

8. The Pandemic Dimensions Of Supply Chain Management - Uplifting The Previously Existing Scenarios

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Abstract:

The coronavirus (COVID-19) outbreak shows that pandemics and epidemics can bring about devastations on supply chains (SC) around the globe. The COVID-19 pandemic paralyzed the world and exposed the perilous importance of supply chain management. The extensive scope of disruption, enormous spillover of effects across countries and industries, and extreme fluctuations in demand and supply that occurred during the COVID-19 pandemic illustrate that pandemics are qualitatively different from typical disruptions and that optimization of resource allocation and distribution emerged as the most popular topic. As such, this pandemic require supply chain managers to take a fresh look towards the supply chain phenomena and foster transiliency i.e., the ability to simultaneously restore some processes and change often radically others. We have tried to show, no new but, the existing phenomenon of green marketing and rural entrepreneurship as a new aid in the management of the supply chain by enlightening its relevance with the changes that can be brought about.

Keywords:

Supply Chain, Supply Chain Management, Green Marketing, Rural Entrepreneurship, Importance Of SCM.

Introduction:

A rare disaster, a corona virus pandemic, has resulted in a tragically large number of human lives being lost. As countries implement necessary

quarantines and social distancing practices to contain the pandemic, the world has been put in a Great Lockdown. This is a crisis like no other, and there is substantial uncertainty about its impact on people's lives and livelihoods. Along with the health issues caused by the corona virus pandemic there are many business challenges confronted by it: the collapse of customer demand, significant regulatory modifications, supply chain interruptions, unemployment, economic recession, and increased uncertainty. As a result of lockdown due to the pandemic, globally the industries and businesses have suffered a lot. Especially in a developing country like India many small and medium scale industries have seen a greater loss as compared to the large scale industries.

The COVID-19 was first reported in Wuhan, Hubei province, China, in the late 2019. The Johns Hopkins University on May 27, 2020 reported, the number of confirmed cases reported around the world has been steadily growing, reaching 5.69 million with 355,575 deaths (Johns Hopkins University & Medicine 2020). In view of this exponential growth, the COVID-19 was declared a world pandemic by the World Health Organization—WHO (2020) on March 11.

In a report published on 21 February 2020, Fortune (2020), pointed out that 94% of the companies listed in the Fortune 1000 list were facing SC disruptions due to the COVID-19. Deloitte (2020) highlighted that the whole effect of the pandemic on SCs remained unmapped. The past epidemic outbreaks offer valuable lessons in relation to the SCs. The World Economic Forum WEF (2020a, b) emphasized the need for firms and organizations to redevelop and adapt SCs to their future trade challenges. For instance, the short-term priority may be 'transport and production' and 'worker movement', while in the long term, capabilities and strategies related to 'digital readiness & data sharing' would be developed and implemented for SCs (World Economic Forum WEF 2020a, b).

Supply chain management (SCM) is the centralized management of the flow of goods and services and includes all processes that transform raw materials into final products. By managing the supply chain, companies are able to cut excess costs and deliver products to the consumer faster. Good supply chain management keeps companies out of the headlines and away from costly recalls and litigations.

Objectives Of The Study:

- To elaborate the importance of Supply Chain Management as an imperative perspective of management in this pandemic world.
- To present the prevailing phenomenon of green marketing and rural entrepreneurship as a vital tool to the management of supply chain.
- To contribute to the resolution of supply chain disruptions caused as a result of lockdown due to pandemic by providing fruitful suggestions.

Literature Review:

The impacts of the COVID-19 on SCs have already gained attention of scholars (Choi 2020; Govindan et al. 2020; International Journal of Production Research 2020a, 2020b; Journal of Operations Management 2020; Ivanov 2020a; Lin et al. 2020; Sarkis et al. 2020) and industry experts (Business Insider 2020; Deloitte 2020; Forbes 2020a, b; Fortune 2020; Harvard Business Review 2020; Institute for Supply Chain Management ISM 2020). The COVID-19 epidemic is already impacting the OSCM at a large scale (Lin et al. 2020) The contemporary world has been challenged by unprecedented disease outbreaks (Chew et al. 2004; Lin et al. 2020; Nigmatulina and Larson 2009), which significant negatively effects on the society as a whole, but also on the efficiency of operations and supply chain (SC) management (OSCM) business models. Such disruptive impacts frequently yield the ripple effects (Ivanov 2020; Ivanov et al. 2018; Pavlov et al. 2019b). While SCs across the globe have been already suffering from epidemics and pandemic, they have recently been seriously hit by an unprecedented, far-reaching disruptive epidemic outbreak, namely COVID-19 (Boccaletti et al. 2020), which is considered as a new type of extremely contagious coronavirus, with destructive impacts (Choi 2020; Ivanov 2020a; Ivanov and Dolgui 2020b).

Research Methodology:

The proposed study is mainly descriptive in nature is based on secondary data & information which is collected from the concern sources and are as per the study. The relevant books, document of various ministry departments & organizations, articles, paper & website are used in this study.

Supply Chain And Its' Management:

A supply chain is an integrated network of individuals, organizations, activities, resources, and technologies involved in the manufacturing and sales of a product or service. A supply chain initiates with the distribution of raw materials from a supplier to a manufacturer and terminates with the delivery of finished product or service to the end consumer.

Supply chain management is the management of the flow of goods and services and includes all processes that transform raw materials into final products. It involves the vigorous restructuring of a business's supply-side activities to maximize customer value and gain a competitive lead in the marketplace. SCM characterizes the efforts of suppliers to develop and implement efficient and economical supply chains. Supply chains cover everything from production to product development to the information systems needed to direct these undertakings. The supply chain manager tries to minimize shortages and keep costs down. The job is not only about logistics and purchasing inventory but also to make recommendations to improve productivity, quality, and efficiency of operations.

Example of SCM- Walgreens Boots Alliance Inc. placed focused effort on transforming its supply chain in 2016 and has invested in the technology portion of its supply chain. It implemented a forward-looking SCM that synthesizes relevant data and uses analytics to forecast customer purchase behavior, and then it works its way back up the supply chain to meet that expected demand.

Working Of Supply Chain Management:

Typically, SCM endeavors to centrally control the production, shipment, and distribution of a product. By managing the supply chain, companies are able to cut excess costs and deliver products to the end consumers faster. This is done by keeping tighter control of internal inventories, internal production, distribution, sales, and the inventories of company vendors.

SCM signifies that nearly every product that comes to market results from the efforts of various organizations that make up a supply chain. Although supply chains have existed for ages, most companies have only recently paid attention to them as a value-add to their operations. However, supply chain leaders are creating transparency and building rapid-response

capabilities to mitigate the short-term fallout from the COVID-19 crisis. Ericsson has a global supply chain set up, which ensures the company works close to customers through its European, Asian and American operations. All of Ericsson's main production sites are currently up and running.

In SCM, the supply chain manager coordinates the logistics of all aspects of the supply chain which consists of five parts: The plan or strategy; the source of raw materials or services; manufacturing of products, focused on productivity and efficiency; delivery and logistics; the return system for defective or unwanted products.

Role Of Green Marketing In Supply Chain Management:

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without wastage as well as to achieve the organization's objective.

A distribution logistics is of crucial importance; main focus is on ecological packaging. Since we are in a pandemic world right now, distribution can be made as on the door delivery of products by the manufacturer, which help in forecasting the demands and reduce the inventory of finished goods. These practices can be seen by the Amazon, Flipkart, Zomato, Dominos, etc. companies. Especially the Amazon is delivering products to its consumers in carton boxes which are scientifically being considered as safe against the corona virus. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed "green" than products imported, which can eventually boost the Rural Supply Chain Network. Green supply chains can reduce the environmental pollution and production costs and it also can shoot economic growth, create competitive advantage in terms of greater customer satisfaction, positive image and reputation and provide better opportunity to export their products in pro-environmental countries. The term 'green supply chain' refers to the concept of integrating sustainable environmental processes into the traditional supply chain. This can include processes such as supplier selection and purchasing material, product design, product manufacturing and assembling, distribution and end-of-life management. Instead of mitigating harmful impact of business and

supply chain operations, green supply chain involves value addition and value creation through the operations of whole chain. Undeniably, reducing air, water and waste pollution is the main goal of green supply chain, while green operations also enhance firms' performance in terms of less waste manufacturing, reuse and recycling of products, reduction in manufacturing costs, greater efficiency of assets, positive image building, and greater customer satisfaction. Without a doubt, corporate sector needs to consider incorporating their business practices in service and manufacturing industry with sustainability and reducing end-to-end supply chain costs to achieve competitive advantage, green supply chain management plays a part in encouraging organizational sustainability. Now more than ever, maintaining the flexibility of our supply chains is essential for regulating interruption to services. With innovative, resourceful comebacks to the pandemic, supply chain leaders can ensure that consumers have access to services they need while also maintaining the health and safety of both consumers and supply chain workers.

Firms also use green marketing to reduce costs. Disposing of harmful by-products such as polychlorinated biphenyl (PCB) contaminated oil is gradually getting costlier. Therefore firms that can reduce harmful wastes can gain substantial cost savings.

Rural Entrepreneurship In Supply Chain Management:

A rare disaster, a corona virus pandemic, has resulted in a tragically large number of human lives being lost. As countries implement necessary quarantines and social distancing practices to contain the pandemic, the world has been put in a Great Lockdown. This is a crisis like no other, and there is substantial uncertainty about its impact on people's lives and livelihoods. Along with the health issues caused by the corona virus pandemic there are many business challenges confronted by it: the collapse of customer demand, significant regulatory modifications, supply chain interruptions, unemployment, economic recession, and increased uncertainty. As a result of lockdown due to the pandemic, the economy has witnessed many immediate migrations of the skilled and unskilled workers back to their villages and their unemployment, leading to the loss of livelihoods of many. Amidst this uncertain pandemic it is also uncertain and risky for the workers to return back to their work. As 68% of the total population in India lives in rural areas it is a great opportunity to promote Rural Entrepreneurship, which will eventually aid rural development and a balanced regional growth for a stronger India. These workers can collaborate and become rural entrepreneurs by setting up a business of