Conclusion

Managing the supply chains in today's competitive world is increasingly challenging. Supply chain management is a source of competitive advantage and it has emerged as one of the most powerful business improvement tools in recent times. The supply chains in the Indian food processing industry are unique and are characterized by its diversity across the supply chain, lengthy chains with complex network of relationships, weak or vulnerable links with no supply chain orientation. The supply chain management requires the recognition of this diversity to address the strategic issues and it should be viewed in different perspectives to put the things in order. Successful supply chain management requires the recognition that the firm is only the link in the long chain that includes every firm, from supplier's supplier, suppliers, manufactures, the transporters, distributors, retailers and finally to the customers. The chain is strong only when its entire links are strong; this signifies that each link in this supply chain needs to be strengthened to build a strong supply chain. Supply chain orientation means that all the constituents of the supply chain should understand and recognize the processes involved in managing various flows in the supply chain and the strategic implications of these flows.

Theoretical contributions of the research

The subject matter of supply chain management has evolved from several subject areas and the topic calls for a system approach which requires an analysis at inter-departmental, intra-departmental and intra-organizational level. Therefore, it becomes necessary to use the principle of combining the different methods to put the study into the proper context. Because of the very nature of the topic or subject, this research often reflects a combination of possibly separate initiatives focused on disjointed topics.

This research is a large scale empirical effort to systematically investigate the complex relationships in the supply chain management. This study makes a genuine attempt to analyze the magnitude and multitude of the linkages that exists in the supply chain of the food processing industries with clearly defined boundaries. The framework developed for the research is unique and will be of great value to the researchers who desire to extend their research to the other sectors of this exciting area. This frame work could be used by the researchers for refinement and extension and contribute to a cumulative theory building process. This study makes its contribution in expanding behavioural dimension of
the supply chain management by studying the interrelationships between the various actors of the supply chain management.

The objective of every supply chain is to maximize the overall value generated. This research makes an attempt to explore the essential factors that constitute the effective value delivery chain and the factors that add value to the participants of the supply chain. Through extensive literature review and identification of best practices, this research presents the conceptualization of the value delivery chain map and developed a strategy for maximizing value in the supply chain of the food processing industries.

This study also presents a unique and an innovative generic model to build the rural information infrastructure which provides marketing intelligence to farmers and a medium to connect rural and urban India and an avenue to the corporates for rural supply chain development.

Contributions of the research to its stake holders

This study would be an eye opener for organizations to evolve and formulate a supply chain vision and a supply chain strategy that supports this vision. The conceptual framework developed herein will not only be conducive to further research but will also help the practitioners and other stake holders to understand and adopt the best supply chain management practices. This study through value analysis makes an attempt to identify, analyze and characterize various actors of the supply chain and provides the direction for maximizing value in the supply chain of the food processing industries. The proposed generic conceptual model of supply chain to connect the farmer and the consumer through Corporate-SHG network linkage offers a bouquet of solutions for bridging the urban-rural divide through digitalization, a strategy to connect rural and urban India digitally and an avenue to the corporates for rural supply chain development. The uniqueness and innovativeness of this model is the use of both electronic and human network in connectivity. The model can bring both exclusive and inclusive economic growth in rural development.

Scope for further research

The scope or road for improvement in the field of supply chain management is never ending. This research provides the way for further research which can greatly contribute to the art and science of supply chain management.

This study is limited to the supply chain management in the food processing industry at
the primary level and can be further extended to the secondary level also.

The research framework conceived in this research is generic in nature and can be extended to other agricultural crops and FMCG products also.

This study largely focuses on strategic issues and hence further research can be carried out to address the issues at tactical and operational level.

In-depth study can be conducted in the areas identified in this research such as - studying the behavioural dimensions in coordination and interrelationships across the supply chain and their impact on the organizational performance.

Research can be conducted in-depth to study the digitalization challenges in the Indian FMCG distribution, studying the best practices identified in this research through a case analysis of a particular organization or particular supply chain.

Research can be conducted to refine and strengthen the research construct conceptualized in this study by expanding the domain or dimensions of the study.

The research can be conducted to refine and strengthen the proposed model presented in the study, i.e., the conceptual model of Supply Chain through Corporate-SHG Network linkage in the areas identified in the model.

An in-depth study can be carried out on the value analysis in the Indian food processing industry to study value delivery across the supply chain and analyze the issues and challenges in the value chain upgrading across the supply chain in the food processing industries.