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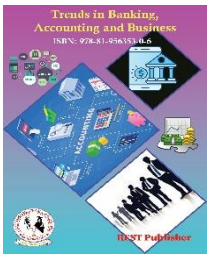

A Study on Lean Supply Chain Practices with Respect to DYNASPEDE PVT Ltd

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Abstract. The Indian automotive industry, comprising vehicle and component manufacturers, has grown steadily since the economic liberalization of the early 1990's. The arrival of major global auto companies has galvanised the domestic sector into adopting Lean Supply Chain best practices. This has enhanced competitiveness leading to a quantum growth in exports. However, the Indian automotive industry has to operate in an unique environment further posing challenges to the already complex automobile lean supply chain. Therefore, a need is felt to continually study lean supply chain practices in this sector from a contemporary, practitioner's viewpoint in order to identify key factors of differentiation which would ultimately provide competitive advantage. This paper seeks to understand the present status, complexities and challenges facing the Indian automobile sector. It examines trends such as visibility and innovation, collaboration and supply networks and evolving leadership roles impacting supply chain effectiveness. Strategies for overcoming challenges are presented as also a framework for further study and analysis.

1. INTRODUCTION

Universally the automotive industry has been accepted as a major driver of growth of ion's economy and is a significant contributor to the global economy. The automobile he beendesribed as both a form and function based product involving high level of engineering as well as being positioned as a fashion product. The industry has rightly been called as the shastry of industries since it uses outputs of nearly all manufacturing Jastries and supports upstream (mining, steel etc) and downstream industries (finance insurance aftermarketetc). Infusion of technology has led to incorporation of electronics sors, actuators) replacing mechanical design of assemblies' engine brake system. steering etc. built in test equipment, entertainment and navigation system and advancements in materials and design India, China and Brazil are major emerging markets with robust domestic demand and adequate local production. Global automotive companies have lowest EBIT margins in comparison to industry leaders (10.4%) but having the highest number of inventory turns (15.2) and best in class delivery performance (97 3%). The industry is asset. gallerial and labor intensive which calls for involved operational planning and execution at all levels of management: Government interventions have been a major driving force for development of the automobile industry in Brazil, China, South Korea and the United States at the incubation, Penetration and Sustainability stages. However, sub-optimal usage of Lean supply chain management practices poses challenges to automakers in their quest for achieving competitive advantage, especially in emerging markets like India. Therefore, there is a need to examine various aspects of automobile supply chains in an emerging market which has its own peculiarities. It is in this context that discussions in this paper seek to bring out challenges and complexities in automobile supply chains, presenting emerging trends from the global automotive industry and its applicability in Indian context Significant issues that impact design and practices, from a futuristic viewpoint, are covered and a framework presented. concluding with suggestions for future research. This paper is exploratory in form and based on a study of contemporary published literature (including research papers, studies and surveys by reputed consulting companies and respective Governmental agencies) and secondary data. There are two major differentiating aspects of thispaper, firstly that it takes a practitioner's viewpoint in the discussions on major supply chain issues and, secondly, the suggestions anda futuristic perspective determinants for attaining competitive advantage are based on a futuristic perspective obtained by a wide scan of global supply chain practices.

2. OBJECTIVE OF THE STUDY

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1. To study the significant contributor to the global economy in lean supply chain automobiles
2. To determine lean supply chain management being adopted by the company.
3. To determine the reasons for adoption of lean supply chain management by the firm
4. To examine the challenges faced by dynaspede automobiles among the supply fulfil to the customers.
5. To suggest the recommends to improve the lean supply chain without demand.\

3. SCOPE OF THE STUDY

This research is an attempt to know whether this lean supply chain management concept has been accepted by manufacturing industry or not. Hence in this study focus only on Salem area automobiles from automobile industries. Business to customer is not focused since Final customers who are actually buying the automobile vehicles have not taken into consideration since they have more concern for price. performance style, convenience. aesthetic view and have very less concern about environment.

4. LITERATURE REVIEW

The literature for review to be collected from secondary sources such as magazines, articles,reports, budgets, newspaper etc to highlight the problems and findings of the study done bymany research and business professionals to understand the significance of the Quality processof the companies. **Chengku (2022)** 'Lately, rapid development of new cities in developing countries (such as India, China, and Vietnam) has accelerated the growth of the motorcycle industry in these markets. In the past, with respect to the motorcycle industry, the lack of adequate systems to control the quantity of overloaded polluting products has led to serious environmental problems. **Bradley J.Flamm (2023)** We consider constraints that prevent people with environmental concerns from buying "green" vehicles that are smaller, more fuel-efficient, and less polluting by using a series of focus group discussions. We find that the features of vehicles currently on the market, family and work responsibilities, residential choices, and routines and preferences all act as constraims. **C.J.Caniels (2023)** The public increasingly holds companies accountable for environmental misbehaviour in their supply chains. To offset that risk corporations, start initiatives to green their supply chains. Yet suppliers often fail to properly participate in these initiatives. This paper presents a conceptual framework to explain supplierparticipation in green initiatives, by investigating customer requirements, supplier readiness, relational norms and customer investment as possible drivers. The framework and hypotheses were tested using survey data of 54 German automotive suppliers Partial least squares methodology was deployed for hypothesis tiling The study found supplier readiness and customer requirements to the ificant drivers in supplier participation. **Athena Roumboutsos (2022)** Urban freight vehicles significantly impact the urban environment due mainly to traffic congestion, reduction in road capacity and pollutant emissions Introducing low emission vehicles is one of the major measures foreseen in alleviating negative externalities. In this context, city logistics may represent a market niche for the deployment of electric vehicles.

5. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically in it we study the various steps that are generally adopted by a researcher in studying his research problem long with the logic behind them. It is necessary for the researcher to know nor only the research methods techniques but also the methodology It refers to process used to collect information and data for the purpose of making budness decision. The methodology may include publication research, interview, surveys and her research techniques, and could include both present and historical information.

6. RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research, popularly known as the "research design". A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure As such the design includes an outline of what the researcher will do from writing the bypothesis and its operational implications to the final analysis of data.

7. DATA ANALYSIS

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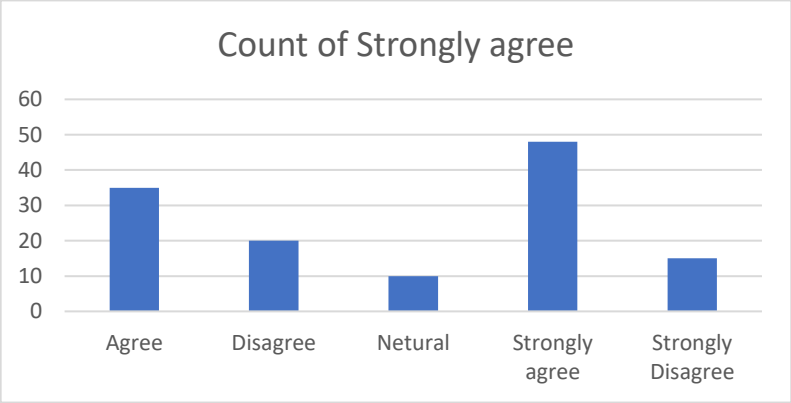
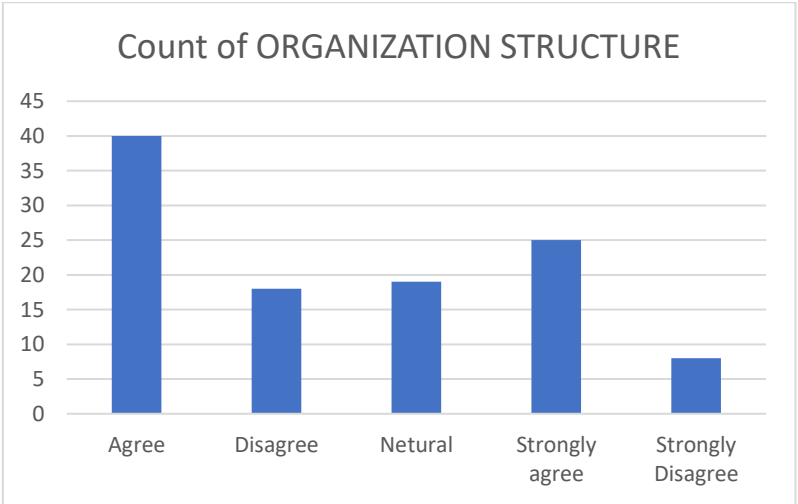
LACK OF ROBUST AND PROFESSIONAL RELATIONSHIPS WITH SUPPLIERS	RESPONDENTS	PERCENTAGE
Agree	35	0.32
Disagree	20	0.18
Netural	10	0.09
Strongly agree	48	0.44
Strongly Disagree	15	0.14
TOTAL	110	1.00



	RESPONDENTS	PERCENTAGE
Agree	40	0.36
Disagree	18	0.16
Netural	19	0.17
Strongly agree	25	0.23
Strongly Disagree	8	0.07
TOTAL	110	1.00



\Anova: Single Factor

Groups	Count	Sum	Average	Variance
5.Age	110	194	1.763636364	0.897748123

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12. What is the nature of your work?	110	236	2.145454545	0.565804837

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8.018181818	1	8.018181818	10.95714611	0.001091062	3.884468888
Within Groups	159.5272727	218	0.73177648			
Total	167.5454545	219				

8. FINDINGS

Majority 64% of the respondent are belongs to 20-25 years old.
Majority 79% of the respondents are male in gender Majority 72% of the respondents are unmarried in marital status.
Majority 34% of the respondents are working in Production department
Majority 32% of the respondents are Diploma qualification.
Majority 53% of the respondents are earned to below Rs.10,000 in monthly income
Majority 41% of the respondents are experience to 1 - 2 Years. Majority 45% of the respondents are highly satisfied in preventive maintenance
Majority 36% of the respondents are satisfied in reduction in the preliminary finishing time.
Majority 38% of the respondents are satisfied in reduction in series.
Majority 43% of the respondents are strongly agreed in financial resources affect. Majority 47% of the respondents are strongly agreed in organizations rules.procedures and policies affectlean supply chain.
Majority 39% of the respondents are said agree size of the firm affect. > Majority 39% of the respondents are agreeing unions affect lean supply chain. Majority 36% of the respondents are strongly agreed in age of the firm.
Suggestions: The outcome of the study was limited to the comments or suggestions as perceived by the departmental managers. By limiting the study to managers leaves avenues open for further research. It is therefore recommended that in order for Era Beier to get more absolute view of the improvements for the implementation of its lean supply chain management policy further research should be conducted. For motivational reasons it is also recommended that the organisation conduct further research to assess the extent middle management perceive as recommendations for improvement to the lean supply chain. Another possible avenue for future research could be to examine demographic impacts on the findings. In particular, the demographic characteristics of firm size and asset versus non-asset based operations were mentioned previously as areas of potential research opportunity.

9. CONCLUSION

The objective of this study is to investigate Lean supply chain management practices in SKS automobile manufacturing firm. The key learning of the study suggest that there is a bunch of lean supply chain management good practices exists in the automobile industry, A number of innovative projects and schemes are being run to manage Lean supply chain operations in the automobiles industry in an effective and productive manner. There are certain issues one of them is with supplier selection, supplier relation and supplier qualification. Lean Supply chain environmental issues, quality issues, are the key area of concern. SKS automobiles seeking implementation of green supply chain measures to effectively address these issues. The major limitation of the study was that most of the respondents being very loyal to the company and were reluctant to give response. The numbers of respondents need to be increased. Qualitative methods have been used which produces generalized results. This work may be carried out for other automobile manufacturing organization.

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