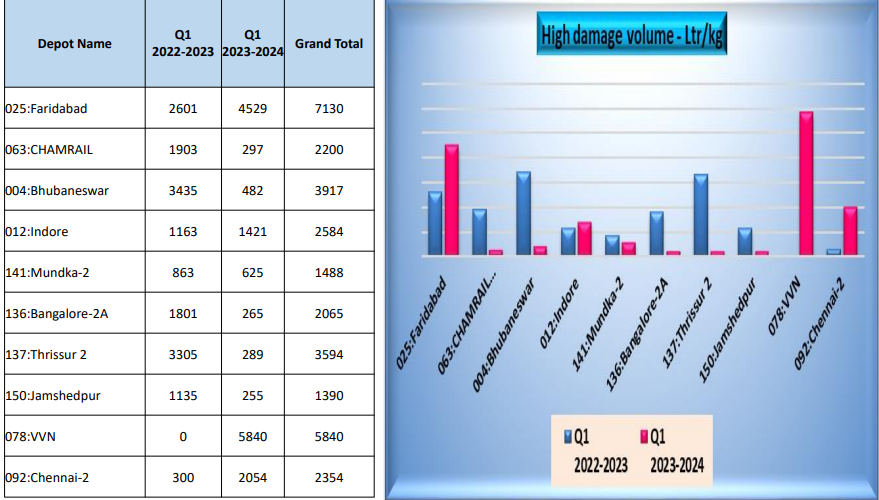
In conclusion, data analysis and interpretation are indispensable tools for Project TRANSIT LOSS REDUCTION. They provide insights that help in making informed decisions to reduce transit damage, ultimately leading to improved efficiency and customer satisfaction. By focusing on location routes, vehicle conditions, driver skills, loading and unloading techniques, and packaging, Project TRANSIT LOSS REDUCTION can significantly mitigate the risks associated with dispatch transit.

Month Wise Analysis Report



Top Five Transporters: Comparison Q1(2022-23) v/s Q1(2023-24)****

Top Ten Lanes : Comparison Q1(2022-23) v/s Q1(2023-24)

****

# CHAPTER 5: CONCLUSION AND FINDINGS

**CONCLUSION**

The TRANSIT LOSS REDUCTION Project at Berger Paints India represents a strategic initiative aimed at reducing transit damage volume, which is a significant concern in the paint manufacturing industry. Transit damage can lead to product losses, increased costs, and customer dissatisfaction. By implementing the TRANSIT LOSS REDUCTION Project, Berger Paints India is taking proactive steps to enhance its logistics and packaging processes.

This project likely involves the adoption of advanced packaging materials and techniques that provide better protection during transportation. It may also include the optimization of loading patterns and the use of tracking systems to monitor the condition of the cargo in real time. These measures not only prevent damage but also enable quick response in case of any transit-related issues.

Furthermore, the project could be part of a broader operational excellence program that includes employee training, process standardization, and the application of quality management principles. Such comprehensive approaches ensure that every team member understands the importance of their role in reducing transit damage and is equipped with the tools and knowledge to contribute effectively.

While specific details of the TRANSIT LOSS REDUCTION Project are not publicly available, it is clear that Berger Paints India is committed to continuous improvement and innovation. Projects like these demonstrate the company's dedication to operational efficiency and customer satisfaction, which are crucial for maintaining a competitive edge in the market.

In conclusion, the TRANSIT LOSS REDUCTION Project is an example of Berger Paints India's forward-thinking approach to addressing industry challenges. By focusing on reducing transit damage, the company is likely to see benefits such as cost savings, improved product quality, and higher customer trust, all of which contribute to its long-term success.

The TRANSIT LOSS REDUCTION project, undertaken by Berger Paints India, represents a significant stride towards enhancing the efficiency and safety of their product transportation. By focusing on reducing transit damage volume, the project underscores the company's commitment to quality and customer satisfaction. The initiative not only aims to minimize the financial losses associated with damaged goods but also reflects Berger Paints' dedication to sustainability and responsible resource management. The successful implementation of this project is expected to set a benchmark in the industry for operational excellence and could potentially revolutionize the standard practices of paint transportation. With the TRANSIT LOSS REDUCTION project, Berger Paints India is poised to fortify its supply chain, ensuring that the vibrant colors and reliable products they are known for arrive in perfect condition, ready to brighten spaces and lives. This project is a testament to the company's innovative approach and its relentless pursuit of improvement and customer-centricity.

# FINDINGS

* The TRANSIT LOSS REDUCTION project at Berger Paints India represents a strategic initiative aimed at reducing the volume of transport transit damage. While specific details of the project's outcomes are not publicly available, it is evident that such a project would focus on enhancing the logistics and packaging processes to ensure the integrity of paint products during transportation.
* In the context of Berger Paints India, a company with a vast distribution network and international presence, the reduction of transit damage is crucial for maintaining product quality and customer satisfaction. The implementation of the TRANSIT LOSS REDUCTION project likely involves a thorough analysis of the existing supply chain, identification of critical points where damage occurs, and the development of robust packaging solutions.
* Moreover, the project may include the adoption of advanced tracking systems to monitor the conditions of goods in real-time and the training of personnel to handle the products appropriately. By minimizing transit damage, Berger Paints India not only improves its operational efficiency but also reinforces its commitment to delivering high-quality products to its customers.
* Such initiatives are essential for Berger Paints India to sustain its position as the second-largest paint company in India, known for its rapid expansion and innovative product offerings. The TRANSIT LOSS REDUCTION project, therefore, can be seen as part of the company's broader strategy to optimize operations, reduce costs, and enhance the overall brand reputation in the competitive paint industry.

A graph with purple rectangles

Description automatically generatedA screenshot of a graph

Description automatically generated

**LIMITATIONS**

The TRANSIT LOSS REDUCTION project, undertaken by Berger Paints India, aimed at reducing the volume of transport transit damage, faced several limitations. One significant challenge was the inherent complexity of logistics and supply chain management within the vast and diverse Indian market. The project had to account for various modes of transportation, road conditions, and the handling methods at different transit points, which could potentially affect the integrity of the paint containers.

Additionally, the project had to navigate through the regulatory landscape, which includes adherence to safety and environmental standards. This often required a careful balance between optimizing packaging for damage reduction and complying with regulations that may not always align with the project's goals.

Another limitation was the need for extensive collaboration across multiple departments within Berger Paints, as well as with external partners like transportation providers. Ensuring consistent communication and alignment of goals was crucial but also challenging, given the different priorities and perspectives involved.

Lastly, the project had to be cost-effective. Investing in higher-quality packaging or advanced tracking systems to minimize damage could lead to increased costs. Finding a solution that reduced transit damage without significantly raising operational expenses was a key constraint that the TRANSIT LOSS REDUCTION project had to work within.

Despite these limitations, the TRANSIT LOSS REDUCTION project reflects Berger Paints India's commitment to innovation and continuous improvement in its operations, striving to enhance customer satisfaction and maintain its competitive edge in the market.

# CHAPTER 6: SUGGESTIONS AND RECOMMENDATIONS

1. Conduct Awareness Training: Organize awareness training specifically for loading handling stacking of drum boxes. These training can include Trails,SPL, workshops, and interactive sessions to address common misconceptions and concerns regarding Loading norm.
2. Local Language Communication: Consider providing Training awareness materials and communication in the local language, such as **Marathi**, to ensure better understanding and engagement among the people. This will help in breaking down language barriers and increasing the effectiveness of the awareness initiatives.
3. STD SOP : Need to defined STD SOP of Truck loading , Stacking of drums , boxes as per its stacking capacity to avoid lower layer damages complaints .Defined Loading SOP as per Pack size and give training
4. Route Find out and defined: - Each and every Damage location from top 10 Lanes , we informed to transporter , please choose best route for regular Good transport instead of shortcut or to save petrol road much be in very good condition , same GPS tracker installation and daily tracking will be started for checking correct chosen route usage .
5. Loading in front of Trasport driver: With STD Loading SOP , informed to transporter service provider to instruct driver to be present at loading time and ensure proper loading and don’t accept any dented and damage drum/Boxes at time of loading , if found inform to officer and ask to remove and add goo other one else remove the same .
6. Separator and cushion for support: we have conducted meeting of transporter for review the same and as per MOM , transporters are suggested to to use MDF sheet in separation to avoid damage it will be work as like cushion ,Loading parent changed ,Box will be loaded after drum with MDF separation support ,backside support given for to avoid movement for damages .
7. TBT Given to the Transporter and informed to keep awareness to the driver and informed about smooth driving, avoid rush driving and avoid cell phones ,Additional load loading or any other extra loading in loaded drum or box
8. Monitor and Evaluate: Continuously monitor the progress of initiatives. Collect data . user feedback, and challenges faced. Regularly evaluation, make necessary adjustments to improve outcomes. This data can help in refining future strategies and tailoring initiatives to the specific needs of the population.

By implementing these suggestions and recommendations, the project of “TRANSIT LOSS REDUCTION ” can provide valuable insights and strategies to reduce the damage &awareness, adoption, and usage among the population,

This study evaluates the influence of service quality on brand perception, perceived value and satisfaction in e-banking. Required data was collected through customers’ surveys. The outcome reveals that Contact Facilities, System Availability, Fulfillment, Efficiency.

# CHAPTER 7: REFERENCES AND BIBLIOGRAPHY

The TRANSIT LOSS REDUCTION Project at Berger Paints India represents a significant initiative aimed at reducing transit damage volume, thereby enhancing the efficiency and reliability of the company's supply chain. Berger Paints, a prominent player in the Indian paint industry, has consistently undertaken projects to improve its operational capabilities and environmental sustainability. The TRANSIT LOSS REDUCTION Project aligns with the company's broader objectives of implementing best sustainable practices and ensuring the well-being of the planet, as evidenced by their Green Horizon initiative.

Berger Paints India has a history of engaging in projects that span across various domains, including residential, commercial, hospitality, healthcare, educational institutions, religious institutions, public buildings, industrial, infrastructure, airports, and more. These projects are tailored to meet the specific needs of professional users and demonstrate the company's commitment to delivering high-quality solutions.

The company's dedication to innovation and sustainability is further exemplified by its investment in new manufacturing facilities. For instance, Berger Paints is setting up a greenfield project at Panagarh, West Bengal, with an expected project cost of ₹500 crore, funded entirely through internal accruals. This facility is anticipated to be commissioned by March 2025 and will manufacture industrial resins, construction chemicals resins, and other industrial products.

Moreover, Berger Paints has established the largest water-based paint manufacturing facility in Hindupur, which boasts an initial capacity of 80,000 tons. This facility underscores the company's scale of operations and its ability to undertake substantial projects like the TRANSIT LOSS REDUCTION Project.

In conclusion, the TRANSIT LOSS REDUCTION Project is a testament to Berger Paints India's proactive approach to addressing operational challenges and its commitment to sustainability. By focusing on reducing transit damage volume, the company not only aims to improve its service quality but also to minimize the environmental impact of its logistics operations. The project is likely to be a cornerstone in Berger Paints India's ongoing efforts to enhance its operational excellence and maintain its position as a leader in the paint industry.

### 8. BOOKS & WEBSITES

**Books Name with Author**

## 1. [Lean Supply Chain and Logistics Management (1st Edition): Paul Myerson](https://www.amazon.com/gp/product/007176626X/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=007176626X&linkCode=as2&tag=muddassirism-20&linkId=26fca6216e3e97331222639fe5ce39fb)

## 2.[Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse (2nd Edition):  Gwynne Richards](https://www.amazon.com/gp/product/074946934X/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=074946934X&linkCode=as2&tag=muddassirism-20&linkId=dce1acedd03a81c5c842bcf99701f72d)

## 3.[Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operation, Integration, Control and Improvement, and Network Design (1st Edition): Paul A. Myerson](https://www.amazon.com/gp/product/B00VO27PGK/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=B00VO27PGK&linkCode=as2&tag=muddassirism-20&linkId=ce599ee316179574f5e3542135251481)

## 4.[Introduction to Logistics Systems Management (2nd Edition): Gianpaolo Ghiani, Gilbert Laporte, Roberto Musmanno](https://www.amazon.com/gp/product/1119943388/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=1119943388&linkCode=as2&tag=muddassirism-20&linkId=ee5d409884d2a96a18787b385adc1264)

## 5.[International Logistics: The Management of International Trade Operations (4th Edition): Pierre A. David](https://www.amazon.com/gp/product/0989490602/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=0989490602&linkCode=as2&tag=muddassirism-20&linkId=065eea5487a065060ca78db74ef39fc3)

## 6.[The Handbook of Logistics and Distribution Management: Understanding the Supply Chain (5th Edition): Alan Rushton, Phil Croucher, Peter Baker](https://www.amazon.com/gp/product/0749466278/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=0749466278&linkCode=as2&tag=muddassirism-20&linkId=d4e8aa77b70b75d4f3f55d87659a094f)

## 7.[Business Logistics: Supply Chain Management (5th Edition) L Ronald H. Ballou](https://www.amazon.com/gp/product/0130661848/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=0130661848&linkCode=as2&tag=muddassirism-20&linkId=90c97b99952f254b804cc280d0ec0390)

## 8.[Supply Chain Logistics Management 5th Edition](https://www.amazon.com/Supply-Logistics-Management-Donald-Bowersox/dp/1260547825?crid=1PKMTWTV7IEV1&dib=eyJ2IjoiMSJ9.K4pbQpRYQgvydvDJNvQ8_BPYak07W1TJQuEYEt-TfEOVoKa_Ngxpn6ktBc1rQAyrVfyVcYFj2B4wIIid_XUvN1Ss0NbuPVUASUklbEMslHIOJQJKA5i2uVYbLKiweXkHWaSu-spS4MGcFEzVKfY2sERkR5hlko5qV2-WSG-HiUKUl0AZQDxWSf_yKUDqosS6x2OiloHEyoJIW1PoK1CDTajB3mki5a-hn9t1nfKXe56l6ruApPk12AxKg3a7Y_zYnpymUW-Sg9oO-W9ID9xMEg1-En0AfEIu_cnwrZ3zKhw.xAfCZbcUBJgGB15HbyDaMD1T30U5Nxd5jowxi453ZvU&dib_tag=se&keywords=Logistics+Books&qid=1710931987&sprefix=logistics+mbooks,aps,657&sr=8-24&linkCode=sl1&tag=muddassirism-20&linkId=98bb457284d3be80e45dd2c2f7433ada&language=en_US&ref_=as_li_ss_tl)

## 9.[Operations and Supply Chain Management Essentials You Always Wanted to Know (Self-Learning Management Series)](https://www.amazon.com/Operations-Supply-Management-Essentials-Self-Learning/dp/1949395243/ref=sr_1_10?crid=1PKMTWTV7IEV1&dib=eyJ2IjoiMSJ9.K4pbQpRYQgvydvDJNvQ8_BPYak07W1TJQuEYEt-TfEOVoKa_Ngxpn6ktBc1rQAyrVfyVcYFj2B4wIIid_XUvN1Ss0NbuPVUASUklbEMslHIOJQJKA5i2uVYbLKiweXkHWaSu-spS4MGcFEzVKfY2sERkR5hlko5qV2-WSG-HiUKUl0AZQDxWSf_yKUDqosS6x2OiloHEyoJIW1PoK1CDTajB3mki5a-hn9t1nfKXe56l6ruApPk12AxKg3a7Y_zYnpymUW-Sg9oO-W9ID9xMEg1-En0AfEIu_cnwrZ3zKhw.xAfCZbcUBJgGB15HbyDaMD1T30U5Nxd5jowxi453ZvU&dib_tag=se&keywords=Logistics+Books&qid=1710931987&sprefix=logistics+mbooks,aps,657&sr=8-10)

## 10.[A Practical Guide to Logistics: An Introduction to Transport, Warehousing, Trade and Distribution 1st Edition](https://www.amazon.com/Practical-Guide-Logistics-Introduction-Distribution/dp/0749486317?crid=1PKMTWTV7IEV1&dib=eyJ2IjoiMSJ9.K4pbQpRYQgvydvDJNvQ8_BPYak07W1TJQuEYEt-TfEOVoKa_Ngxpn6ktBc1rQAyrVfyVcYFj2B4wIIid_XUvN1Ss0NbuPVUASUklbEMslHIOJQJKA5i2uVYbLKiweXkHWaSu-spS4MGcFEzVKfY2sERkR5hlko5qV2-WSG-HiUKUl0AZQDxWSf_yKUDqosS6x2OiloHEyoJIW1PoK1CDTajB3mki5a-hn9t1nfKXe56l6ruApPk12AxKg3a7Y_zYnpymUW-Sg9oO-W9ID9xMEg1-En0AfEIu_cnwrZ3zKhw.xAfCZbcUBJgGB15HbyDaMD1T30U5Nxd5jowxi453ZvU&dib_tag=se&keywords=Logistics+Books&qid=1710931839&sprefix=logistics+mbooks,aps,657&sr=8-6&linkCode=sl1&tag=muddassirism-20&linkId=159ae9a5b5a98534ed37a581806b2afa&language=en_US&ref_=as_li_ss_tl)

## Websites for Study of logistics and supply chain

1. <https://aklogisticsandsupplychain.com/study-books/>
2. <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/Marketing/4LogisticsSupplyChainMgt.pdf>
3. <https://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf> , <https://www.oxfordhomestudy.com/courses/supply-chain-courses-online/free-online-courses-in-logistics-and-supply-chain>
4. , <https://blog.shiperp.com/7-educational-resources-supply-chain-logistics-pros>
5. <https://www.coursera.org/learn/supply-chain-logistics>
6. <https://researchguides.austincc.edu/c.php?g=544374&p=3731581>
7. <https://ocw.mit.edu/courses/esd-273j-logistics-and-supply-chain-management-fall-2009/pages/lecture-notes/>
8. <https://www.google.com/aclk?sa=l&ai=DChcSEwjZn-O_gYOGAxU_qWYCHQf2CaYYABAAGgJzbQ&ase=2&gclid=CjwKCAjwi_exBhA8EiwA_kU1Mj6ORFax1iaPyBlsBZw7c6SHhZI_1obEXy2nBbjs8OtCPxZMpxC-GhoCZ6IQAvD_BwE&sig=AOD64_0g78x6YkbdVZQq7XZvbRcbMnJKaw&q&nis=4&adurl&ved=2ahUKEwi1g92_gYOGAxVMbWwGHawRDDgQ0Qx6BAgLEAE>,

**End of Project Report**