

Green Supply Chain Management in India - An Overview

Dr. Lavendra S. Bothra

Principal and Campus Director, Department of Master of Management Studies,
Alamuri Ratnamala Institute of Engineering and Technology, A. S. Rao Nagar, Sapgaon, Shahapur, Thane,
Mumbai University, Maharashtra, India.

Abstract

There is a growing need to integrate eco-friendly options into the supply chain management research and practice. The green supply chain management, also known as Sustainable Supply Chain Management (SSCM) is a kind of modern management mode that can be comprehensively considered environmental impact and resource utilization efficiency in the entire supply chain, and how to implement them green supply chain management in industrial operation. The role of the green factor is involved in the industry supply chain activities from the procurement of raw materials to the transportation of the final product. Green supply chain management has emerged as a key approach for enterprises seeking to become environmentally sustainable.

Introduction

Supply chain has traditionally been defined as one-way integrated manufacturing the process in which raw materials are converted into final products and delivered to customers. According to it the supply chain includes only activities related to manufacturing from raw materials. The acquisition to the final product is delivered. However, due to the change of time the environmental requirements have been affected the manufacturing process, and the need arises to make a strategy for the supply chain.

Aim and Objectives:

- To identify the practice to carry out the green concept of supply chain management.
- To study the benefits of implementing the GSCM concept.
- To determine the various challenges/obstacles in implementing this concept.
- Overcome/eliminate obstacles identified by the enterprise to implement the concept.

Green Supply Chain Management:

Green Supply Chain Management (GSCM) is a process of that can transform these inputs into eco-friendly inputs and outputs that can be reused and reused in the end of the life cycle creates a sustainable supply chain. Green supply chain management is a concern with restriction to waste in industrial system to save energy and prevent dissipation of dangerous materials to the environment. It is the concept of green purchasing, integrating green manufacturing, green packing, green distribution and green marketing. Green supply chain management is therefore, the plan on directly linked to environmental protection along with the strategy environmental protection is considered to be for a longer period. It is linked along with logistics, because activities are related to the management of raw materials, distribution storage, waste management and recycling. The creation of a green supply chain benefits not only a single economy, but also the whole country. Green Supply Chain Management is directly linked to environmental protection, along with the strategy because the plan with respect to environmental protection is considered to be for longer period.

GSCM = Green Purchasing + Green Manufacturing /Material Management + Green Distribution / Marketing +Reverse Logistics (Nimawat and Namdev, 2012).Green SCM is getting more attention and is as a sustainable development mode for modern enterprise increasingly part of the Corporate Social Responsibility (CSR) initiative (Prabhakar, 2013).Green Practices for Implementing GSCM: Green practices identified to be implemented in

Green supply chain management is as follows:-

- Green Purchasing- Green Procurement: Green procurement includes all of the following activities that include the reduction, reuse and recycling of materials in the purchasing process. It includes purchase materials from "Green partners" that meet and pass the environmental quality standards of green partners audit process of complying with environmental law rules and regulations and paperless emphasis promote trading and the use of recycled materials.
- Green manufacturing: The general manufacturing process consumes excess the amount of energy required from the burning of various natural sources such as coal, coke and natural gas combustion causes air pollution. On the other side, green manufacturing is defined as a production processthat have relatively low environmental impact, high efficiency, and high productivity there is little or no waste or pollution. Green manufacturing can lead to lower raw material cost, production efficiency reduce profits, environmental and occupational safety costs, and improve the corporate image.
- Green Distribution and Marketing: Green Marketing is the marketing of products that are presumed to be environmentally safe. The green distribution is consists of green packaging
- Green logistics. Packaging properties, such as size, shape and material, affect distribution.Due to its influence on the transport characteristics of the product. Better packaging, repositioning together the loading pattern can reduce the usage of materials and increase the space utilization in the warehouse.
- Label reverse logistics: Reverse logistics is the plan of the process to implement, cost-effective flow of raw materials from the process inventory, finished products and related information points of consumption to points of origin aimed at recapturing or disposing of value.
- Government rules and regulations: Government at various levels, see the frame various laws and regulations related to environmental conservation, and various regulations to strengthen industrial environmental initiatives for eco-friendly measures of operation. Any violation of these laws and regulations will result in punitive measures.
- Top Management Commitment and Financial Support: Setting the Environment vision or corporate policy. The overall strategy established to guide the company's efforts to achieve the vision.Strategic planning with top-level management incorporates environmental input. there's an environmental problem.It is integrated into critical business operations and functions. Sufficient resources allocated to a specific implementation of environmental projects.
- Importance of Green Supply Chain Management: Necessity of Green Supply Chain ManagementCompanies that are green occur because they not only generate profits in the long term, but also help with ecological savings and reduce environmental impact. Implementation of the Green Initiative Program. It ensures that companies meet current and future environmental regulations or laws. Green Supply ChainManagement (GSCM) is thus getting a decreasing ingredient, its significance due to deterioration of constantly increasing levels of environment, flocking waste land and pollution. Companies should not expecta huge advantage in running green SCM right away, but it can definitely be declared that it will be competitive advantage for companies to sell goods with environmental characteristics. by getting energy efficiency, renewable energy and green building project company can meet the demands of stakeholders, increase brand image, and improve customer loyalty. Because it is environmentally friendly, the organization can be reduced. It protects considerable waste and natural resources.

Challenges in adopting a Green Supply Chain:

- Lack of tools to optimize environmental management and supply chain. There is no shortage of tools

- To support green supply chain initiatives. The challenge is to choose the right tool.
- Lack of information on regulations and green supply chain best practices that left the organization limited view of what to do and implement.
- Lack of green architects, consultants, green developers and local contractors. Because of the lack of greenery
- Practitioners are available and organizations are worried about moving forward with their investments.
- We use GSCM, which integrates product recycling. It is a major challenge for many companies
- Integrate waste (recycling) as raw material to be used again in the manufacturing unit.
- Lack of awareness about implementation processes, regulations and best practices.
- Due to lack of customer awareness towards GSCM and green products the company is hesitant to go ahead of implementation.
- Proposals to face various challenges in implementing GSCM
- The Indian government should announce extra benefits to the organization following the green practices.
- The government to take the initiative to oblige green practices.
- Through campaigns and activities to promote regeneration and recycling,
- Reuse/recycling awareness in the consumption of electronic devices.
- Promote team building and train skilled labor for reverse logistics management
- Regular training programs to create awareness about green to encourage organizations to help
- Special advertising campaigns & welfare programs to promote awareness among customers.
- Set up a database unit to collect and record information about production, import/export data, and waste management.
- Keep all outdated computers, peripherals, batteries, cartridges, etc. must be returned to the e-waste vendor or suppliers authorized to dispose of them properly.
- It should become an essential phrase that companies should do audits of their suppliers.
- The supplier must do the same for the supplier. Guidelines regarding GSCM should be devised as everything stakeholders will abide by it.

Conclusion

Green supply chain management is a field that majorly incorporates environmental and sustainable issues from sourcing to customer shelves. Clearly green supply in the current scenario chain practices focus on cost reduction and pollution prevention, for which we observe positively as organizations evolve and incorporate more proactive sustainable measures into their strategies, as a daily exercise. However, organizations should also include the following factors of corporate social responsibility their Kitty of strategies to build credit about themselves from the perspective of customers, stakeholders, Shareholders and employees; because the organization is a corporate citizen of the whole society. Research from it we can conclude that GSCM is a modern method of traditional supply chain management. We studied the need a few measures have been proposed to help eliminate or reduce the intensity of GSCM and barriers when implementing GSCM. India's "green" consciousness is below the average line, which indicates the following: The need to spread awareness of GSCM among Indian industries has the potential to improve economically performance and reduce environmental pollution by adapting GSCM. GSCM gives you a competitive edge improve the economic status of the organization. Effective implementation of GSCM leads to the following - reduce waste, reduce environmental pollution, optimize resource use and reduce costs. There is greater scope for further study of GSCM is whether it is qualitative or quantitative or exploratory, or longitudinal research to drive companies to adopt it.

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