

Supply Chain Management: A Need of Hour for an Economic Development

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"The supply chain encompasses all of those activities associated with moving goods from the raw-materials stage to the end user. "The best companies around the world are discovering a powerful new source of competitive advantage called supply-chain management and it encompasses all of those integrated activities that bring product to market and create satisfied customers. Supply chain management focuses on how firms utilize their supplier's processes, technology, capability to enhance competitive advantage, and the coordination of the manufacturing, logistics and materials management functions within an organization. Supply Chain Management becomes a tool to help accomplish corporate strategic objectives like reducing working capital, taking assets off the balance sheet, accelerating cash-to-cash cycles, increasing inventory turns, and so on. The key benefits of supply chain management are better customer relationship and service, Creates better delivery mechanisms for products and services in demand with minimum delay, Improvises productivity and business functions, Minimizes warehouse and transportation costs, Minimizes direct and indirect costs, Assists in achieving shipping of right products to the right place at the right time, Enhances inventory management, supporting the successful execution of just-in-time stock models, Assists companies in adapting to the challenges of globalization, economic upheaval, expanding consumer expectations, and achieving efficiencies throughout the supply chain process. An initiative like 'Make in India' would entail special focus on optimization of supply chain and its management for India. Considering emerging scope for supply chain management (SCM) in India due to increasing uncertainty of supply networks, globalization of businesses, proliferation of product variety and shortening of product life cycles, an effort has been made through this paper to lighten up the importance of supply chain management in Indian as well as global perspective.

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