# Report on Workshop

# ESCIMS Awareness
# and
# Distillery-Brewery Readiness

## Held on 1 August 2012 at Delhi Secretariat

This document is a detailed report on ESCIMS Awareness and Distillery-Brewery Readiness Workshop. The workshop was organised by Department of Excise, Entertainment and Luxury Tax, Government of National Capital Territory of Delhi for the licensed Distillers, Breweries and Wineries. The document covers all the events and activities that took place during the workshop.

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## Executive Summary

### Objectives

The Department of Excise, Entertainment and Luxury Tax organized a half day workshop on 1st August 2012 at the Secretariat, Govt. of NCT, Delhi, for Distillery, Brewery and Winery with twin objectives

- Introduce objectives and solution of ESCIMS project and,
- Present expectations from Stakeholders

### Workshop

The workshop was initiated by Deputy Commissioner (Excise), Govt. of Delhi, Shri Kulanand Joshi.

Shri Joshi informed the delegates that it is Unique Project in India. The project would simplify the licensing procedure and would reduce cost of license application. He also highlighted the explicit benefits that will accrue like improved inventory management and Information about the stocks.

Commissioner, Shri A.K Singh in his address said that department is committed to implement ESCIMS within this year and asked the stakeholders to be prepared for the same. It will be win-win situation for all. By attending the workshop, an opportunity is being given to all stakeholders to understand, appreciate and execute the laid objectives. This will help stakeholders to avoid problems during integration phase of ESCIMS as well as qualify them for renewal of their license next year.

32 delegates including representatives from the All India Brewery Association (AIBA) attended the workshop. Only 5 out of 27 invitees (Distillery-Brewery-Winery) who are currently registered with the department did not have any representation in workshop. Refer List of Distilleries in Annexure.

Mr. Amiya Agarwal, Project Director, TCS presented the Supply Chain Management approach adopted in ESCIMS and provided insights into processes which will affect Distillery, Brewery and Winery. This was followed by an extended Question-Answer session with delegates showing interest in understanding the integrated supply chain approach and the proposed barcode technology.

In his closing remarks, Shri Joshi informed participants that this project has prior approval of Delhi Cabinet, hence Licensees must be compliant to get license renewed for supply in NCT of Delhi. He also informed that the Excise department is directly working under Honorable Chief Minister. He encouraged delegates to interact with Implementation Agency in case of any query and clarification is required. Later, he invited all the delegates for high tea. There were interactions amongst participants including ESCIMS project team.

### Outcome

The workshop achieved its stated objective to increase ESCIMS awareness and highlight process changes and expectations from stakeholders. It also encouraged stakeholders to raise their share concerns and provide feedback on proposed system. This was evident from the number and type of questions asked after the formal presentation. Breweries appeared to be having concerns on adverse impact of process changes mandated by ESCIMS on existing automation in their plants.

## 1. Workshop Session

### 1.1 Introduction

The Department of Excise, Entertainment and Luxury tax, Govt. of NCT, Delhi organized a workshop on 1 August 2012 for Distillery-Brewery-Winery. It was the second in the series of workshops planned for ESCIMS stakeholders and a follow-up session for distillery who could not join last workshop held on 17 July 2012. The event brought together 32 delegates from 22 different distilleries, breweries and wineries, the ESCIMS team comprising of the department and the Implementation Agency to discuss the project highlights and expectations from distillery-brewery-winery for the successful implementation of the project.

### 1.2 Registration

TCS being the Implementation Agency had set-up a registration helpdesk for the delegates and distributed participant kit. The kit included workshop agenda, welcome note, ESCIMS brochure, Stakeholder Readiness Specification Document and Participant Feedback Form. Due to inclement weather the registration process extended till 10:30 AM to accommodate delegates who faced difficulty in reaching the venue.

### 1.3 Message from Department

The Deputy Commissioner (Excise) Shri Kulanand Joshi anchored the workshop and initiated the session.

In his address, Shri Joshi informed the delegates that ESCIMS is a unique project. It is not only a first of its kind in India but may be in the world as liquor is planned to be tracked from source to the point of sale.

He told that the ESCIMS process will not only simplify license registration process but reduce the overall cost of procuring a license. He further stressed that it will provide effective control to stakeholder to manage their inventory in warehouse and stock of production in the long run. He asked representatives to pay attention to this need and took reference to the workshop for distillers organized on 17 July,2012.

Excise Commissioner Shri A.K. Singh, in his address, informed all that the ESCIMS project shall be implemented in this year with the help from their Implementation Agency, Tata Consultancy Services. ESCIMS implementation will result in a win-win situation for all as it will bring in efficiency and marked improvement in the system. Attending the workshop is necessary so that the organisations do not face any problem later on. The readiness progress is being monitored and the Distillery, Brewery and Winery who do not comply to the proposed system,their IP and TP shall be cancelled. He informed to all that such workshops are not only creating awareness on ESCIMS and providing explanation but provide an opportunity to share feedback which is mutually beneficial.

In his final remarks he said that the department is determined to implement this system from this year and those who are not ready as per the timelines will not be part of excise department.

## 1.4 ESCIMS Awareness and Distillery Readiness Session

Mr. Amiya Agarwal, ESCIMS Project Director, TCS, started the session with a brief background of the work done by project team to reach to the final approach that will be followed with implementation of ESCIMS. The highlights of the session were:

- **Objectives and key features of ESCIMS:** ESCIMS is initiated with the objective to enable track and trace of each bottle; transparent and efficient distribution of liquor and prevention of sale of illicit liquor. Key features of ESCIMS system are unique identification of bottles and cases, online request submission and status tracking, real time stock information and online payment facility and it will help department achieve its objectives.

- **ESCIMS Supply Chain Process:** The entire supply chain from the point of raising a Demand Order to generation of IP to the Point of Sale is recorded and tracked in system. This robust process would solve the common supply chain problems and will prove to be beneficial for Distillers.

- **Case and bottle barcodes:** Distilleries must assign GTIN to each SKU as per GS1 GTIN rules. This GTIN will be used in generating case and bottle barcodes. The case consists of 2 barcodes the first one has GTIN, Batch No, Manufacturing Date and Expiry Date and the second one has SSCC number. The bottle barcode has GTIN and Unique Serial Number.

- **Distillery Processes**
    - **Scheduling:** The ESCIMS system provides flexibility to Distiller to request for the barcode sequence number for the SKUs either in mapped or unmapped format as opted at the time of licensing.
    - **Packaging:** Distiller to print the barcodes using the sequence numbers and paste on bottles and cases. Distiller need to share the information of manufacturing date, batch no and expiry date for the material produced and packed. Therefore, Distiller will upload complete mapped data with batch number, manufacturing date and expiry date before dispatches. It is applicable to both types of cases, namely mapped and unmapped data.
    - **Dispatch:** Distiller to scan second of the 1D barcode pasted on each case at the time of dispatch and upload the information on ESCIMS.

- **Bill of Material:** The infrastructure requirements from the distillery are internet access, desktop, barcode reader, thermal transfer printer, barcode labels and consumables such as printing cartridges.

- **Timelines:** Distilleries must get ready with all infrastructure and required application by 30 September 2012, the pilot run will take place from 1 October 2012 to 31 October 2012 and the system shall go live by 1 December 2012.

## 1.5 Demonstration of ESCIMS Prototype

Mr. Manish Rastogi, ESCIMS Application Development Manager, demonstrated a working prototype to highlight following processes:

- Request for barcode sequence number from ESCIMS

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- Completion of barcode data in mapped and unmapped format to include Manufacturing Date, Batch No. and Expiry Date in mapped and unmapped format
- Sample printed out from ESCIMS for Bottle and Case barcode to be used during packaging
- Process to upload updated barcode in ESCIMS system

## 1.6 Questions & Answer Session

The session provided the detailed knowledge about ESCIMS and laid down the expectations from participants. The question and answer session that followed the presentation brought more clarity to them. The major concerns/ queries of participants and their responses are as follows:

- **Breakage after implementing bar code:** If there is any breakage before dispatch against IP, Distillery will reprint and paste bottle barcode on bottle cap of fresh bottle,
- **Cost of infrastructure:** The cost of infrastructure is dependent on the items to be procured. It is expected that an expenditure of around 2 lacs for each line (i.e. one unit of each component mentioned in Bill of Material). The number of HHT may need to be more and is dependent on the number of simultaneous multiple dispatches taking place.
- **Handling of accidental consignment:** The process for handling breakage and accidental consignment will be explained in bonded warehouse workshop.
- **Concerns of online printing and pasting of barcode:** In order to redress the concern, it was offered to the delegates to come forward and volunteer for a pilot.
- **Safety concern and increase in breakage at Brewery:** The finished goods are kept in local warehouse for a period ranging between 2 days to 1 month. This period can be used for printing and pasting of barcodes on bottles and cases using offline method. Brewery need to take suitable measures as followed during manufacturing on production line.
- **Smudging of barcode when bottles are in chiller tray for long duration:** Tamper Evident labels are recommended for pasting barcode on bottles/cases. Labels recommended are smudge-proof, self destructive and water resistant. The temperature range to which barcode label can be exposed after the adhesion bond to the substrate is from - 20$^{\circ}$ C to + 70$^{\circ}$ C.
- **Application of barcode on mono carton:** 2D barcode will be pasted on mono carton only. It is advisable to paste 2D barcode on both bottle and its mono carton. If mono carton gets damaged and barcode is not scan able then the bottle will not be sold and marked as damaged.

Delegates were requested to fill in the feedback forms provided in the workshop kit.

## 2. Annexure A – List of Distillery, Brewery and Winery

| # | Name | Distillery-Brewery-Winery | GS1 Registered (Y/N) |
|---|---|---|---|
| 1. | **Carlsberg India Pvt. Ltd.(Alwar)**<br>SP-1-4 & B-5-8, MIA Extn.,<br>Alwar-301030, Rajasthan | Brewery | Y |
| 2. | **Rajasthan Liquors Ltd.**<br>Vill. Haripur, Hindua, Barwala Road,<br>Derabassi, Punjab | Distillery | NA |
| 3. | **Privilege Industries Ltd.**<br>Plot No.C-2, MIDC, Lonard, Khandala, Taluka,<br>Distt. Satara, Maharashtra | Distillery | NA |
| 4. | **Devans Modern Breweries Ltd.**<br>SP-3-6, RIICO Indl. Area Keshwana Tesil Kothputli, Distt. Jaipur, Rajasthan | Distillery | Y |
| 5. | **Four Seasons Wines ltd.**<br>Village Roti, Taluk Daund, Distt. Pune, Maharashtra. | Winery | NA |
| 6. | **Blue Water Alcobev Pvt. Ltd.**<br>Vevoor, Palghar Manor Road, Palghar(E), Palghar, Distt. Thane, Maharashtra | Distillery | Y |
| 7. | **United Breweries Ltd.(Dharuherra)**<br>Village Joniawas, Dharuherra, Distt. Rewari, Haryana | Brewery | NA |
| 8. | **A.B. Grain Spirits Pvt.Ltd.**<br>Village Kiri Afgana, The. Batala, Distt. Gurdaspur, Punjab | Distillery | NA |
| 9. | **Regent Beers & Wines Ltd.**<br>Plot No.68A, Industrial Area, Maksi, Distt. Shajapur465106 (M.P.) | Brewery | Y |
| 10. | **Som Distilleries & Breweries Ltd.**<br>Village Rojrachak, Distt. Raisen, M.P. | Distillery | NA |
| 11. | **Aditya Winery**<br>Gut No.138, Bhankhed, Tq-Chikhill Distt. Buldana-443201 | Winery | NA |
| 12 | **A B Sugars Ltd**<br>Chadha Estate, Village Randhawa, Tehsil Dasuya, Distt. Hoshiarpur, Punjab | Distillery | NA |
| 13. | **Wave Distilleries & Breweries Ltd.** | Distillery | Y |

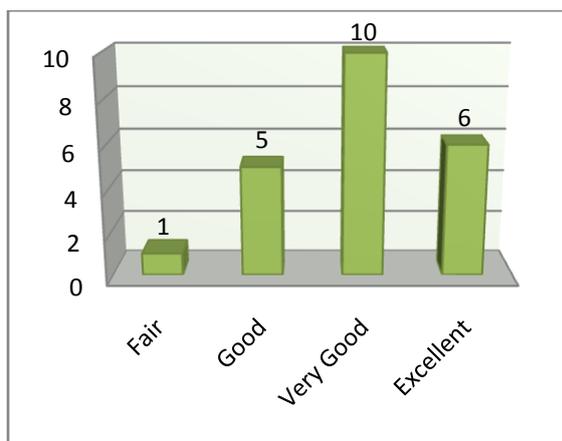| # | Name | Distillery-Brewery-Winery | GS1 Registered (Y/N) |
|---|---|---|---|
| | Ahmedpura, Tehsil Atrauli, Distt. Aligarh, U.P. | | |
| 14. | Mohan Meakin Ltd.. | Distillery | Y |
| | Mohan Nagar, Ghaziabad, U.P. | | |
| 15. | Mount Shivalik Breweries Ltd. | Brewery | NA |
| | Mohangram, Bhankarpur, Distt. S.A.S. Nagar, Mohali, Punjab | | |
| 16. | Grover Vineyards Ltd. | Distillery | NA |
| | Sy. No.63, Raghunathapura, Doddaballpur, DEvana Halli Road, Doddaballapur-561203, Karnataka | | |
| 17. | Jagpin Breweries Ltd. | Brewery | Y |
| | Nowgong Distt. Chattarpur, M.P. | | |
| 18. | Gwalior Alcobrev Pvt. Ltd.. | Distillery | NA |
| | Rairu Form, A.B. Road, Gwaliro(M.P.) | | |
| 19. | Ideal Distilleries | Distillery | NA |
| | Plot No.182/13 Indl. Area, Phase-I, Chandigarh-160002 | | |
| 20 | Skol Breweries Ltd. | Brewery | NA |
| | Neemrana, Distt. Alwar, Rajasthan | | |
| 21. | Skol Breweries Ltd.(Pals) | Brewery | NA |
| | MIDC Waluj Distt. Aurangabad, Maharashtra. | | |
| 22. | Pernod Ricard India Pvt. Ltd.(Nashik) | Distillery | NA |
| | Taluka-Dindori, Distt. Nashik, Maharashtra | | |
| 23. | Modi Distillery. | Distillery | Y |
| | Modi Nagar, Distt. Ghaziabad, U.P. | | |
| 24. | Pernod Ricard India Pvt. Ltd.(Derabassi) | Distillery | NA |
| | Village Haripur Hindua, Derabassi, Distt. Mohali,Punjab | | |
| 25. | Nirvana Biosys Pvt. Ltd. | Distillery | NA |
| | 346, Phase-II, Sector-III, HSIIDC, Growth Centre, Bawal(Haryana) | | |
| 26. | United Breweries Ltd.(Punjab) | Brewery | NA |
| | Focal Point Area, Ludhiana-141001, Punjab | | |
| 27. | United Breweries Ltd.(Unit Bombay Breweries) | Brewery | NA |
| | Taloja Industrial Estate, Distt. Raigad, Maharashtra. | | |

- NA – Information is not available

## 3. Annexure C - Participant Feedback and Action Plan

There was overwhelming response by delegates as question-answer session extended beyond an hour. Also during the networking session, many delegates shared their current level of automation. On the part of Implementation Agency, TCS informed that high level of support available to them to get ready for ESCIMS.

The feedback received from participants has been analysed. It was also found that 8 of Distillery, Brewery and Winery are already registered with GS1-India and can start next level of preparation using GCP. Following is the summary of feedback on different dimensions of workshop:
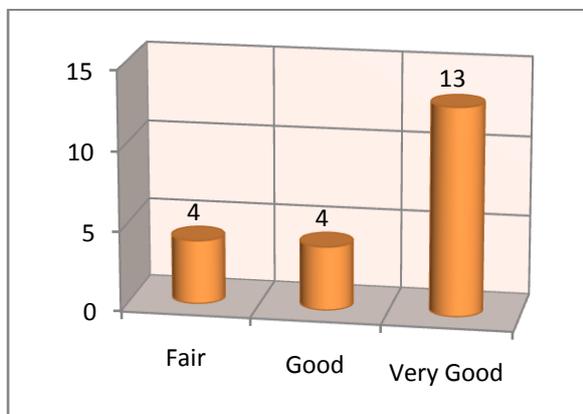
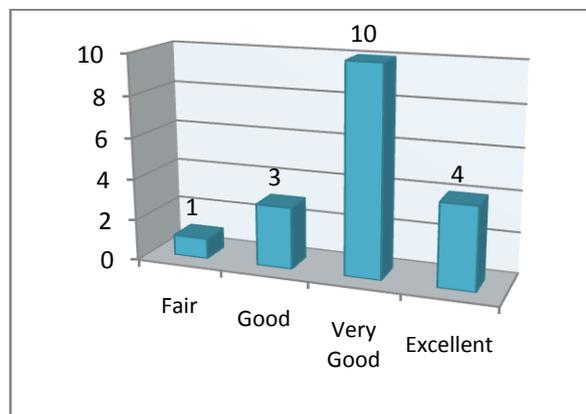1. Usefulness of Workshop



3. Content of Workshop



2. Clarity on requirement



4. ESCIMS Approach



Following is the action plan to increase involvement and help them get ready for the ESCIMS:

- Prepare and share Frequently Asked Questions
- Share steps to register with GS1 India
- Identify Volunteers for Pilot
- Share requirements in detail and User Manual
- Discuss Local state Excise issue with department

## 4. Annexure D - Workshop Photographs

Deputy Commissioner, Shri Kulanand Joshi Initiating Workshop



Attentive Delegates during Question-Answer session



Commissioner highlighting the importance of ESCIMS to workshop delegates



Mr. Amiya Agarwal presenting the ESCIMS overview and process changes