

SEMINAR ON SUPPLY CHAIN MANAGEMENT

Name of the College : Sri Durga Malleswara Siddhartha Mahila Kalasala

Organised Department : Commerce

Title of the Programme : Supply Chain Management

Date of the Programme : 11-8-2017

Details of Resource Person : Prof.V.Krishna Mohan, Andhra university

Brief Report of the Program : In his talk he explained and created awareness to the students what is supply chain management and its impact on local brands made in India. He explained various pricing Strategies comparative to other countries and about Logistic management. How Quality and price dimensions will effect the distribution system.

