

SUPPLY CHAIN MODEL

making implementation of synchronised industry best practices difficult. The escalating costs of cost savings achieved from manufacturing in India. Although steps are being taken to improve insights on the need-gaps that the Indian logistics industry is facing today and the ways to mend the



The challenges in supply chain encompass forecasting; selecting the right manufacturing location and product mix; purchase decisions and their intricacies – from where, whom, economic order quantity and over this, a complete supply chain visibility from source to manufacture/value add to final consumption. All these need to be done at a speed, which makes the vision to execution worthwhile, coupled with cost efficiency and agility in the supply chain, for adjustments that need to be made in forecasting and the competitive market forces. What is needed here is supply chain professionals who interface the above-mentioned functions in a seamless manner. The time has come for India to recognise Supply Chain as a discipline. In the absence of such individuals, it is advisable to deploy specialists rather than a do-it-yourself approach, as sometimes

'modernising' can have unforeseen fallouts. These specialists are not the usual run-of-the-mill consultants, but hardcore 3PL/4PL organisations that have the intellect and execution expertise to match.

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