



# Impact of Covid -19 Era on Supply Chain Management and Logistics of Flipkart Company

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**ABSTRACT:** Supply chain management has restructured how a business can be accomplished not only in India but also throughout the world. Currently Indian having over 500 million internet user which secured the 2nd position in the world after China. The hefty number of internet user sky rocketed E retailing market in India with consumer preferences. Flipkart is one of the big names in E retailing market of India getting over 10000 orders per day. The aim of this research paper to do a deep study of supply chain management and logistics that how Flipkart making the goods available to the consumer at distinct location through over India in given period of time at a minimal cost. Modern technology and network they have implemented over the years to run smooth operations and take a glance at impact of COVID -19 on E commerce business with reference to Flipkart.

**KEYWORDS:** Supply chain management, Modern Technology, COVID -19

## INTRODUCTION

The decade that went by India was having enormous growth. Year 2007 when the whole India was celebrating the winning of ICC T20 world cup, at same time deep down in Bangalore two young entrepreneurs were celebrating for different reason that their innovation that is Flipkart made Its online sale (Mani, & Singh 2022). Flipkart was founded Sachin Bansal and Binay Bansal, alumni of Indian Institute of Technology Delhi and former employee of Amazon. At initial days of Flipkart, the company basically focusing on selling books online and their warehouse was nothing but 2 bed room apartments. Flipkart's first office opened in Bangalore by achieving over 3400 shipments and the year they hired their first employee who worked as human ERP and handle customer service. In the month of September Flipkart found their first investor Accel Partners invested over 1 million dollars. 2013 flipkart launches their mobile app which gave their e-commerce business an absolute boom. Now 77% of Flipkart I own by Walmart (Palit, A. 2022).

In our days the technology era helps us not only to do e-commerce but its help us to connect with customers by doing online shopping through an application or a website. The aim of this research paper is to help us understands the supply chain managements of flip kart of how the technology helps us to deal with the current situation of COVID-19, as we know e-commerce is the process of

buying and selling of good or service via the internet, and the transfer of money and data to complete the sales or we can simply say it's an electronic commerce (Mitra, J., 2020).

Now due to this pandemic the supply chain management from the production to the retailers everything is become online even if you buy some items online mainly the option will be online payment to avoid hand contact which prevent the spread of corona virus.

## LITERATURE REVIEW

Here we are going to see some paper related to the above topic already written by different writers like:

Mani and Singh (2022) concluded that A credible rival can do wonders to an enterprise and Flipkart is no different. The way in of Amazon in India has enabled Flipkart develop a lot of in-house innovation and physically developed best-practices - that have now turn out to be the industry standard. Flipkart began operations on the shipment model; goods were manufactured from suppliers on order, based on the orders acknowledged through the website. Later, the books-to-electronics e-shop adopted the warehouse model. The party had its personal warehouses, and maintained its own inventory.

Bhagat et. al. (2018) in a study concluded by saying Supply chain management acts an important role in the digital economy. E Retailers have to handle the supply chains both

tactically and operationally. But it's an ongoing transformation and sizeable challenges remain and can be expected in the future.

Anupama (2017) concluded that the rapid increase of web-based information conveys between organizations, their suppliers and their customers has distinctly increased the significance of information management in creating competent supply chains. With the assist of internet transactions are done in real time and all parties can be kept updated without human intermediaries. E-Commerce helps companies to recognize and react quickly to changing client demand captured over the internet. The use of technology outcome in reduced cycle time, efficient customer service and compact inventories (Arora et. al., 2021, Verma et. al., 2020). This has definitely smooth the way for success of business organizations throughout the world.

Sodhi (2021) concluded even in the free-market government interventions may be need for serious items such as drugs, vaccines, and PPe in the near phrase. In general, the governments' role in supply chains, even civilized ones, deserves much awareness (Quarshie & Leuschner, 2020)

Diane et. al. (2020) concluded that the COVID-19 pandemic not only reveals the weakness of the food supply chain ecosystem but also its intrinsic potential to adapt to meet societal requirements and protect and improve the well-being of persons and in the end society.

Mansour et. al. (2020) concluded that This paper aimed to verify the effects of the spread of the Corona virus on global e-commerce companies. Pervasiveness of coronavirus was calculated with cumulative cases, new cases, cumulative deaths, and new deaths. On a daily basis from March 15, 2020 to May 25, 2020. This was applied to the five largest e-commerce organizations in the world in terms of revenue and market value, while e-commerce organizations are calculated by the daily returns of shares traded in global financial markets. Most of the earlier studies deal with the economic effects of the COVID-19 pandemic, while this study studies its effects on the global e-commerce market.

Bhatti et. al. (2020) concluded that China's COVID-19 outburst. We are mostly paying attention on how coronavirus spread and affect the e-commerce of not only China rather it effects globally. Alertness almost this topic can guarantee better information in public and consideration to how ecommerce, business, and economies of countries effected by coronavirus. how e-commerce provides choices to people to meet their demands. E-commerce improved by COVID-19. How it impacted e-commerce will be encouraging other researchers to examine more intensely in this area such as e commerce trends how changed by corona and potential trends.

## RESEARCH METHODOLOGY

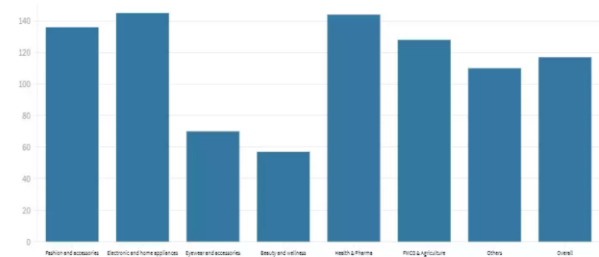
Before the coronavirus started to spread within the U.S., it had already had a significant negative impact on businesses throughout the world, with 94% of Fortune 1000 organizations reporting interruptions due to COVID-19.

The coronavirus was once seen exclusively as a local problem impacting China, according to Terry Esper,

professor of logistics at the Fisher College of Business. However, Fortune 1000 businesses with global supply chain operations in China were already facing direct interruptions in product and inventory flow, resulting in supply chain management effects at the global level. In fact, according to information from business analytics company Dun & Bradstreet, at the time, at least 163 Fortune 1000 corporations had one or more direct, Tier 1 suppliers in the affected region.

### Electronics and Health categories have seen the biggest jump after lockdown

Charts shows % jump between June 2020 and Feb 2020



Flipkart has also started training programs for direct recruitment in various capacities of the In July, Flipkart had said that it had surpassed 1.5 billion visits per month and reported 45% growth in monthly active customers and 30% growth in transactions per customer for FY20.

There is recent notification coming from flipkart within the past three months over march – May flipkart has haired over 23000 employees throughout India for various capacities across its supply chain. Including delivery executive. the massive number of hiring because of meet the growing demand for e-commerce services across the country. India witnessing a surge in COVID-19 cases, Flipkart values the protection of its employees, customers, sellers and ecosystem partners particularly else. They need implemented strict safety regulations and protocols across warehouses to for safety purposes. These training sessions span customer service, delivery, installation and safety and sanitation measures together with the handling of hand-held devices, PoS Machines, scanners, various mobile applications and ERPs. they're also informed and trained within the safety regulations and protocols around COVID-19 to make sure their and customers' safety Sodhi, (Tang, 2021)

## CONCLUSIONS

In the era of globalization, we can buy products from e-commerce not available at local shop and stores or in your own country. Now the question is what makes it possible? of course the supply chain. A supply chain is consisting of not only manufacturer and supplies but also transports, warehouses, retailers, and the customers themselves. At this national crisis like corona pandemic if your local grosser store is running out of essential commodities and if there is no hope of feature supply it is called supply chain problem or if the hospital is not getting proper PPe (Personal protective equipment) kits, medical instruments and medicine it is called supply chain problem. In this crucial

time people become more dependable on online marketing wheatear it is essential supplies or clothing.

Right now, not only India but also the whole world is middle of corona virus pandemic and disruption on medical supplies already been evident in India because maximum number of PPe (Personal protective equipment) kits, N95 mask and medical instruments were coming from China. Before the pandemic stage online marketing sites like Flipkart used hold a minimal stokes of N95 mask and sanitizers but no PPe (Personal protective equipment) kits. When the corona virus cases increase, inventories of medical equipment in well Known Corporation like Flipkart have fallen from enough to last weeks to enough to last day. The second concern in this disruption of this supply chain on the pandemic was the logistics. Corporation like Flipkart uses road transport for delivery, in that scenario the companies were producing least number of products as man power was low due to lock down which leads low number of supply and the cost of low supply was not able to compensate with the logistic charges and sate wise road taxes.

### SUGGESTIONS

**Large Inventory:** The lean manufacturing system which helps to reduce inventories, workers involved in modern supply chain such a way that big corporation did not give proper importance to having goods stocked in their inventory. This leads to short supply of products and supplies at the time of crisis. Now corporations become more concern and probably they are keeping good stocks in the inventory, as an example if you search in Flipkart about sanitizer, PPe (Personal protective equipment) kits or medical instruments you will likely to get a hand full of choices. They should be prepared to pay more for backup options and keep large inventories on hand.

**Proper Supply Chain Mapping:** If companies are well aware of the exact location routes of their suppliers, then it is become easy for them to find alternative options at the time of crisis.

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