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<b>7.Title</b>	Material Handling Equipment: Exploiting Productivity Potential in Supply Chain
<b>Publication</b>	'SEARCH', Issue Vol 10, No.10, October 2007
<b>Author</b>	Prof.(Dr) V.V.Sople
<b>Abstract</b>	<p>Improving your material handling system fuels a stunning return on investment. It makes more sense than almost anything else you can do. Material handling cannot be avoided in logistics, but can certainly be reduced to minimum levels. The productivity potential of logistics can be exploited by selecting the right type of handling equipment. The selection of material handling equipment cannot be done in isolation, without considering the storage system. Investment in the material handling system will be sheer waste if it is not compatible to the warehouse layout plan. The layout will create obstacles for free movement of equipment and goods, resulting in poor equipment productivity. Recent trends indicate preference for automated system with higher logistics productivity to enhance the effectiveness of human energy in material movement. Everyone wants more control. The more control you have, the better you perform. Similarly good material handling systems give you control on productivity. Distribution, manufacturing, and warehousing are the areas where material handling plays a major role. To do these things well, you need control of processes, of equipment, of personnel, of space and also of time. The basic questions frequently asked are:</p> <p>When do things get done?  How many people does it take to do them?  Do the material handling systems increase control—or hinder it?  What is cost involved?  What is the up time of system?</p> <p>Infact material handling systems power today's efficient distribution and manufacturing facilities. It is the secret weapon in logistics operations for improving system productivity. enhancing customer service and speeding up throughputs. By gaining control of your warehouse, you gain control of your profitability. Effective material handling systems create savings that helps directly to improve your bottom line. If your business relies heavily on manufacturing, warehousing, storage or distribution, the potential savings are perhaps your greatest opportunity. If your suffer from damaged products, slow pick rates, a lack of space, disorganization, or bottlenecks, don't think throwing more people at it will solve the problem—that's short term help at best, and you'll be stuck with ongoing costs which you cannot eliminate.</p>