



A DETAILED ANALYSIS OF THE FUNCTIONS CARRIED OUT BY MICRO, SMALL, AND MEDIUM ENTERPRISES IN INDIA BY MEANS OF AN ONLINE SUPPLY CHAIN MANAGEMENT SYSTEM

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ABSTRACT

Supply Chain Management as a thought expects an authoritative part in making advantage for things and organizations introduced by firms in strong overall business areas). Associations whose things and organizations penetrate expanded social orders and cutoff points are defied with the versatile task of synchronizing resources and procedures to serve overall business areas in useful manner. SCM has transformed into a critical gadget since it helps with making high-regard things and organizations for end-buyers by spreading out a strong association among a couple of moderate parts of the value chain, from suppliers to gathering makers to outrageous makers to wholesalers to end clients in isolated, convincing and powerful way.. Supply chain management is 'the management of the interconnection of firms associating with each other through upstream and downstream linkages between the various cycles that produce regard as things and organizations to the last purchaser'. The results of this study demonstrate the extent to which e-business has an impact on key SC component elements. While previous research has mostly focused on the effect of the internet on the supply chain of SMEs, with each study focusing on one or two particular areas, the current research effort aims to analyse the influence of e-business on the supply chain of SMEs in a more comprehensive manner.

keywords:Enterprises, Micro, Small, Chain

INTRODUCTION

Supply Chain Management as a thought expects a conclusive part in making advantage for things and organizations introduced by firms in strong overall business areas Associations whose things and organizations invade expanded social orders and cutoff points are gone up against with the versatile task of synchronizing resources and philosophies to serve overall business areas in useful manner SCM has transformed into a critical gadget since it helps with making high-regard things and organizations for end-buyers by spreading out a strong association among a couple of moderate parts of the value chain, from suppliers to gathering makers to outrageous makers to wholesalers to end clients in isolated, convincing and successful way.. Supply chain management is 'the management of the interconnection of firms associating with each other through upstream and downstream linkages between the various cycles that produce regard as things and organizations to the last

purchaser'.SCM practices imply explicit plan of exercises finished in a relationship to enable successful management of affiliation's supply chain Past experts assumed that SCM practices are dependent upon factors, for instance, nature of industry, association size, length and kind of supply chain.

Accomplishing coordination in supply chain is an awesome errand. The communication integrates material, land and thing stream from suppliers to end customers and incorporates different various leveled substances i.e outside suppliers as well as inside Laborers need to convey different tasks acting in different ways Clients hope to figure out the value of as of late arranged organizations and assessing close by suppliers and assistants sharing a run of the mill vision Associations could have to gather or reconfigure their establishment across associations, for instance, information systems, spread centers, delivering units and other assistance affiliations Progressing examinations found that associations are spending huge resources to the extent that time and money to reduce working costs and addition shopper dependability Also, associations are using methods, for instance, Manufacturing Resource Planning (MRP II), Enterprise Resource Planning (ERP) and Just-In-Time thought (JIT) to kill hurt materials, deformation rates, scrap, returns , movement, lead-time and futile costs Different examinations surmised that raised levels of SCM practices achieved chipping away at commonly legitimate execution Operational execution can be described as the limit of a firm in decreasing cycle span, mentioning time, stock costs, management costs and growing efficiency of using crude substance and movement capacities Operational execution helps with growing ampleness of collecting works out, utilization of capital and making quality outcome Further, help associations with growing advantages, pay and piece of the general business and complete firm worth A concentrate found by encouraging a management device that SCM practices clearly influence operational execution among these associations when assessed against a coordinated model of execution applied across various enterprises in Malaysia.

The Indian micro, small and medium enterprises (MSMEs) region has become significantly strong and vigorous in latest two or three years. MSMEs region which involves collecting, organization industry, food dealing with, structure, engineered mixtures, packaging, and IT organizations has transformed into a central segment of the Indian economy and expects fundamental part in country's headway by extending local creation, giving work, helping in industrialization of in opposite and provincial districts, becoming ambitious base and delivering basic item benefit.

SUPPLY CHAIN MANAGEMENT

Supply Chain Management (SCM) has drawn growing thought of the experts since the most recent 10 years considering its remarkable potential in chipping away at the display of a relationship in respect of proficiency, adequacy, responsiveness and other significant limits. The supply chain is the movement of information, resource and material through a gathering association, from the supplier to the client. The strong management of thing and information stream is clearly a basic piece of SCM. As per the significance of Supply Chain Council (2002), the supply chain consolidates each work related with making and passing a final product from the's supplier on to the's client. Most of the SCM definitions refered to material/physical, reserves, organizations as well as information stream as key thoughts of activities. The objective of SCM is to intensify the reality and efficiency

for the retailer, as moreover for the whole association, including the end clients. The supply chain management structure in retailing has three crucial centers as:

- Supply chain network structure
- Supply chain business process
- supply chain management parts

WHY SUPPLY CHAIN MANAGEMENT IS IMPORTANT TO MSMES:

The crucial point of convergence of Supply Chain Management is to give right thing to the best clients at the ideal cost, wonderful open door, right quality and perfect sum. Meanwhile, the transient indispensable target of Supply Chain Management is to reduce process length and stock and subsequently growing proficiency, however the somewhat long goal is to overhaul benefits through piece of the general business and purchaser dedication. A modernized and useful supply chain works on the effortlessness of continuing with work, cuts back the costs of collecting, and rates up common and metropolitan usage advancement due to more readily advertise access. A supply chain results from the undertakings of relationship to make and pass a finished nice from suppliers' supplier on to clients' client. The undertakings consolidate developments of each sort related with these five central cycles - plan, source, make, convey and return, which wrap organizing supply with demand, acquiring parts and crude parts, making outcome, passing on to end clients and giving post-creating organizations like return, fix and assurance (Supply Chain Council, 2016). As portrayed supply chain is an association contains all get-togethers included (for instance creator, supplier, retailer, client, etc), clearly or indirectly, in collecting and passing things or organizations on to outrageous purchasers - both in upstream and downstream sides through genuine dispersal, stream of information and assets. A standard supply chain integrates the going with five stages: part/crude substance suppliers, makers, retailers, wholesalers/vendors and clients. These five stages are related through movements of things, information and money. Managing a supply chain network is multifaceted and problematic, since it incorporates different sub-systems, activities, associations and operations. Thusly, a planned supply chain system is supposed to incorporate a still up in the air to reduce interminable supply chain challenges. Supply Chain Management is one of the merciless necessities that have created from a one-layered subject with a fairly meager focus on arranged operations and real pieces of material stream, into a different theory integrating a sweeping extent of subjects.

With respect to MSMEs, astute Supply Chain Management is essential for perseverance and advancement, as purchasing cost makes up the greatest proposition concerning bargains pay - around 80%. The potential benefits recollect increases for client backing and responsiveness, further created supply chain correspondence, risk decline, a lessening in thing headway process span processes, a diminishing in duplication of between progressive cycles, stock abatements, and improvement in electronic trading.

Micro, Small and medium enterprises (MSMEs) are a huge wellspring of dynamism, headway and versatility for emerging and arising countries, too concerning the economies of the most industrialized nations. In any case, the perseverance and improvement of MSMEs can be problematic in the continuous genuine business environment

and overall business community. It will in general be a certified test to convey the right thing and organization at the absolute best time and essentially possible cost for the right client. The test centers around the meaning of supervising cross-limit associations between partners. For gaining an advantage, supply chain management (SCM) is a suitable mechanical assembly to MSMEs. Thus, this paper expects to review the statute of Supply Chain Management, its benefits and practices to MSMEs. Micro, Small and Medium Enterprises (MSMEs) are expecting an imperative part in Indian economy and lay out more than 98% of all associations. MSME region give work to immense number of people, advance undertaking and records for development of huge worth added things through data creation and improvement.

The Union and State Governments are giving due importance to MSME region and continually supporting through number of plans and activities for their pragmatic development. However, in the continuous circumstance MSME region is managing different issues which require a couple of key strategies for their development. Globally various nations particularly made countries are focusing in on number of strategies for MSME headway. In India, Innovation, Business Incubation, Cluster Approach, Skill Development, Public Private Partnership, Social Entrepreneurship and Export Promotion are prominent among them. As various MSMEs have excellent characteristics, the features and effects of their social responsibility may similarly be not exactly equivalent to the colossal organizations. Their business areas are smaller than those of greater associations. In like manner, the owner bosses of MSMEs face less strain from financial backers. Since their low detectable quality from the media diminishes the effects of their CSR adventures, MSMEs' have a substitute method for managing the accomplices in regards to CSR. For MSMEs, the singular ethics and morals of the owner chairman have a more noteworthy measure of an impact on their CSR decisions, and that infers that they may be less imperative. As yet, infrastructural loads cripplingly impacted the supply chain network in India. Suppliers, creators, and retailers expected to factor in delays in the advancement of items between state borders in view of tangled charges and transport lines running over limit, growing in everyday costs.

SMALL AND MEDIUM SIZE ENTERPRISES (SMES)

Small and Medium Size Enterprises (SMEs) remember 70-90 percent of enterprises for most emerging countries, and consequently commit to undertaking, GDP and work. Various examiners saw that SMEs by and large influence supply chain execution as they would fill in as suppliers, creators, dealers, and clients. Various researchers saw that SMEs go probably as the first and second level suppliers in the Large Enterprises (LEs) supply chain [2]. In this manner, despite their basic occupation in making work and financial turn of events, SMEs structure the greatest social occasion of collecting firms which fundamentally give specialty gathering and support organizations to Les. Considering the justification for this paper, we can describe SCM for SMEs as —a set of business practices including purchasing from the open market, gathering or treatment of subcomponents inside the plant, and movement to tremendous enterprises using utilized transportation to overhaul worth of completed outcome and hence to ensure long stretch typical purchase orders.

OBJECTIVE

1. To study evolution process of Supply Chain Management in Indian industry

2. To examine current E-supply chain management process in Indian Industry

METHODOLOGY

The current popularity of the supply chain idea has taken many different directions: the "quality revolution" and the concepts of material and integrated logistics management, the increasing interest in the industrial and network markets. It has led to a multitude of terms including supply chains, pipelines for demand, value streams, support chains, etc. Suppliers, distributors and retailers are the main paradigm in modern businesses engaging with customers. Marien(2000) stipulates four essential areas of the supply chain management efficiency as well as research & restructuring, such as organizational infrastructure, technology, strategic partnerships as well as management of human resources. Research is a value-oriented method that comprises the collection, recording, summarization, classification and analyzing of significant facts and the strong logics underlying them. Research is the science and methodology of finding relevant knowledge on a certain subject in order to address the challenge of research. It is a strategy to developing a structured knowledge & finding new insights and ideals.

SUPPLY CHAIN PERFORMANCE MEASUREMENT FACTORS

The inquiry was designed primarily to assess the elements that influence SC performance measurement. Several SC performance factors have been identified as a result of research conducted by Tan (2001), Arena (2002), Pan and Yang (2002), Ellram (1991), Rossler (1995), Bhagwat and Sharma (2007), Thomas (1996), Gunasekaran et al (2001), Fuentes-Fuentes et al (2004), and Rahman (2004). Aspects of supply chain performance that are measured include total supply chain cycle time, buyer-supplier partnership level, supplier lead time, level of supplier's defect-free deliveries, purchase order cycle time, supplier assistance in solving technical problems, supplier ability to respond to quality problems, supplier cost saving initiatives, supplier order entry methods and supplier rejection rate. Other factors that are measured include order lead time, delivery lead time, and delivery performance. Also included are total transportation cost, manufacturing cost, inventory carrying cost, delivery reliability, responsiveness to urgent deliveries, effectiveness of distribution planning schedule, quality of delivery documentation, frequency of delivery, quality of delivered goods, achievement of defect free deliveries, flexibility of service systems to meet specific customer needs, customer perceived level of product value, rate of return on investment, and rate of return on capital expenditure.

The amount of utilization of performance elements was assessed using a five-point scale (1 Not at all, 2 Little, 3 Average, 4 significantly, 5 A great deal). The purpose of this inquiry is to determine the extent to which SC performance has an impact on overall performance. E-business operations tasks related to the optimization of manufacturing and shipping processes are dependent on this information. The majority of these variables are intended to assess the amount of effect on the cycle time aspect from the supplier's to the customer's end. Because of the quick speed of change in suppliers and ultimate customer expectations, it is critical to track and assess the cost and service aspects of SC performance.

PROFILE OF MSMEs

Categorization and Experience of MSMEs

According to the published reports of the Government of India there were 1.56 million micro, small and medium enterprises in 2011-12. Category wise distribution of the MSMEs is given below in Table 1.

Table 1 Percentage analysis of nature of MSMEs

Type of MSME	Percentage as per the MSMEs report 2011-12	Percentage affirms Per survey for research
Micro	94.94	87.79
Small	4.89	9.92
Medium	0.17	2.29

Even though 180 enterprises were targeted and solicited for the survey, only 116 firms (or 32 percent) responded to the schedule. The distribution of MSMEs respondents by category is also shown in Table 1, which includes the results of the survey. When the distributions of the actual number of businesses and the distribution of the firms that replied to the questionnaire schedule are compared, they are shown to be significantly different. This discrepancy in column values is because one of the figures is an all-India figure (population figure) that includes both manufacturing and service MSMEs, whereas the MSMEs covered in the sample survey are primarily manufacturing MSMEs that operate within a relatively small geographical region when compared to the other. The mismatch will be lessened if the sample size is increased and the region covered by the sample is larger. For the purpose of determining the level of experience of businesses that answered based on the data collected, the number of years of existence has been classified as shown in Table 2.

Table 2 Analysis of years existence of firming business

Years of experience	No firms	Percentage of firms
Less than 5 years	31	23.7
5- 10 years	45	38.2
10-15 years	20	19.1
more than 15 years	20	19.1
Total	116	100.0

Table 2 shows that 38.2 percent of organizations had experience ranging from 5 to 10 years, followed by 19.1 percent of respondents with experience ranging from 10-15 years, and the remaining 19.1 percent of respondents

with experience ranging from 15 to more than 15 years. As a result, as many as 76 percent of the enterprises questioned have more than five years of experience, while the average lifespan of the MSMEs studied is almost nine years. Companies, particularly small and medium-sized enterprises (SMEs), should have an acceptable lifespan of five years, during which time they should be able to stabilize and be in a position to embrace information and communications technology (ICT) tools to boost their economic prospects.

SUCCESSOFMANAGINGTHESUPPLYCHAINOFMSMES

To assess the level of success of managing the supply chain of MSMEs, an a percentage distribution analysis was made. The Table 3 gives the details.

Table 3 Percentage analysis of success of managing the supply chain in MSMEs

Level of Success	No firms	Percentage of firms
Not successful	2	1.5
Somewhat successful	44	37.4
Successful	61	46.6
Very successful	09	14.5
Total	116	100.0

According to the data in Table 3, 61.1 percent of the businesses are either successful or very successful in managing the SCM, whereas 37.5 percent of the firms are only moderately effective in managing the SCM. The fraction of enterprises that are not successful is just about 1.5 percent of the total. Clearly, this implies that enterprises with adequate infrastructure and an owner with strong educational background are more effective in controlling their supply chain than their competitors. The organizations that have achieved some level of success in supply chain management are in the process of adopting and implementing e-business solutions that will help them achieve more success in SCM.

STATUS OFTHEE-BUSINESSSYSTEMSINMSMES

As high as 12 e-business systems were considered in the analysis to ascertain the percentage of firms using which type of package or none the status established based on the survey is given in Table 4.

Table 4 percentage analysis of the status of e-business systems in MSMEs

Sl. No	e-business system	Custom-made		Standard package		Not in use	
		No of Firms	Percentage of Firms	No of Firms	Percentage of Firms	No of Firms	Percentage of Firms
1	Material Requirement Planning(MRP)	57	43.5	32	24.4	42	32.1
2	Manufacturing Resources Planning(MRP II)	46	35.1	26	19.8	59	45.0
3	Enterprise Resources Planning(ERP)	44	33.6	51	38.9	36	27.5
4	Warehouse Management System(WMS)	29	22.1	46	35.1	56	42.7
5	Customer Relationship Management(CRM)	44	33.6	25	19.1	62	47.3
6	Supplier Relationship Management (SRM)	44	33.6	36	27.5	51	38.9
7	Advanced Planning System(APS)	28	21.4	21	16.0	82	62.6
8	Just in time(JIT)	21	16.0	19	14.5	91	69.5
9	Decision support /(DSS)	34	26.0	19	14.5	78	59.5
10	Radio frequency Identification(RFID)	1	.8	14	10.7	116	88.5
11	Electronic data interchange (EDI)	26	19.8	21	16.0	84	64.1
12	Bar coding	41	31.3	27	20.6	63	48.1

According to the findings of this study, 67.9 percent of MSMEs are adopting MRP in either a basic or a customised package. Because of its wide range of applications, MRPII is used by a comparatively small fraction of MSMEs (54.9 percent), either as a standard or customised package. The use of an ERP solution by SMEs appears to be considerable, as shown in Table.4. The fact that 72.5 percent of MSMEs are utilising ERP, either in standard form or customised, should be recognised because it is more affordable than other options for small and medium-sized enterprises (SMEs). 57.2 percent of small and medium-sized enterprises (SMEs) employ only a basic or customised package of warehouse management software (WMS). Maintaining healthy connections with customers and suppliers is equally crucial from the perspective of small and medium-sized enterprises (SMEs). According to the results of the survey, 52.7 percent and 61.1 percent of MSMEs, respectively, are utilizing CRM and SRM products that are either standard or customized. When compared to the usage of standard packages, the use of custom-made packages is more widespread.

It is clear from Table 4 that the use of JIT and APS packages is not substantial in this environment. Only 30.5 percent of businesses utilize a JIT supply-chain management software, whereas 37.5 percent use an APS solution. This is something that the MSMEs may want to look at more thoroughly. The adoption of RFID packaging by SMEs is extremely low, at only 11.5 percent. In a similar vein, just 40.5 percent of them employ DSS systems, whether in a standard or customized configuration. Furthermore, it should be highlighted that 35.8 percent of MSMEs utilize EDI, either in a standard or customized package, and that 51.9 percent of MSMEs employ barcodes.

According to the findings of this study, the use of APS, IT, DSS, RFID, EDI, and bar code software is not very widespread, with more than half of businesses not utilizing any of these technologies.

SUPPORTS FOR SUPPLY CHAIN MANAGEMENT MSMEs

Emphasis on Company Strategy in SC

It was decided to use the Friedman test to determine the mean rank and standard deviation in order to measure the support for SCM in MSMEs based on the importance placed on corporate strategy. The interval width of the range of mean rank values used to assess the importance of a company's strategy was computed using the average value as the interval width. In this situation, the minimum and highest rank values are 1 and 5, respectively, and the interval width is 0.8, which is the breadth of the interval. Because of the usage of a five-point rating system, the number of class intervals was determined to be five. Table 5 shows the mean rank and standard deviation for each of the elements taken into consideration.

Table 5. theme a rank and standard deviation toward emphasis of company strategy in SCM

Sl.No	The emphasis on company strategy in SCM	Number	Mean Rank	Std. Deviation
1	On offering products with the best quality and yet with a minimum price	116	3.24	0.851
2	On reducing the lead time in the supply chain	116	3.16	0.83
3	On producing innovative and technologically superior products	116	3.13	0.872
4	On ensuring the products are readily available on the shell find e-market	116	3.1	0.858
5	On offering return management solutions	116	3.09	0.818

Range of mean rank:(1-1.8)-Not tall; (1.9-2.7)-Little;(2.8-3.5)-Average;(3.6-4.2)-Greatly;(4.2 –5) -Alot.

RESULTS AND DISCUSSIONS

Among the topics addressed in this chapter are a discussion of the results and conclusions reached as a consequence of the analysis covered in the previous chapters. This is primarily to draw attention to the relevance of the findings, to make connections with past research studies on the issue, to interpret the findings, and to make broad generalizations when possible. According to the results of Table 1, the percentages of distribution of respondents to the survey are similar to, but not identical to, the percentages of distribution of MSMEs in India.

The cause for the mismatch has previously been discussed in detail in section 1.2.1. Quinn and colleagues (1983) believed that any MSMEs had have been in operation for at least five years before they could progress through the four stages of the life cycle. Approximately 76 percent of the companies questioned for this study had more than five years of experience. The average age of the MSMEs examined in this research is around nine years (Table 4) and as a result, most of the MSMEs would have achieved the last stage of development in terms of conceiving and implementing an e-business system in their existing SCM. According to the results of the polls, 61.1 percent of the companies are either successful or more effective in managing SCM. Firms with superior infrastructure and owners with strong educational backgrounds are more likely to be effective in controlling their supply chain. Despite the fact that many businesses are small and medium-sized, they are nonetheless able to manage their SC successfully. This is conceivable if e-business systems are installed and e-business enablers are used in conjunction with one another.

CONCLUSIONS

The results of this study demonstrate the extent to which e-business has an impact on key SC component elements. While previous research has mostly focused on the effect of the internet on the supply chain of SMEs, with each study focusing on one or two particular areas, the current research effort aims to analyse the influence of e-business on the supply chain of SMEs in a more comprehensive manner. The findings of the study, which were described in the previous chapter, and the key conclusion are quickly presented in this section. It was discovered that the use of e-business systems such as ERP, MRPs, CRM, and SRM was fairly widespread. ERP was found to be used by as many as 72.5 percent of small and medium-sized enterprises (SMEs). They believe that employing such packages will increase organisational efficiency, which is supported by their sense of the benefits of doing so. The adoption of e-business systems, such as JIT, is, on the other hand, at a lesser level, at just 30.5 percent. Perhaps a higher knowledge of the benefits of using such modern technologies would result in significant value addition in a wide range of MSMEs. According to their own admission, almost 40% of SMEs are dissatisfied with the way their supply chains are managed. The usage of e-business systems is not the sole factor in the success of supply chain management; nonetheless, it continues to be a significant factor in this success. MSMEs should concentrate on taking advantage of the institutional assistance given by the government and on developing a more effective and appropriate plan for their operations.

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