A Study on Sustainable Supply Chain Management using L2K Model

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Extended Abstract

1. Introduction

Sustainable Supply chain Management is one of the major challenges faced by many corporates and hence this creates interest in the mindset of the young social science researchers to intensify and to do aggressive research. Meanwhile, concerns like green initiative, ecological environment, enhancing the quality of life become vital for organizations to sustain in their business and to attain consistent growth. Researchers and organizations started innovating their supply chain models based on triple bottom line parameters such as economic, social and environmental performance. The whole idea of integrating these three parameters in a more comprehensive manner was the motivation to develop a Sustainable Supply Chain Management (SSCM) framework, which reduces cost, protects environment and helps the society at large. Keeping this in view, this research paper attempts to create a feasible supply chain model in the field of agriculture and to help the farmers to get a better share in the price of the agricultural produce such as vegetables and fruits without making compromises on the essential parameters of triple bottom line. This is an innovative supply chain model called “Land to Kitchen (L2K)” makes best use of the technology in bringing the agricultural produce direct from the farmers to the end-users.

2. About Land to Kitchen (L2K)

Land to Kitchen (L2K) is an innovative business model aims at Sustainable Supply chain Management. L2K has been promoted by an young entrepreneur who is an alumni from IIM Bangalore and a doctorate from Indian Institute of Technology Madras. This L2K is based on
Case study approach. For this purpose selective case studies are considered and the list is given below:

A) AMUL Business Model
B) Dabbawalla model of supply chain
C) Grameen Bank Model or SHG Model
D) Sustainable Supplychain Model from Kaushaya Foundation
E) E Choppal from ITC Foundation

3. The Objectives of L2K is listed below

1) To reduce the number of foot miles from the farmers to end-users, thereby setting up an innovative supply chain model in the field of agriculture which enables the farmers to get a better share in the price of the agricultural produce
2) Attempts to create an eco-friendly environment by avoiding plastics
3) To enhance the livelihood of farmers in all spheres
4) Aims at Wastage reduction which may result in improved efficiency in cultivation and consumption pattern.

4. Literature Review

The literature is still limited in quantity, and no major reviews of the field have been presented. Among the papers identified in the related search, only eight papers that attempt to review part of the literature were found [45, 191, 6, 1 and 144]. De Burgos and Lorente [45] deal with environmental performance as an operation’s objective, where supply chain issues are only secondarily addressed. In a similarly specialized perspective with only limited coverage of supply chain issues, Baumann et al. [6] centre their review on green product development. Zisdisin and Siferd [191] provide a review on environmental purchasing which is based on only 38 publications, i.e., they do not aim to cover all related publications. Abukhader and Jo¨nson [1] look at the intersection of environmental issues with logistics. Their review has two major limitations: first, they only focus on logistics management journals. Second, supply chain issues are treated as a subset of logistics management. The recent paper by Kleindorfer et al. Seuring and Mu´ller [144] also provide a specific literature review only. They address the emergence and development of integrated chain management (Stoffstrommanagement) in Germany. While this has close links to sustainable supply chain management, the different schools also identified incorporate close links to industrial ecology and closed-loop supply chain management. Based on this, the major aim of this paper is to outline the results of a literature review on the field of sustainability and supply chain management as well as to provide a conceptual framework capturing related research based on our Land to Kitchen (L2K) Business Model-An innovative approach on Supply chain Management (1) Objective of the Research, the research methodology is described while (2)
some of the major results are portrayed. Moving beyond the analysis of specific issue, (3) a conceptual framework for the research field will be offered and discussed with a help of relevant Case Studies. Here, distinctive features of sustainable supply chain management will be outlined and limitations of the research will also be addressed. Some suggestions for future research conclude the paper.

5. Research Objectives

1) Identification of principles of Sustainable Supply Chain Management based on L2K Experience-A social Dimension
2) Providing Guidelines for MNCs to develop Sustainable Supply Chain Management considering the Triple Bottom Line Approach
3) To critically evaluate how social entrepreneurs influence Sustainable Supply Chain Paradigms

6. Research Methodology

1) Case Study Approach
2) 360 Degree Semi structured interviews with all the stakeholders
3) Grounded theory Approach

7. Outcome

Critical Evaluation of L2K Model of Sustainable Supply Chain Management and to bring efficiency in delivery of necessary goods and services to end users.