

# Optimisation Of Supply Chain System In Pulp And Paper Industry For Sustainable Production And Profitability

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## ABSTRACT

In tough economic conditions, it is essential for an enterprise to look at innovative ways to cut costs without cutting corners. Efficient management and a better understanding cost of existing supply chain and positions the enterprise in a better situation to review and, if necessary, realign and optimise the supply chain to reduce costs without compromising on the value. With this, the pulp and paper industry is stepping into a new phase of business evolution driven by consolidation of industry, globalisation and ever-increasing competition. These market drivers are forcing the pulp and paper industry to put a greater focus on cost efficiency. These focuses are creating totally new challenges for the organisation, specifically in the IT area. Managing change becomes more and more difficult. Many pulp and paper mills have come to a point where a more radical rebuild and renewal of the entire IT and network environment is required. Fortunately, the conditions for this have improved over the last few years, due largely to an increasing range of commercially available application platforms adopted for the pulp and paper industry, the acceptance of common industry standards, and the evolution of refined integration and migration methods. Thus, supply chain management involves all the activities associated with moving goods from raw materials stage through to the end user or customer, it coordinates and integrates all the activities into a seamless process. It links all of the partners in the chain of paper industry, i.e.: planning process, plantation activities, finance, materials procurement, production, sales/ marketing, HR activities, converters, vendors, transporters and major customers to work together for sustainable production and profitability.

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