

Linking Key Success Factors of Rice Supply Chain and Operational Strategy: An Analytical Framework

W.M.K.S. Weerabahu* and L.D.J.F. Nanayakkara

Department of Industrial Management, Faculty of Science, University of Kelaniya, Sri Lanka

**Corresponding author: sanchala87@gmail.com*

The key success factors of the rice supply chain are regarded as a potentially useful skill or a resource in structuring the performance of mud to mouth supply chain network. Improving the profitability of the farmer requires adoption of operational best practices for improving the performance of the sector by the adoption of supply chain best practices. Operational best practices of the rice supply chain link with the operational strategy. This study focused on identifying the key success factors in the rice supply chain key and the link between the key success factors with the operational strategy. An exploratory survey was conducted in the Atharagallewa agriculture instructor division in the Pollonaruwa district of Sri Lanka. Fifty farmers were randomly selected from a group of 380 and 8 agriculture officers were involved in order to identify the current performance and operational strategies in the rice sector. Based on the statistical analysis of the rankings given by survey participants, the key success factors were related to mechanization, quality improvement and product development, knowledge and skill development, risk management and information available on the rice supply chain. As a result of the analysis three states were identified and a Rice Supply Chain Development Ladder (RSCDL) was developed. The RSCDL contains introductory, improvement and review/standardization states. The RSCDL facilitated identification of AS-IS (existing circumstances) state of the rice supply chain of the selected study site. These states can be different from district to district, based on various constraints. This development ladder could be used as an analytical framework to represent the current AS-IS states of the key success factors of the rice supply chain. The RSCDL model provide a structured framework to analyse the current level of operational practices in a high performance rice production districts, which can be useful as a benchmarking tool for the poorly performing rice production districts with similar environmental conditions.

Keywords: AS-IS states, operational strategy, rice supply chain development ladder (RSCDL)