



No. CWC/PS-MD/2021

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Sub: Growth strategy – Do It All (Dia)

Around the year 2000, **Infosys** adopted the policy of **Doing It All (DIA)** by providing end to end services, right from starting stage of technology consulting to re-designing the client's operation to strategy, writing IT system specification, developing, testing, installing necessary software applications, upgradation of IT infrastructure and at the end, Operation & Maintenance of software & hardware. By doing all, Infosys captured range of services of the client company. It resulted into Customer (Client) Value Creation (CVC) i.e., Client Company saved lots of money & time, achieved ease of doing business, became free from hassles of coordinating 5 to 6 vendors for one job. This in turn helped the client company to concentrate and develop core functions & products.

CWC mostly does storage function which accounts for **70%** of its operating turnover. We are also doing transportation, handling (receipt/issue) and inventory management for few depositors, but not for all commodities & clients (depositors). Many depositors of CWC are getting these services through outside labour & contractor.

Cost of H&T in the supply chain logistics is about **60% of total logistics cost** whereas storage cost is about 20%. Therefore, CWC is losing hugely, say, about Rs.1000 crore of turnover. We are also losing on account of supervision charges on handling, transportation, inventory management, Pest Control fumigation, disinfection services, etc.

CWC is mostly doing storage for FCI, NAFED, CCI, CMSS, State Civil Supplies Corporations, etc, but we are not doing handling (both at the time of receipt & dispatch) and transportation (to & from warehouse) and inventory management, for all depositors. **These are varying from region to region.** Thus, we are losing income from associated services, which others are doing from CWC campus, though the stock is stored in central warehouses.

Therefore, all of us should study **business profile** of various depositors and their **supply chain logistics**. We should propose plans to take-up possible logistics function of depositors by following the concept of **Do It All (Dia)**, for mutual benefits of all.

Managing Director

All RMs and HoDs

Copy to: The Director (Fin), Director (Pers.) and Director (M&CP), CWC, CO, New Delhi.

निगमित का0: 4/1, सीरी इंस्टीट्यूशनल एरिया, अगस्त क्रांति मार्ग, हौज़ खास, नई दिल्ली-110016

CO: 4/1, Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi-110016 ☎ 011-47049063, 41051165 ई-मेल: mdcwc@cewacor.nic.in