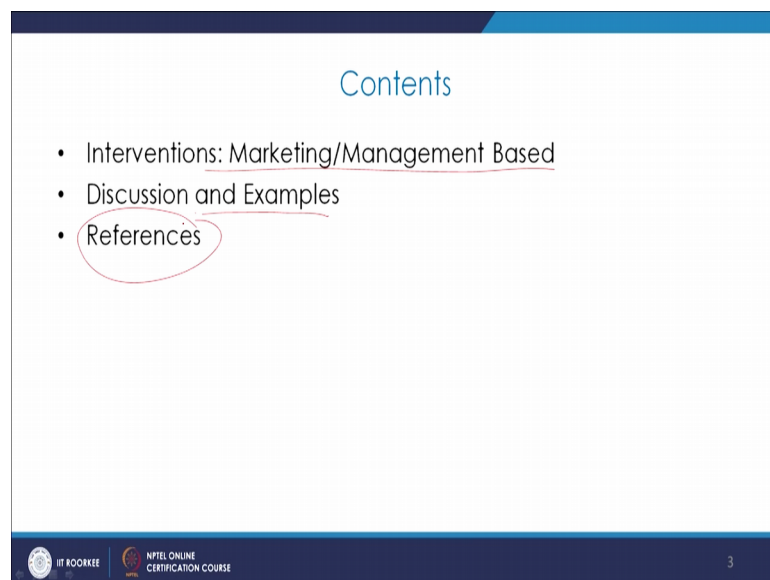


Role of Craft & Technology in Interior-Architecture
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Lecture - 39
Interventions: Marketing/Management Based

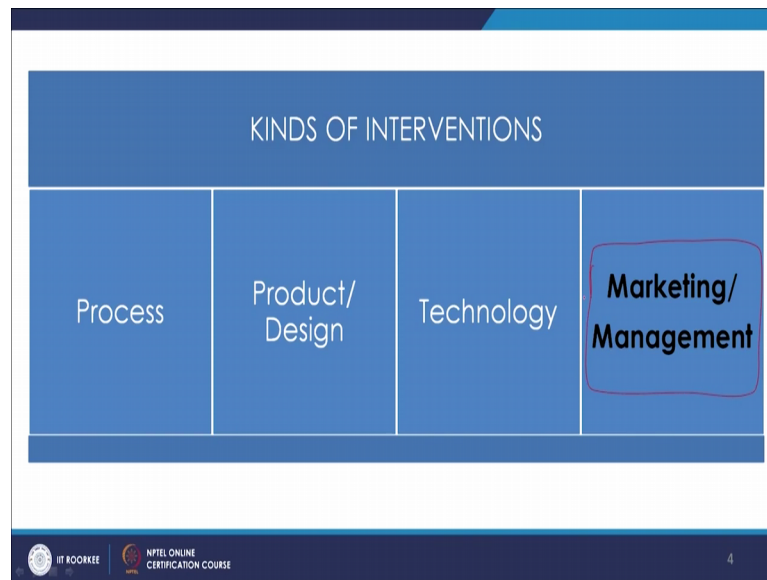
[FL] Hello everyone, welcome again to the NPTEL course Role of Craft and Technology in Interior-Architecture. We will discuss module number 39 today and it talks about Interventions which are Market or Management Based.

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So, we will see some examples we will see some literature and of course, the references and we have already discussed certain kinds of interventions. And today we are going to focus on the marketing and management based interventions in the craft sector.

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"Design has evolved from designing single products to focusing on interaction, systems and activities. Within the spectrum of the four orders of design: graphics, products, interaction and systems (Buchanan, 2001, pp.3-23), craft as a human-centred object and activity can be supported by each of these. There are overlaps within these four stages that result in several related factors: production, market and promotion (strategy)."

- Xiaofang Zhan, Stuart Walker, Ricardo Hernandez-Pardo & Martyn Evans (2017) Craft and Sustainability: Potential for Design Intervention in Crafts in the Yangtze River Delta, China, The Design Journal, 20:sup1, S2919-S2934, DOI: 10.1080/14606925.2017.1352802

The slide contains a quote with several words and phrases circled in red: 'interaction', 'systems', 'activities', 'graphics', 'products', 'interaction', 'systems', 'human-centred', 'object', 'activity', 'production', 'market and promotion', and '(strategy)'. At the bottom of the slide, there are logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and a page number '5'.

So, the thing is that it is not just about designing a product anymore and it is not just about you know doing a particular activity in isolation. So, there are lot of other important factors that have come into picture and designed you know more and more is becoming very collaborative and it has become very important to understand the importance of management and marketing you know while the designing of course, is paramount.

So, much as increase the importance and the value that we have separate disciplines like design managements and you know there is lot of discussion on the marketing as well as the outreach of the craft products. So, that the sustainable livelihood can be practiced within the craft communities design has evolved from designing single products to focusing on interaction systems and activities.

So, where is this plethora of things that come into picture and that is how the marketing and management also been introduced in the craft sector scenario. So, that the production and you know the sales all of it could be a increased the value of craft could be enhanced and there is more market intra when researched there is more outreach and all of it requires management of different stakeholders and factors that come into play and it involves different activities and creation of a system.

So, system thinking is also becoming very important, within this spectrum of the 4 orders of design graphics, products, interaction and systems craft as a human centered object and activity can be supported by each of these. So, craft is seen as a human centered object or a product or you know as an end result or an end product and all of these you know orders come into picture as very important that there is inter collectivity of all these and they are managed you know in a very sustainable manner.

There are over lapsed within these four stages that result in several related factors production, market and promotion. So, while we are talking about management marketing another important thing that comes into picture is also promotion. So, and you know while I will all also while promotion I meant have establish the value or enhance the value. So, all of these research is a literature that we are just you know going through a referring they highlight the importance of marketing, management, and promotion based interventions and how it is now become more of a system then just you know design being an isolated activity.

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"Given that craft production can meet basic needs, productivity is not an issue, while **improving quality not quantity should be prioritized.** Meanwhile, there is **an experimental trend that encourages design for repair and upgrade to prolong a product's life-span and reduce resource consumption** (Lockton, 2013; Mead, 2015)."

- Xiaofang Zhan, Stuart Walker, Ricardo Hernandez-Pardo & Martyn Evans (2017) Craft and Sustainability: Potential for Design Intervention in Crafts in the Yangtze River Delta, China, The Design Journal, 20:sup1, S2919-S2934, DOI: 10.1080/14606925.2017.1352802

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So, craft production can meet basic needs productivity is not an issue if we think about craft production in terms of meeting the basic needs improving quality not quantity should be prioritized. So, according to this perspective and this research highlights that may be the focus has to be improving quality and of course, not the quantity that needs to be prioritized mean while there is an experimental trend that encourages design for repair and upgrade to prolong a products life span and reduce resource consumption.

So, there is also parallel trend that is going on rather than just you know having a completely new product or just working on the quality and trying to come up with different product ranges and trying to meet the market demand; This also a sort of discussion and encouragement given to upgrade and prolong a products lifespan and existing product how could that be upgraded and how the resource consumption could be reduced.

So, this itself also comes into the purview of you know management and trying to manage resources and not just starting anything from you know the scratch. But how to upgrade the existing one and then how to really establish more value for it and trying to have a parallel range where the new products as well as the existing one try to have a niche market for both of them.

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"The **new trend of innovation and value creation** should rely on **mass customization and innovative products and services** instead of **reducing costs and increasing efficiency** (Hughes, 2013)."

- Xiaofang Zhan, Stuart Walker, Ricardo Hernandez-Pardo & Martyn Evans (2017) Craft and Sustainability: Potential for Design Intervention in Crafts in the Yangtze River Delta, China, The Design Journal, 20:sup1, S2919-S2934, DOI: 10.1080/14606925.2017.1352802

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So, the new trend of innovation and value creation should rely on mass customization and innovative products and services instead of reducing costs and increasing efficiency. So, other important thing that the research highlights is rather than you know reducing the costs and increasing efficiency, the better way that the researchers suggest is the mass customization and innovation in the products and services. This is one way of looking at you know the creation of a craft products for the new markets which is given by innovation and lot of I mean the hunger for experimentation and new explorations.

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"**Market Interventions:** targeting **markets from the high, middle and low ends; from the local, domestic to the international; from the mass to the niche.** Here, each level of the **market would require valuable products that integrate craftsmanship with contemporary creativity.** **Market value** standards could be **based on the degree of: 1) inheriting traditional techniques and materials, and 2) innovating techniques, materials and design.** To realize these directions, there would be a **need to establish standards of entry for the domestic market.** Another approach to **open untapped markets would be to develop customized and bespoke artefacts that could raise the crafts' market values.**"

- Xiaofang Zhan, Stuart Walker, Ricardo Hernandez-Pardo & Martyn Evans (2017) Craft and Sustainability: Potential for Design Intervention in Crafts in the Yangtze River Delta, China, The Design Journal, 20:sup1, S2919-S2934, DOI: 10.1080/14606925.2017.1352802

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So, while we are talking about market interventions the existing researches highlight targeting markets from the high middle and low ends from the local, domestic to the international from the mass to the niche. So, these you know the entire spectrum is to be taken care of. So, whether it is an high end market and the clientele associated to that it is a low end market that is being catered to and whether it is regional national international and then from the mass to the niche.

So, all of these markets have to be targeted and there are different ways of catering to the needs of each market. So, market would require valuable products that integrate craftsmanship with contemporary creativity and we have been talking about it throughout this course this module you know how we promote and encourage tradition and continuity. So, what is already existing and then how we upgraded and then how do we have contemporary expressions and needs taken care by it.

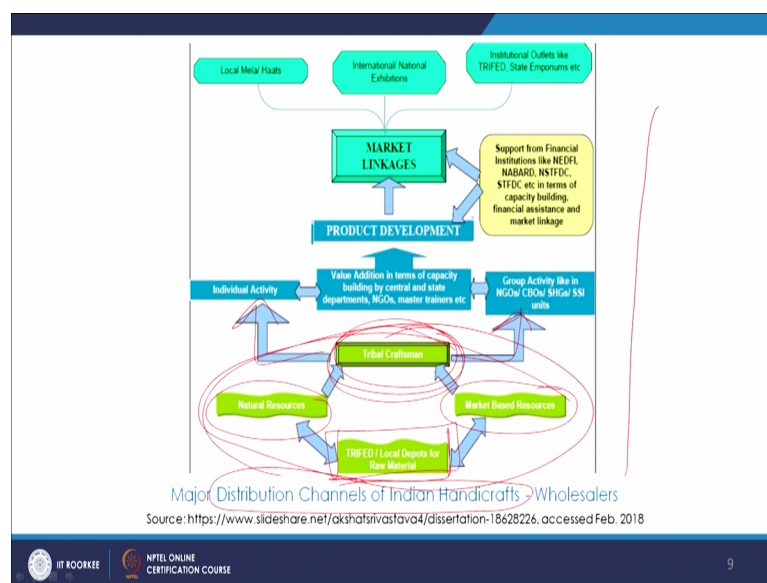
So, market value standards could be based on the degree of first is inheriting traditional techniques and materials and second is innovating techniques materials and design and they could be permutation and combination of both of these. So, to realize these directions they would be a need to establish standards of entry for the domestic markets.

So, while we are talking about marketing and management and we are trying about new approaches to come up with different craft products and you know to improvise the existing range there is also a mention of establishing standards. So, there is some kind of a benchmark and how is the you know entire market being tapped to understand that there is some benchmark. So, that some standard could be achieved so, all of these important things are highlighted by different researches.

Another approach to open untapped markets would be to develop customized and bespoke artifacts that could raise the crafts market values. So, there is again the emphasis on customization, because that is what is unique about you know each craft product and the craft form their customized and you know when the craft person works on it the every piece is different from what he or she is created already.

So, that kind of customization and human centered approach and you know doing by hands and each time each piece looks very unique is something that has to be capitalized upon even if new markets are being you know tapped. So, that is one thing the researches are highlighting again and again.

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So, if we try to understand you know the distribution channels and here we are talking about the Indian handicrafts. So, here we talk about the craft persons the natural resources some market based resources that are procured and you know some other raw material forms which are provided by some organizations and the craft person the craft communities they have their own skills and they work on a particular product range or a craft form.

And then from here there could be an either an individual activity or it could be a group activity like an NGO or (Refer Time: 10:27) group and then there is value addition. In terms of capacity building by central and state departments, other NGO's and other master craft persons and trainers some workshops. So, the value addition is done and then the product development stage is achieved from there the market linkages are explored and there is also financial institutions that support at the stage and you know they try to develop the try to find the product development and then linked with the market.

And once the markets are tapped you know then there is an outreach and where the product is sold. So, there are local arts and melas there are international and national exhibitions and then there are institutional outlet us also. So, that is our from this stage till you know the outreach the entire cycle takes place and the distribution channels are put into place.

So, this is just one example and here we see the importance of establishing market linkages because otherwise a craft would not sustain the craft person would not sustain and it is not anymore just utility based practice craft has evolved with time. It has changed a lot and there is lot of linkage with the industry there is lot of linkage with the market. So, that there is the livelihood generation for the craft communities who are already facing lot of problems in the craft sector they are current generations are leaving the practice lot of platform are languishing.

So, establishing market linkages and getting financial support and the management of all of these different stakeholders and this channel is very important and that is what is being talked about in different policies and different researches currently a specifically talking about the craft sector in the Indian context.

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So, innovation in product marketing and distribution is afforded by web based technologies. So, while we are talking about product marketing and distribution we are also talking about the technology intervention and there is lot of focus these days on the web based technologies.

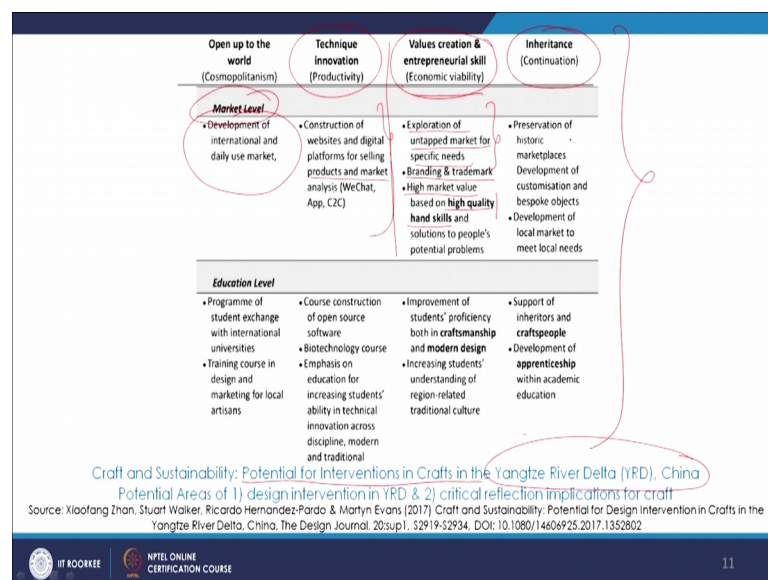
Particularly social media like I was telling in the previous module also which offer makers new venues and means for communicating value and brand image building. So, there is more outreach there is a communication and there is also the brand image building. New routes to global markets, new opportunities to engage with customers and

possibilities for growing professional networks so, again this is one way of looking at the market and the distribution where web based technologies are integrated and new avenues are explored.

There is a need for entrepreneurship and strategic business skills knowing the market of course. So, the market research comes very handy customers and competitors along with a clear and understanding of products positioning knowing how to communicate the value of products, which can stand in product attributes the process of making or makers skills, skills to enable to a seamless use if a variety of web based tools for displaying products for sale communicating attributes and engaging with customers.

So, it is very important how to engage your customers how to really highlight the attributes of the products and how effective is the service which is been given to them and that is the research which is happening and then they are trying to enhance the web based technologies and trying to make it more transparent and more assessable to the customers and the consumers.

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So, here if we see the potential for interventions in crafts and this is the case of China. One case study that I came across and here we are see at the market level what they are discussing is development of international and daily use markets. So, again the different markets at different levels different kinds of product ranges targeting different markets and then within that there is technique innovation productivity. So, construction of web

sites and digital platform for selling products and market analysis they are mentioning that over here and then while we are talking about the value creation and entrepreneur skills that is the economical viability is a mention of exploration of untapped market for specific needs.

So, this is also an interesting way to look at things, where there are specific needs and there are highly customized products that are delivered, branding and trademark high market value based on high quality hand scales like if you see the Japanese craft they are known for their quality and craftsmanship and you know hand skills. So, there are different ranges which are possible which could catered to the different kinds of markets, and different kinds of consumers and to identify that an accordingly indulge and you know the market targets. And try to manage this entire system is something which is of paramount importance these days as per as the craft sector is concerned and actually the entire creative industries are concerned.

So inheritance and continuation they also give into mind the tradition continuity part where there is inheritance and there is continuity. So, preservation of historic market places development of customization and be spoke objects development of local market to meet local needs. So, while there is importance given to the international or the global market you know where there is lot of exchange of cultures and you know one country, one countries craft forms are the really appreciated and looked forward to buy the other country it is also very important to take care of the local needs and what the local market demands are.

So, this is at the market level this research it also talks about you know different kinds of interventions possible through education and at the product level what could be the kinds of interventions.

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Open up to the world (Cosmopolitanism)	Technique innovation (Productivity)	Values creation & entrepreneurial skill (Economic viability)	Inheritance (Continuation)
Product Level			
<ul style="list-style-type: none"> Transformation of crafts' functions, e.g. from decoration to utility; integrating the elements (pattern, material, use) of other crafts to porcelain or textile Modification and redesign of crafts by drawing on contemporary design and sensibilities 	<ul style="list-style-type: none"> Appropriate use of Bio-gradable materials Technique improvement, e.g. modern kiln Supplement to making process by 3D printing, laser cutting, digital weaving, etc. yet not destroying craftsmanship Innovation across traditional techniques e.g. black pottery with bamboo charcoal technique 	<ul style="list-style-type: none"> Crafts innovation in function, form, use and materials with modern design Design crafts for longevity and repair Value increase by focusing on input in craftsmanship, creativity, innovation, originality and emotion Construction of fine brand crafts Revival of old brand crafts Reinterpretation of craft-related stories 	<ul style="list-style-type: none"> Regeneration of typically traditional crafts forms, types and usage. Preservation of locally featured materials Revival of techniques, methods and making processes Focusing on high quality hand skills

Craft and Sustainability: Potential for Interventions in Crafts in the Yangtze River Delta (YRD), China
Potential Areas of 1) design intervention in YRD & 2) critical reflection implications for craft

Source: Xiaofang Zhan, Stuart Walker, Ricardo Hernandez-Pardo & Martyn Evans (2017) Craft and Sustainability: Potential for Design Intervention in Crafts in the Yangtze River Delta, China, The Design Journal, 20:sup1, S2919-S2934, DOI: 10.1080/14606925.2017.1352802

So, like we have already discussed these product process technology, but just to given overview they are also mentioning about these product level intervention you know, biodegradable materials and innovation across traditional techniques, modification and redesign of crafts, crafts innovation in function, form in use and materials. Then value increased by focusing on input in craftsmanship creativity innovation originalities again the word it does not have to really lose it is originality and yes emotions as well and here again preservation of what already exist and how to improvise upon it.

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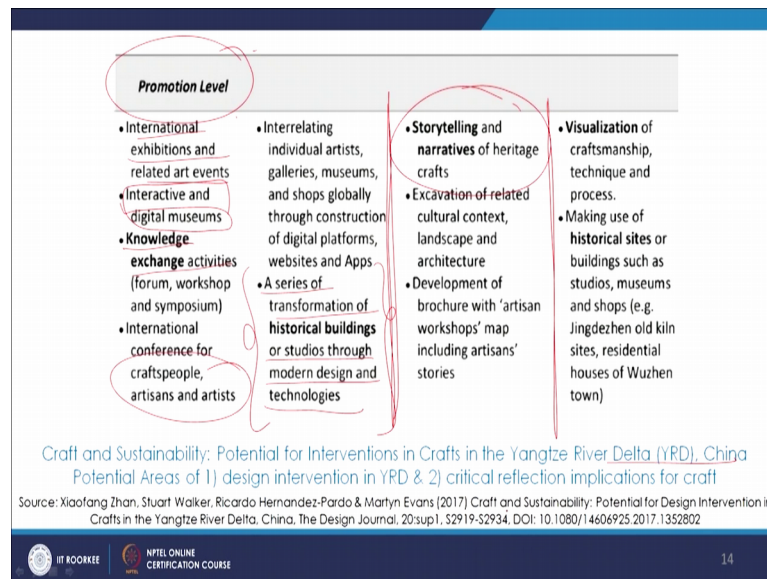
Production Level			
<ul style="list-style-type: none"> Visiting and drawing lessons from advanced production models, especially makespaces and fab labs 	<ul style="list-style-type: none"> Innovation of production control and management by appropriate digital technologies 	<ul style="list-style-type: none"> Creation of makespaces for making, DIY, repairing products to add to products' emotional values Creation of lifestyle that integrates work and life into one 	<ul style="list-style-type: none"> Localization of factories, studio and workshops Local workforce Local resources

Craft and Sustainability: Potential for Interventions in Crafts in the Yangtze River Delta (YRD), China
Potential Areas of 1) design intervention in YRD & 2) critical reflection implications for craft

Source: Xiaofang Zhan, Stuart Walker, Ricardo Hernandez-Pardo & Martyn Evans (2017) Craft and Sustainability: Potential for Design Intervention in Crafts in the Yangtze River Delta, China, The Design Journal, 20:sup1, S2919-S2934, DOI: 10.1080/14606925.2017.1352802

There is also discussion on intervention at the production level and yes.

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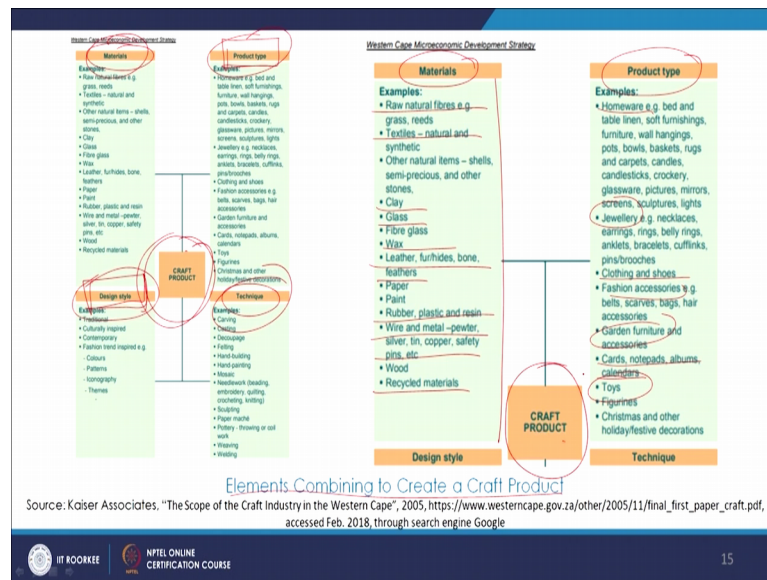


While we are talking about marketing and management they also the focus is given to the promotion level as well and where in this particular case of you know China; they are talking about international exhibitions and related art events interactive and digital museums knowledge exchange activities different kinds of conferences and convergence of persons artisans and in terms of the technology innovation again they are talking about certain things.

And like, a series of transformation of historical buildings or studios to modern design in technologies is something that they have suggested. So, here we are talking about building crafts that has been an important part of our course module and here very interestingly storytelling and narratives of heritage crafts. So, we have been already discussing about the story telling crafts the narrativity you know that they have and the different kinds of crafts that happened at a surface levels and tells stories. So, there could be a lot of development while you know focusing on this aspect.

Then other things again you know as for as the inheritance and continuity cons concerned making use of historical sites or buildings such as studios museums, you know residential houses and utilizing them and you know preserving them all these kinds of interventions they are looking forward at the promotion level while talking about the crafts in China.

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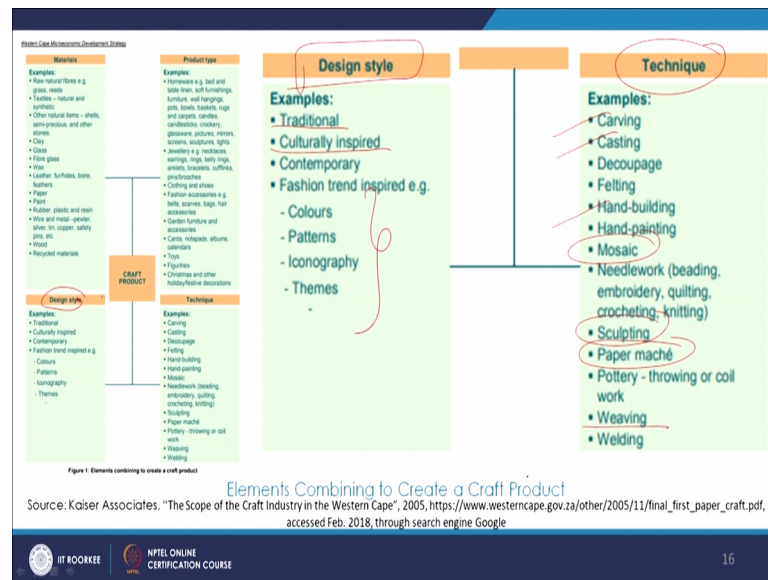


Here if we talk about a craft product or craft as an you know activity in terms of production and an end result. So, there are different elements that combined to create a craft product there is a play of materials you know what kind of product it is, what is the style design style and what is the techniques which us employed.

So, you know materials again there in this whole inventory that could be tapped and you know that could be different materials raw materials, textiles we have already seen how you know crafts could be classified in terms of materials. So, different materials over here and why it is important is you know if the craft product is disappeared in the these forms in terms of these elements it helps to understand the management and it also helps understand the you know value chain.

So, it is important and it is interesting to break the product in terms of these different elements any product type whether it is a home wear or it is a piece of jewellery or it is an apparel fashion accessory, is it a garden furniture or you know some kind of stationary and are they are some toys that are being looked at. So, again this is also a sort of system of disappearing a craft products in terms of different elements.

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So, if we talk about the design style here so, like we saw some examples from Gujarat where the styles for also listed while we were discussing some building crafts of Gujarat. So, whether it is traditional culturally inspired is it contemporary or is it you know just invoke or in trend and then what kind of technique is it carving, casting, is it hand building, it is mosaic, paper maches, sculpting, weaving, welding.

So, this itself rise to give us a sort of a methodology to understand the craft product in terms of different elements and you know to create a sort of a system to understand right from the raw materials to the process, to the product. And an understand you know the value chain like I said because when we talking about materials they have to be procured either through natural resources or through some markets like what we saw in the diagram; initially in one of the slides and while we are talking about technique.

It is important to also understand which craft cluster practices that and what kind of skills are involved, what tools would be required. So, again breaking it into this system tries to give us a system of management and understanding and you know to work with the craft form.

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MARKET POSITIONING	CHARACTERISTICS
Predominantly functional items	<p>Quality: Medium to high Price point: Medium Types of retail outlets: Homeware shops, department stores, garden centres Scale of production: Relatively large scale order fulfilment expected Purchasing criteria: Primarily purchased for functional characteristics and coordination with other household items, pricing relative to mass produced items</p>
Fashion-led items	<p>Quality: Medium to high Price point: Medium to high Types of retail outlets: Clothing and accessory retailers, department stores, boutiques, fashion houses Scale of production: Relatively large scale order fulfilment expected in most cases (may also be examples of production of once-off items as samples or 'signature pieces') Purchasing criteria: Alignment with fashion trends and brand identity, pricing relative to mass produced items</p>
Gifts and novelty items	<p>Quality: Low to high Price point: Low to high Types of retail outlets: Markets, specialist gift stores, museum shops, homeware and department stores Scale of production: Smaller batch through to medium size orders Purchasing criteria: Emotive purchase, 'story' linked to the product, coordination with other items not essential</p>
Corporate gifts	<p>Quality: Medium to high Price point: Low to medium Types of retail outlets: Primarily direct or online sales to corporate purchasing managers Scale of production: Medium to large, generally requiring customisation Purchasing criteria: Price, lead time from order to delivery, reliability, 'story' linked to the product</p>

Indicative market positioning options for craft products:
Western Cape Microeconomic Development Strategy

Source: Kaiser Associates. "The Scope of the Craft Industry in the Western Cape", 2005, https://www.westerncape.gov.za/other/2005/11/final_first_paper_craft.pdf, accessed Feb. 2018, through search engine Google

Talking about indicated market positioning options for craft products there is example over here is the western cape micro economic development strategy and what they were try to enlist is certain characteristics and the market positioning. So, we see the market positioning options for craft products and they were tried to come up with certain categories over here. So, predominantly functional items you know. So, what kind of quality from medium to high, price is medium or high.

So, is it you know for a very specific class or is it more of a popular product that is you know it is not very specific to a certain group and then types of retail, outlet us scale of production, purchasing criteria, coordination. So, again classifying in this particular way also helps understand the market positioning to understand the user group you know which kind of user group is demanding this particular kind of a product or this particular category classification or you know the range of products.

So, here these are like functional items then there are some fashion led items which also have such characteristics that have been defined as part of this trained work under this strategy that we are talking about, gifts and novelty items again is another category and then corporate gifts is another category.

So, this helps understand the end user and different categories and what kind of scale of production involved and what is the economics involved and what kind of you know outreach it requires, what kind of management a particular categories of these products

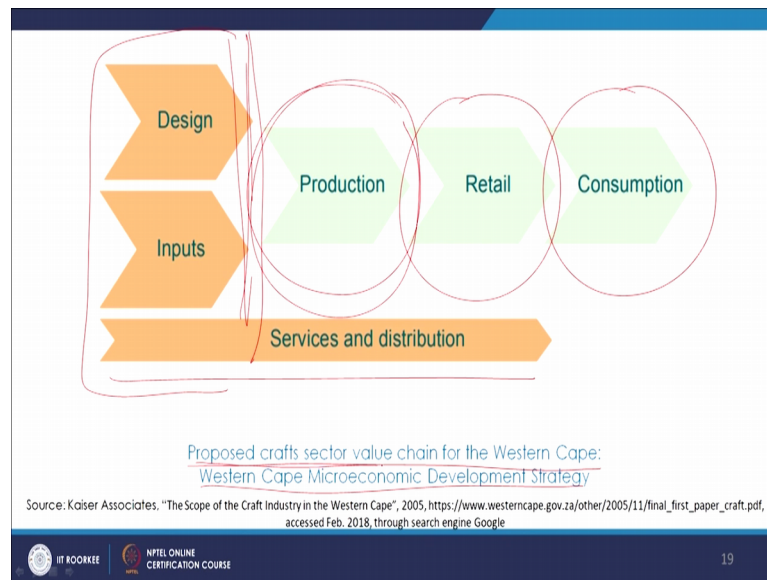
requires, what is the market position, how much is the demand and accordingly the suppliers to be worked. So, this again is a interesting way to come up with some attributes and you know position crafts in terms of the market demand.

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Collectibles/ Craft Art	<p>Quality: High Price point: Medium to high Types of retail outlets: Galleries, museum shops, producer outlet e.g. retail from studio Scale of production: Once-off or limited edition pieces Purchasing criteria: Uniqueness, creativity, familiarity with the artist, investment value.</p>
Cultural artefacts	<p>Quality: Low to high Price point: Low to high Types of retail outlets: Markets, street traders, tourist outlets Scale of production: Small to medium-scale Purchasing criteria: Story behind the product, cultural affiliations (in cases where purchased by consumers with shared cultural heritage), perception of authenticity</p>
Souvenirs/ Curios	<p>Quality: Low to high Price point: Low to medium, some instances high Types of retail outlets: Markets, street traders, tourist outlets Scale of production: Small to medium-scale (mass produced curios may also be retailed through these outlets) Purchasing criteria: Association with travel experience</p>
Socially responsible / fair trade	<p>Quality: Medium Price point: Low to medium Types of retail outlets: Historically specialist fair trade outlets, increasingly also mainstream retail Scale of production: Small to medium scale Purchasing criteria: Social considerations are higher priority in purchasing decision than in other market segments, but price and style are still considerations</p>

So, some more categories over here so, we see collectables. So, here we see the quality high and price for it is again medium to high so, these are more like you know collections. The cultural artifacts again there are different ranges as per as price is considered and the qualities also. So, low to high, souvenirs over here and then socially responsible fair trades again they have their different attributes. So, this is expensive results and it helps understand the market positioning of the different craft objects.

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Also trying to understand the value chain again for western cape the of study that focus the previous slides as well and here we see the design, inputs, services and distributions and then after the design is there, the input are there, there is production, it goes to the retail and then it goes to the consumers. So, there is this sort of value chain which is propose for the western cape and we see this services and distribution over here.

So, what I am trying to say is that we discussed very briefly, what is value chain means in one of the previous modules and when we are talking about marketing management and craft sector it is very important to understand value chain. What is the value chain of that particular you know craft sector, like what we discuss in the previous module about dolka in Gujarat and he studied their value chain as well you know from where the materials come and where is the market where it is finally, transported. So, that value chain is important because if the value chain is not known and different stakeholders are not known.

Then of course, there will be a sort of a gap in the production of the craft and the outreach and it is salability. So, it is very important to understand the value chain to analyze it understand the market what is the demand and accordingly work with the supply part.

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"The factors that drive companies to go global according to Dornier et al. are:

- Global market forces,
- Technological forces,
- Global cost forces,
- Political and economic forces."

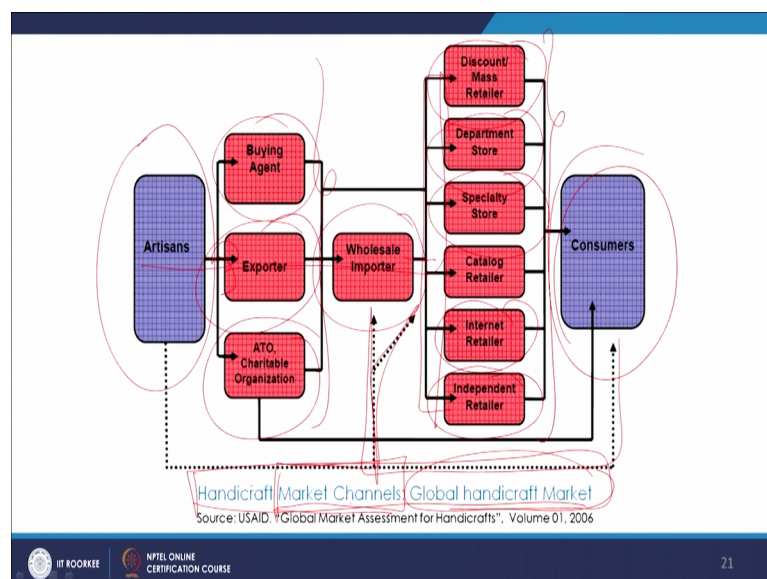
- Deepak Hajoary, "SUPPLY CHAIN MANAGEMENT OF INDIAN ENTERPRISE IN INTERNATIONAL OPERATIONS: TYPE OF MODERN LITERARY CRITIQUE" International Journal of Research – Granthaalayah, Vol. 4, No. 3 (2016): 107-118

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So, that factors that drive companies to go global, we are talking about the market, we are talking about the value chain, we are talking about the different market target from local to international. So, if we have to talk about factors that drive companies to go global one of the important factors are again market forces and we are talking about here market forces. Of course their other forces as well, but yeah market forces are also one of the important one.

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If we try to understand the market channels so, again so, if we see this example of the handicraft sector and we are talking about the global market. So, it is very crucial to understand the market channels, if the market channels are not known and you know the demand is not known again the demand supply management would not be possible and there will be again lot of gap from production to the sales.

So, starting from the artisans over here we have different stakeholders and different channels. So, there is an agent who buys there is an exporter there is an organization involved. There is a wholesale imported who is involved and then there are different important you know retailers over here and different stores over here. They are right from here the product reaches at these different retailers and finally, they are consumers and they are enter between linkages as well.

So, if this market linkages are not known and they are not studied and specially because the artisans and craft persons are not very well informed about all the linkages and policies that is all the more where it becomes very important to have the marketing and management, skills or entrepreneurship skills, which could you know work in the favor of the artisans or in work in collaboration with such groups and such skilled people or the best is that they get trained in it.

So, we are talking about the market interventions and for that it is very important to see, what is the you know value chain and market channels and the different countries and different markets what is the kind of channel that they are following and what is currently happening.

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Harrison and van Hoeck, 2008, p. 6	"Supply chain management: Planning and controlling all of the business processes - from end-customer to raw material suppliers - that link together partners in a supply chain in order to serve the needs of the end-customer."
Lummus and Vokurka, 1999, p. 17	"All the activities involved in delivering a product from raw material through to the customer including sourcing raw materials and parts, manufacturing and assembly, warehousing and inventory tracking, order entry and order management, distribution across all channels, delivery to the customer and the information systems necessary to monitor all of these activity of these activities into a seamless process. It links all of the partners in the chain including departments within an organization and the external partners including"
McLaren <i>et al</i>	"involves the coordination of an organization's internal planning, manufacturing, and procurement efforts with those of its external partners."
Simchi-Levi <i>et al.</i> (2008)	"Supply chain management is a set of approaches utilized to efficiently integrate suppliers, manufacturers, warehouses, and stores, so that merchandise is produced and distributed at the right quantities, to the right locations, and at the right time, in order to minimize system wide costs while satisfying service level requirements"

Definition of Supply Chain Management

Source:
Deepak Hajoary, "SUPPLY CHAIN MANAGEMENT OF INDIAN ENTERPRISE IN INTERNATIONAL OPERATIONS: TYPE OF MODERN LITERARY CRITIQUE"
International Journal of Research - Granthaalayah, Vol. 4, No. 3 (2016): 107-118

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So, to understand the supply chain management because here we have been talking about marketing and management and of course, the different demand supply chain, it is comes into picture. So, this is the varied literature that we see which talks about the supply chain management and there are certain definitions that are given here so, that we can understand, what is the supply chain management all about.

So, it is defined as planning and controlling all of the business processes right from the end customer to raw material suppliers that link together partners in a supply chain in order to serve the needs of the end customer. So, it is very important to understand how all the stakeholders are linked together and then the end customers needs are met.

Another definition according to another literature says, all the activities involved in delivering a product from raw material through to the customer, including sourcing raw materials and parts, manufacturing and assembly, warehousing and inventory tracking, order entry and order management also distribution across all channels, delivery to the customer as well as the information systems necessary to monitor all of these activities into a seamless process.

That is again supply chain management to make it a very seamless process and link all these activities, which are all part of this chain then it is involves the coordination of an organizations, internal planning, manufacturing and procurement effects where those of

it is external partners. So, even that kind of coordination is paramount that the internal and the external, stakeholders coordinate well.

The supply chain management is a set of approaches utilize to efficiently integrate suppliers, manufacturer, ware houses and stores. So, that the merchandise is produced and distributed at the right quantities, to the right locations and at the right time, in order to minimize system wide costs while satisfying service level requirements. So, all of it is mentioned in the literature and by these different perspectives and definitions it has been made to understand how does a supply chain management actually works.

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DOMESTIC SUPPLY CHAIN	GLOBAL SUPPLY CHAIN
Supplies within the country	International supply chain
Less supply chain risk	Very high rate of supply chain risk
Less supply chain security issues	High risk security issues
Less issues on payment terms	Issues regarding payment of international suppliers and vendors
Regulatory issues can be less as it operates within the country	Regulatory issues are very complex
Supplier selection is easy process	Supplier selection is difficult
Mode of payment is easy	Mode of payment involves currency fluctuation and involves complex problem.

Domestic and Global Supply Chain

Source:
Deepak Hajoary, "SUPPLY CHAIN MANAGEMENT OF INDIAN ENTERPRISE IN INTERNATIONAL OPERATIONS: TYPE OF MODERN LITERARY CRITIQUE"
International Journal of Research – Granthaalayah, Vol. 4, No. 3 (2016), 107-118

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Now, when we talk about this supply chain management, there is also literature that tries to explain us the differences between domestic supply chain and the global supply chain. So, when we see the domestic supply chain, it is supplies within the country as the name suggests and here it is a international supply chain. The risk is less here compared to this one which we see on the right hand side then there are less security issues in the domestic supply chain and here it is a high risk factor involved as per as a security issues were concerned.

Also when we talk about the payment there are less issues associated with the payment and here because there are international suppliers and vendors involved sometimes a issues regarding payment crop up the regulatory issues which can be less as it operates within the country and here the issues could be very complex because there are different



countries involved and in all the countries have different regulatory issues, regulations, terms and conditions. Here the supplier selection is an easy process, here it is slightly difficult, mode of payment is easy in the domestic supply chain and here it involves of course, the currency fluctuation and there may be certain complex problems which get involved during the process.

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Sl.	Supply chain Drivers	Functions
1	Facilities ✓	Facilitates inventory supply from its location
2	Inventory ✓	To meet demand and supply in the supply chain
3	Transportation ✓	Reduces efficiency, faster delivery of items
4	Information ✓	Facilitates transparency and communication among drivers in the supply chain
5	Sourcing ✓	Decides when to source.
6	Pricing ✓	Firm build its competitive strategy

Drivers of Supply Chain Management

Source:
Deepak Hajoary, "SUPPLY CHAIN MANAGEMENT OF INDIAN ENTERPRISE IN INTERNATIONAL OPERATIONS: TYPE OF MODERN LITERARY CRITIQUE"
International Journal of Research – Granthaalayah, Vol. 4, No. 3 (2016): 107-118

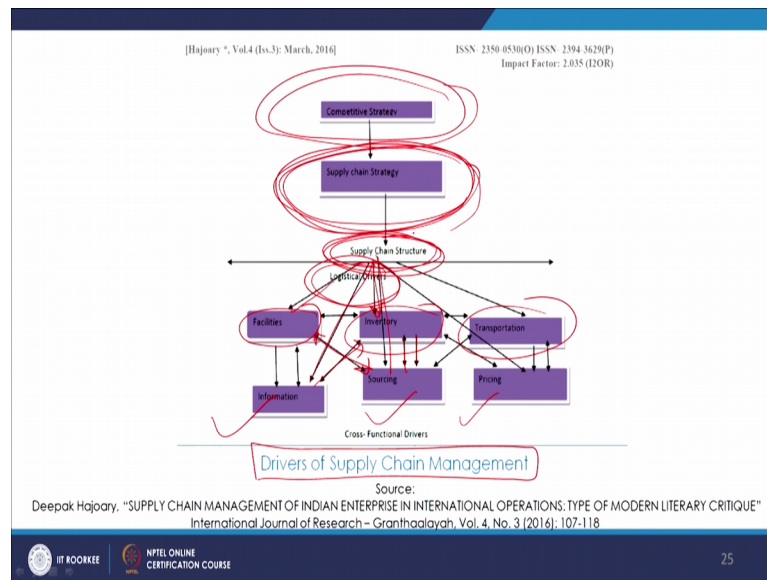
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Quickly also trying to understand, what are the drivers that come into picture when the supply chain management is discussed and what are the functions which are assigned to these drivers. So, the drivers could be facilities, inventory, transportation, information, sourcing, pricing and their different functions assigned.

So, the facilities this facilitates inventory supply from its location, inventory is to meet demand and supply in the supply chain, transportation faster delivery of items. Information facilitates transparency and communication among the drivers in the supply chain and sourcing decides when to source, pricing firm builds its competitive strategy how the pricing should be.

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Also trying to understand again the drivers continued from the previous slide if you see this umbrella term over here the competitive strategy the supply chain strategy is somewhere a subset to this, then there is a certain structure embedded within the supply chain strategy and then it has certain logical logistical drivers that drive this supply chain management.

So, we saw all these drivers in the previous slide. So, facilities, inventory, transportation, information, sourcing, pricing and then how are they interconnected and there are certain activities which are generated by this interconnections and this entire supply chain structure works and the supply chain strategies put in place and that is how competitively the markets are dealt with.

(Refer Slide Time: 35:28)

Taxation	Policies of less tax in certain location of setting manufacturing plant Special economic zone offer tax benefits for companies
Logistics infrastructure	Poor infrastructure of sustaining supply chain by Indian companies
Global connectivity	Need to increase connectivity of its chain at international platform
Demanding customers	Numerous types of customers
Supply and demand	Unable to meet supply and demand of Indian market
Security of supply chain	Risk in security of supply chain
Bandh culture	Affects supply chain to deliver within lead time provided
Supply chain risk	Unavoidable supply chain risk in India. Risk of anti social activities of doing business
Supplier risk	Very difficult to find type of supplier with good track record.
Transportation	Infrastructure problem in current Indian scenario. Unable to transport in some regions of India

Issues of Supply Chain in India

Source:
Deepak Hajoary, "SUPPLY CHAIN MANAGEMENT OF INDIAN ENTERPRISE IN INTERNATIONAL OPERATIONS: TYPE OF MODERN LITERARY CRITIQUE"
International Journal of Research – Granthaalayah, Vol. 4, No. 3 (2016): 107-118

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So, when we talk about the supply chain, specially the context of India again there are certain issues that have been highlighted and we see here lot of issues being listed according to the different literature and the observations that have emerged. So, there are issues related to taxations of course, infrastructure we have been talking about, then we see here the global connectivity demanding customers and of course, supply and demand whether there is a mismatch between the two or they are on the same planes.

Security related to the supply chain then of course, there are certain local factors into play a bandh culture and things like that supply chain risk, supplier risk and then transportation. So, all of these issues have been highlighted and this side of the table explains them in detail. So, we see poor infrastructure we see sometimes policies of less tax in certain location compared to the other locations.

Then the a need to increase the connectivity you know at an international platform that has been felt and of course, we were talking about the supply chain management and then this is what we see that, you know the supply and demand it says sometimes difficult to meet and then difficult to take care of the mismatch that happens between the two and lot of security issues and then some unavoidable supply chain risks that is there.

Also sometimes it is difficult to find the type of supplier and infrastructure problems have been cropping up again and again and sometimes it is also very difficult to you know manage the transportation within some regions of India. So, all this issues we see

over here and then that is the concern and the challenge as per as the supply chain is concerned in India

So, we have discussed about lot of things today and the next module we will of course, talk about the summary and discourse of week 8 the all 4 modules that we saw, plus there is also a special section that talks about spatial interventions. Since, we are talking about this integration of crafts and interior architecture and how these craft forms create space and how these are very important in terms of space making. And because we are talking about building crafts, it is very important that we also touch upon even briefly if we are able to do. So, within the less time that we had at our disposal let us also discuss this spatial interventions so, some references now.



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Thank you.