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TO STUDY THE SUPPLY CHAIN MANAGEMENT TECHNIQUES IN KISAN KONNECT

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Abstract:

This study examines the supply chain management (SCM) strategies used by Kisan Konnect, a cutting-edge aggrotech platform that connects farmers and consumers. In order to improve sustainability, efficiency, and transparency, Kisan Konnect focuses on optimizing the agricultural supply chain. The study looks into the entire process, including last-mile delivery, logistics, inventory control, and procurement. Important supply chain management (SCM) techniques like demand forecasting, just-in-time (JIT) inventories, and digital integration via blockchain and IoT are examined to determine how they affect waste reduction and profitability. The study also emphasizes how Kisan Konnect helps farmers by offering reasonable prices, cutting out middlemen, and guaranteeing on-time payments. The focus is on how they employ technology to maximize customer happiness, traceability, and real-time data management. This study examines the supply chain management (SCM) strategies used by Kisan Konnect, a cutting-edge aggrotech platform that

connects farmers and consumers. In order to improve sustainability, efficiency, and transparency, Kisan Konnect focuses on optimizing the agricultural supply chain. The study investigates the entire process, including last-mile delivery, logistics, inventory control, and procurement. Important supply chain management (SCM) techniques like demand forecasting, just-in-time (JIT) inventories, and digital integration via blockchain and IoT are examined to determine how they affect waste reduction and profitability. The study also emphasizes how Kisan Konnect helps farmers by offering reasonable prices, cutting out middlemen, and guaranteeing on-time payments. The focus is on how they employ technology to maximize customer happiness, traceability, and real-time data management.

Keyword: Chain Management, Kisan Konnect, farmer, agricultural, business, economy, etc.

INTRODUCTION:

Kisan Konnect is a revolutionary effort focused on empowering farmers and changing the agricultural scene in India. Kisan Konnect was founded with the purpose of bridging the gap between farmers and technology. It provides creative solutions that improve productivity, sustainability, and profitability for farmers across the country. At Kisan Konnect, we think that farmers are the foundation of our economy, and their success is critical to the country's development. Our objective is to provide them with the tools, resources, and expertise they need to succeed in a fast-expanding agriculture business. By combining cutting-edge technology and sustainable methods, we hope to build a resilient and efficient agricultural ecosystem that benefits both farmers and consumers. Our firm provides a variety of services, including access to innovative farming equipment, internet platforms for market access, and instructional programs centered on agricultural best practices. Kisan Konnect works with governments, industry professionals, and local communities to build

an inclusive environment in which innovation and tradition coexist together. Kisan Konnect generally connects farmers with markets, with a focus on supply chain improvements and agricultural technology integration. It explores how these systems enhance agricultural productivity, streamline supply chains, and empower farmers with knowledge previously inaccessible. By bridging digital divides and fostering a community-driven approach to farming, Kisan Konnect not only improves livelihoods but also strengthens rural economies. As we navigate through the complexities and opportunities Kisan Konnect presents, we uncover a promising future where technology catalyses inclusive growth and agricultural prosperity. Kisan Konnect generally connects farmers with markets, with a focus on supply chain improvements and agricultural technology integration. Following is their short- and long-term goals followed by their KPI's. Their short-term goal is to improve farmer engagement. The goal is to increase registered farmers by 20% within six months. The objective is to conduct outreach programs, workshops, and seminars in rural regions to educate farmers about the benefits of joining Kisan Konnect. Increase Supply Chain Efficiency where the goal is to cut delivery times for fresh produce by 15% during the next quarter. Action Plan to be implemented Optimize logistics routes and invest in new transportation technology or partnerships to assure on-time delivery.

Their long-term goal is the Technical Integration within the next three years, creating and installing a digital platform that allows farmers to track crop prices and market demand in real-time. Plan carried out for it is to invest in building mobile applications and data analytics tools and cooperate with technology providers to support and integrate. Sustainability and Environmental Impact The goal is to reduce carbon footprint by 30% within five years by improving supply chain operations and

encouraging sustainable farming practices. The action done for this is to implement eco-friendly logistical solutions and provide farmers with training on sustainable agriculture methods.

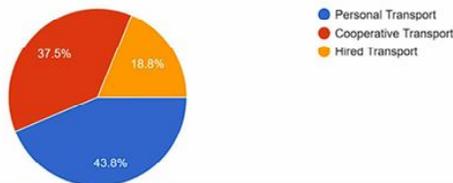
Their KPIs are as follows: Farmer Engagement: Track the monthly increase in farmer registrations. Farmer Satisfaction Score is recorded by Conducting surveys to assess satisfaction and respond quickly to problems. Supply Chain KPIs: Track and evaluate delivery times from farm to market. Keep track of the cost efficiency of transportation.

OBJECTIVES:

- To study Kisan connect’s distribution and logistics system’s effectiveness.
- To study Kisan connect’s strategies for enhancing supply chain transparency
- To study how effectively Kisan connect works to improve the relationship between farmer customer and vendor.

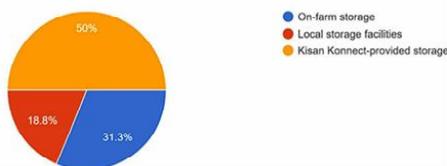
DATA INTERPRETATION AND DATA ANALYSIS:

3) How are you currently transporting your product to the market or pickup center?
16 responses



Interpretation: As per the above collected data 43.8% of the transportation of the product is by personal transport, which is highest, 37.5% transportation is by cooperative transport and 18.8% is by hired transportation process.

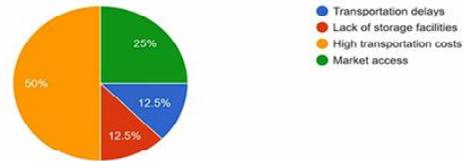
4) What storage facilities do you depend on for the goods before transportation?
16 responses



Interpretation: The above pie chart shows that 50% of the storage facility is dependent on Kisan Connect itself which is the highest percentage amongst all 31.3% is dependent on farm storage and 18.8% are dependent on local storage

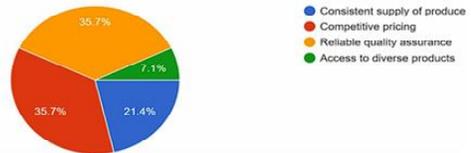
facilities.

7) What are the main challenges you face in the supply chain process?
16 responses



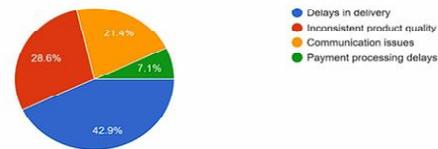
Interpretation: The above pie chart shows that 50% of the farmer’s population face high transportation costs, 25% face market access challenges, 12.5% farmers face transportation and lack of storage challenges.

6) What are the main benefits you experience by being a part of Kisan Connect?
14 responses



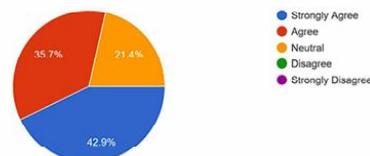
Interpretation: The above pie chart shows the benefits where 35.7% of the vendors population experienced reliable quality assurance and competitive pricing, 21.4% population experienced consistent supply of produce and 7.1% experienced access to diverse products.

7) What challenges do you face in the supply chain process with Kisan Connect?
14 responses



Interpretation: The above pie chart shows the challenges faced by vendors where 42.9% face delay in delivery, 28.6% face inconsistency in product quality, 21.4% face communication issues and 7.1% face payment processing delays.

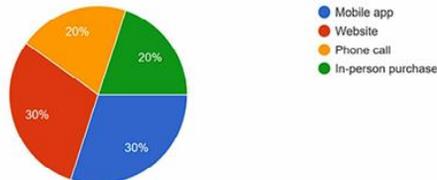
9) How satisfied are you with the logistics and transportation services provided by Kisan Connect?
14 responses



Interpretation: The above pie chart shows 42.9% strongly agree with logistics and

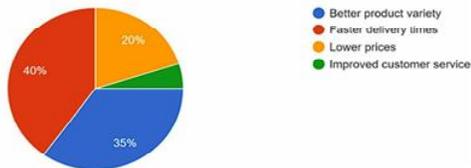
transportation services provided by Kisan connect ,35.7% are just agreed and 21.4% are neutral.

7) What is your preferred method of ordering products from Kisan Connect?
20 responses



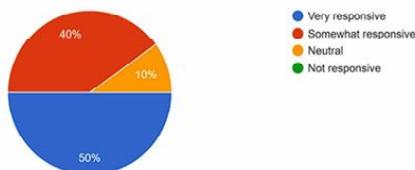
Interpretation: The above pie chart shows 30% use mobile apps and websites to order where 20% use phone calls and in person purchase methods.

8) What improvements would you like to see in Kisan Connect's services?
20 responses



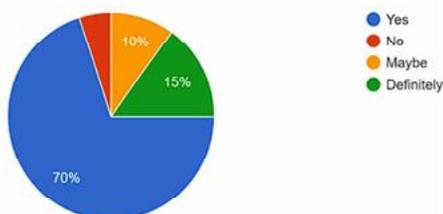
Interpretation: The above pie chart shows 40% would like to see faster delivery times , 35% better product variability and 20% lower prices.

9) How responsive is Kisan Connect's customer service when you have inquiries or issues?
20 responses



Interpretation: The above pie chart shows 50% are very satisfied , 40% are somewhat responsive and 10% are neutral

10) Would you recommend Kisan Connect to others?
20 responses



Interpretation:
The above pie chart shows 70% will

recommend it to others ,15% will suggest and 10% maybe doing the same.

CONCLUSION:

The study of supply chain management approaches inside Kisan Connect demonstrates a radical transformation in how agricultural products are produced, distributed, and consumed, facilitated by digital technology. Kisan Connect has dramatically increased supply chain efficiency by streamlining operations and expanding connection, allowing farmers to reach markets directly, eliminating intermediaries and raising profit margins. The platform's combination of real-time tracking and data analytics allows stakeholders to optimize production and distribution methods while maintaining transparency and confidence. Customers benefit from fresher items and the ability to verify their validity, which increases overall satisfaction and loyalty. Despite these developments, problems such as technology adoption, digital literacy, and logistical infrastructure remain, especially in rural areas. Addressing these difficulties with targeted training programs and infrastructure improvements is crucial for expanding the platform's reach and increasing its effect. Kisan Connect's dynamic pricing features enable revenue optimization and responsive market interaction, which benefits both farmers and consumers. Furthermore, the platform promotes collaboration and networking, resulting in a more cohesive agricultural community that shares innovations and best practices. Furthermore, Kisan Connect's environmental benefits, such as waste reduction and lower carbon emissions, highlight the company's commitment to encouraging sustainable agriculture methods. However, the platform must continue to adapt to shifting market demands and technology improvements to preserve its competitive edge and provide value to its customers. In conclusion, Kisan Connect shows the potential of digital platforms to alter

agricultural supply chains, offering economic, social, and environmental advantages, while stressing the need for continued Support and development are required to address current obstacles and fully fulfil the transformational potential.

RECOMMENDATION:

Enhance Digital Literacy and Access: To address technological adoption challenges, Kisan Konnect should develop digital literacy training programs for farmers and vendors. These programs could include workshops and lessons on how to properly use the platform, comprehend analytics, and use mobile technologies for market transactions. Furthermore, collaborations with government agencies and telecommunications firms can assist enhance internet access and infrastructure in rural areas, allowing all members to fully engage with the platform. 2) Strengthen Logistical Infrastructure: Investments in logistics infrastructure are critical for overcoming last-mile delivery issues. Kisan Konnect can cooperate with logistics businesses and municipal governments to create efficient transportation networks that allow for timely delivery of commodities. Innovations like decentralized storage facilities and shared transportation resources can help to cut costs and increase supply chain reliability. Alternative delivery strategies, such as community-based distribution networks, may improve reach and efficiency. 3) Expand Market Reach: Kisan Konnect should consider forming relationships with larger retail chains and foreign markets to increase farmers' market access. This could include forming agreements with food processors, exporters, and retailers to guarantee that products are distributed beyond local and regional markets. Furthermore, introducing certification programs for quality and organic goods can assist farmers gain access to premium markets with better returns.

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