The Supply Chain Management Practices Implement at Kisankonnect Safe Food Private Limited

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***Abstract*—This research paper examines the supply chain management practices. The main study purpose of this is to understand how they manages supply chain activities & how these practices help in improving efficiency, maintaining quality, reduced cost & customer satisfaction. The study based on primary as well as secondary data. Primary data collected through structured questionnaire & secondary data taken from company records & reports.**
The findings show that KisanKonnect follows well-coordinated supply chain that connect farmers, garding, sorting, sale & distribution effectively. They use technology for accepting order & tracking order this help to company for quick responses to the customers.
This study also highlights some challenges such as transportation issue& demand fluctuations. Based on the findings, suggestion is to improve co-ordination, logistics support & enhance overall supply chain. This study helps to understand importance of efficient supply chain management in this sector.

***Index Terms*—Transportation Issue, Demand Fluctuations, Logistic Support, Reduced Cost, Customer Satisfaction.**

I. INTRODUCTION

In globalized & competitive business environment, supply chain management has important for organization success. The coordination of supply chain activities from procurement of raw material to delivery of final product to the end consumer is crucial for improving efficiency, sustainability, enhance customer satisfaction, reduced cost etc. significant supply chain practices has become core factor in industries where short lifespan, timely delivery, quality assurance are key factors of business performance.
KisanKonnect safe food private limited follows well-coordinated supply chain that connects farmer, garding, sorthing, storage, sale & distribution effectively with dynamics growth of consumer demand for hygienic, quality assured & safe product. supply chain practices have become core in bridging gaps between the manufacturing & consumers.
Supply chain management in the era beyond transportation & logistics. It consists of supplier relationship management quality assurances, technological integration, demand forecast, risk management, inventory management, and long-term sustainability & rapid growth. This encompasses together define the operational structure, which not only to supply quality product but also empower farmer consumer etc.
Supply chain management refers to the organized handling of all activities related to sourcing, procurement, conversion, and logistics. It involves working closely with partners, including suppliers, intermediaries, third-party service providers, and customers. The goal is to create value and build a competitive framework. The SCM framework seeks to improve the flow of products, services, information, and finances from the starting point to the end user.

The main goals of supply chain management include:

- Improving operational efficiency by cutting down delays and reducing waste.
- Ensuring product quality and safety throughout storage and transport.
- Lowering overall supply chain costs through careful planning and resource use.
- Increasing responsiveness to changes in market demand and external disruptions.
- Building strong relationships with suppliers, distributors, and customers.

In the food industry, especially with perishable goods, additional challenges arise from strict regulations, temperature-sensitive logistics, and rising consumer demands for transparency. Food supply chains require

integrated strategies that connect procurement, production, quality checks, and distribution. These strategies must be flexible enough to handle changes in demand and supply.

KisanKonnect Safe Food Private Limited is a company in the Indian agriculture and food distribution sector. It focuses on creating an efficient link between farmers and consumers. The mission is to improve farmers' livelihoods by providing fair and transparent market access while offering consumers safe, high-quality food products. The company's supply chain model addresses the specific challenges of agricultural goods, like perishability, seasonal changes, and fragmented production. It does this through a systematic approach to procurement, handling, processing, and delivery.

In an environment where traditional supply chains have often resulted in inefficiencies, price fluctuations for producers, and quality issues for consumers, KisanKonnect works to build a structured, technology-driven network. This network connects farmers, processors, logistics partners, quality controllers, and retailers in a unified operational framework. By combining digital tools with traditional supply chain functions, KisanKonnect aims to improve traceability, reduce waste, and ensure food safety from farm to fork.

The company's focus on supply chain excellence reflects wider trends in Indian agribusiness. Stakeholders increasingly recognize the need for updated logistics, information systems, and demand-driven planning. Adopting these practices helps companies handle market uncertainties and improve their competitive edge over time.

II. REVIEW OF LITERATURE:

Agri-food supply chain management (SCM) has received a lot of attention because it plays a key role in ensuring food quality, cutting down waste, and improving efficiency. As farm-to-consumer business models grow, companies are focusing more on combining technology, sustainability, and logistics in their supply chains. This literature review looks at current studies on Agri-food SCM. It discusses theoretical foundations, empirical findings, technological progress, and sustainability aspects. The aim is to identify research gaps that are relevant to KisanKonnect Safe Food Pvt. Ltd.

General Agri-Food SCM Studies

Ganesh Kumar et al. (2017) analyzed Agri-food SCM practices and pointed out significant gaps in developing countries, including poor infrastructure and a lack of coordination among stakeholders. Similarly, Luo et al. (2018) conducted a bibliometric analysis that showed how Agri-food SCM research has evolved, highlighting themes like sustainability and digitalization.

Singh and Dwivedi (2025) provided a review of trends and future directions, focusing on the growing importance of data analytics and smart technologies. A structured literature review published in Emerald further summarized key SCM practices and noted the need for more practical studies at the firm level.

Empirical and Sector-Specific Studies

Reklitis et al. (2021) found a strong link between SCM practices and organizational performance in the Agri-food sector. Agarwal (2018) examined the Indian agricultural supply chain and pointed out problems like poor infrastructure, insufficient cold storage, and logistical inefficiencies. Recent studies (2024) on Indian food industries emphasized the need for supply chain collaboration and digital technologies to boost efficiency and lessen operational challenges.

The Role of Technology and Innovation in SCM:

Recent supply chains are greatly benefited from the technological advances. Marchesi et al. (2021) showed the use of the block chain technology to enable better traceability and transparency in Agri-food supply chain. Also, the use of the IoT based traceability system was investigated, focusing on the real-time food quality monitoring (Syafrudin et al., 2025). The investigation on the impact of the industry 4.0 on SCM showed the significant contribution of automation, big data, and AI technologies in enhancing the supply chain processes (2024). Additionally, big data analytics used for the decision-making and the forecasting in Agri-food supply chains was investigated further (Rejeb et al., 2021).

Sustainability, Risk & Resilience.

Sustainability is becoming a central pillar within supply chain management. Andika et al., (2025) referred to zero waste concepts and supply chains as circular. Food supply chain resilience was studied by

Joshi et al., (2023) focusing on reduction of food waste and the control of supply chain disturbances.
A number of studies investigating risk management (2025) determined economic insecurities, demand variability and supply disturbance as key obstacles. Work carried out during Covid-19 pandemic (Kumar et al., 2021) illustrated the need to mitigate risks in perishable food supply chains.
According to the literature review the practices of efficient SCM in the Agri-food industry are associated with integration, usage of technology, sustainability and efficient logistics. Though many research are provided at theoretical and sectoral level and few at the company level. To fulfill this gap in research the following work is done to examine the SCM practices in KisanKonnect Safe Food Pvt. Ltd.

III. RESEARCH METHODOLOGY:

Research Design:
This research paper is essentially a descriptive one in approach. The objective here is to comprehend the supply chain management techniques being implemented by KisanKonnect Safe Food Private Limited and examine their effects on performance.

Sources of Data:
Both primary and secondary data will be used in the study.

Primary Data:
Primary data is gathered using a well-structured questionnaire by respondents involved in the supply chain operations of the company.

Secondary Data:
Secondary data is gathered using company records, research articles, website materials, and others.

Sampling Methods:
The study uses a convenient sampling method. Respondents are chosen based on their availability and how well they relate to the study.

Sample Size:
The total sample size is 106 responded.

Data collection tools:
We use a list of questions to get the information we need. This list has lots of questions with answers to choose from. These questions are about things like what people do in supply chains what problems they face how they use technology. How well they do their jobs. The questionnaire is really, about supply chain practices and supply chain performance.

Tools for Data Analysis:
- Percentage method
- Charts and tables

Scope of study:
The research will focus on some of the important aspects of supply chain management, including procurement, inventory, logistics, and technology.

Limitations of Study:
1. Sample size is limited.
2. Lack of time for analysis.
3. Potential personal biases in responses.

IV. DATA ANALYSIS & INTERPRETATION

#Analysis 1: Efficiency of procurement process

Response	Frequency	Percentage
Highly Efficient	42	40%
Efficient	38	36%
Moderate	20	19%
Inefficient	6	5%
Total	106	100%

Interpretation –
From the above table, it is evident that 76% of the total respondents perceive the procurement process as either effective or very effective. This clearly shows that there is a proper conduct of the procurement process in KisanKonnect Safe Food Private Limited.

#Analysis 2: Effectiveness of inventory management

Response	Frequency	Percentage
Very Effective	36	34%
Effective	40	38%
Moderate	22	21%
Ineffective	8	7%
Total	106	100%

Interpretation –
The above table shows that 72% of people find inventory management to be effective or highly

effective. This means that the company has adequate storage facilities for its products.

#Analysis 3: Role of technology in supply chain management

Response	Frequency	Percentage
Very Important	50	47%
Important	34	32%
Neutral	14	13%
Not Important	8	8%
Total	106	100%

Interpretation –
The majority of the respondents (79%) think that technology has played a crucial or very crucial role in supply chain management.

#Analysis 4: coordination between supply chain activities

Response	Frequency	Percentage
Excellent	34	32%
Good	40	38%
Average	22	21%
Poor	10	9%
Total	106	100%

Interpretation –
About 70% of respondents felt that coordination in the supply chain activities was good and excellent.

#Analysis 5: Efficiency of transportation & logistics

Response	Frequency	Percentage
Highly Efficient	30	28%
Efficient	42	40%
Moderate	24	23%
Inefficient	10	9%
Total	106	100%

Interpretation –
Majority of the respondents (68%) view logistics and transportation as efficient. But there are still few cases where logistics activities were viewed as inefficient by 9% of respondents.

V. CONCLUSION

The Study on Supply Chain Management Practices at KisanKonnect Safe Food Private Limited" shows that supply chain management practices followed by the organization are good and structured. Analysis of selected key aspects related to procurement, inventory management, technology adoption, coordination, logistics, and customer satisfaction reveals that the overall practices of SCM are efficient and reliable.

It was found out that there are no problems with respect to procurement and inventory management, thus making the operations of the organization efficient. Moreover, SCM practices are improved due to adoption of appropriate technologies for tracking orders, enhancing efficiency, etc. Also, coordination among SCM practices is rather good, which makes possible for an organization to perform better.

In general, logistics and transportation are good; however, there are certain problems like delay and changes in demand. Additionally, the research showed that SCM practices greatly influence customer satisfaction – the majority of respondents were satisfied with SCM practices.

As for hypothesis testing results, it can be stated that SCM practices have a significant influence on operation efficiency. In spite of that, the performance of the organization can be improved by paying special attention to logistics, forecasting, etc.

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