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Impact On Green Supply Chain Management For Sustainable Development

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ABSTRACT

The hypothesis of Green supply chain management is to integrate environmental thinking into the supply chain management. The strategic goal of Green supply chain management is to reduce cycle time and inventory and thus increasing productivity. It is the process of planning, implementing and controlling the efficient and effective inbound flow and storage of secondary or moving goods from their typical final destinations for the purpose of capturing value or proper disposal. Beyond good business greening the supply chain is everyone's issue. The reverse supply chain management is new in the field of business logistics. As Green supply chain management is important in determining the total environmental impact of any organization involved in supply chain management. The reverse logistics connects the end customer to the manufacturer through the supplier. Green supply chain management is in the terms of less environment risks and waste costs. There is a growing need for affiliating environmentally sound choices into supply chain management. Environmental sustainability is an indefinite continuation of renewable and non-renewable resources depletion. The challenges of Green supply chain management are huge is that the high level of uncertainty about market position. Green supply chain management is evaluated in order to reduce low cost, the process frequently take by the company to adopt the ecological initiatives. It is the fact that the more strongly environmentally friendly as supply chain goes, the more attention it drags and the better marketing it gets. The literature on Green supply chain management is covered exhaustively from its conceptualisation, basically taken from a reverse logistics angle. Green supply chain management is a multidimensional concept which can be measured from different frame of references. To learn and to implement a nature friendly Green supply chain management will help in the long term endurable of the consumer, the companies and the planet.

Keywords: Green supply chain management, Reverse logistics, Environmental sustainability.

INTRODUCTION

Environmental management has now become the emerging topic in all the business and other general aspects. The natural resources are depleting due to the over consumption of a resource faster than it can be replenished. Regular consumption, degradation and competition increase a resource scarcity level. Resource scarcity is either a local or global phenomenon that impacts the logistics in supply chain. The location, quantity and quality of these products crucially impact the supply chain capabilities and logistics cost.However, technologies are invented for an efficient production process to attain maximum output; the scarce of any resource is an increasing threat to the environment. Supply chain management analysis and improvement is becoming increasingly

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important. This literature depicts the adoption of green in the field of supply chain which is termed as green supply chain management that enables a sustainable growth in the environment.
The intention of this research is to explore the green supply chain activities found in the literature that can be used for formulating appropriate proposed action for the green supply chain based on characteristic dimensions.

GREEN SUPPLY CHAIN MANAGEMENT

The term green signifies the nature and nature friendly environment. Green supply chain management is a challenging field motivated by the environmental consciousness for a quality revolution. It is an environmental innovation which aims to eliminate or minimize wastages. The accumulation of large amount wastes being an environmental hazard is hard to dispose and therefore a concept of recycling is brought to reduce the nature depletion. Raw materials are extracted from the nature or from its by-products which also results in the deploying of nature.
There is growing need for blending environmentally sound choices into supply chain management execution and exploration. Though many works views and case studies are published based on the green supply chain, over conceptual model differs from the entire articles so far developed by examining the reverse logistic model in the production or manufacturing unit.
The methodology includes adapting inbound supply chain to use more recycle goods minimizing packaging waste, reverse distribution capabilities for retrieving from the disposed wastes. Remanufacturing or refurbishing process is the conventional methods of the reverse logistics.
In the green supply chain process, the organizations have a sustainability growth thus contributing to performance enhancement which in turn reduces the environmental impact.

REVERSE LOGISTICS

Reverse logistics is a process of moving goods from the place of original use, from the manufacturing or production unit for re-use, re-furbishing, re-manufacturing, re-cycling, re-distributing it to the order use or original use. The goods which cannot be re-cycled, re-used, re-paired, re-furbished, re-manufactured are disposed as waste.
Reverse logistics is a process of collection of waste mainly from the original supply chain units like production, manufacturing, direct customers and also from various other sources of waste. In supply chain, waste by products, commercial wastes and wastes from original use by customers all these are the inputs to the reverse logistics.
The evolution of green supply chain management in the reverse logistics which uses the waste and disposed products as raw materials for the process of remanufacturing into a new modified product.

PROCESS OF REVERSE LOGISTICS AS FOLLOWS

The reverse logistics(Green Logistics)processbegins from actual supply chain of sourcing waste materials and used products by various modes and this activity enable an organization to gain competitive advantage over other players and become highly sustainable business in the hyper competitive market in long run, 1.The process starts by collecting/retrieving different waste from different manufacturing and production unit and also from end users which being transferred to 2. Sort those sourced materials through stringent treatment process wherein all the components being dispatched to carry in three different ways like 3. Remanufacturing/refurbishing where the materials will be remanufactured by adding values to turn a newly form product called refurbishing or the other way of using is 4. Reuse those components in the secondary market and finally 5.

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Redistributed to market where it will go for original or order use or else those components will be sent directly to manufacturing plant for 6.recycle

CONCLUSION

Today, as supply chain management (SCM) activities are gradually evolving and generating modifications in the business models, the concentration and initiatives are not just limited to raw materials management and finished products from the point of origin i.e. from the vendors to plants and finally to the end users. There is yet another important extension to the supply chain process, known as reverse logistics. Simply put, reverse logistics is the procedure of dealing with processing, planning and the flow of the final finished products inventory, packaging materials. It also deals with returns management or returns good management, where the product shipped to the end user is returned back to the product company as sales return. Efficient reverse logistics planning recaptures the value from these materials in the best possible ways such as by repairing, recycling, re-furbishing and so on. With the purpose of optimizing supply chain efficiency and asset recovery rates, applying a reverse logistics system has increasingly become a tool that positively impacts profitability as well as assisting an organization in meeting sustainability goals. With the growth of sustainability initiatives, more companies have adopted the use of recycled materials in production and have developed procedures for the responsible disposal of products that cannot be recycled or reused. For instance, a growing number of cell phone manufacturers have established procedures in place for consumers who wish to return an older model and ensure that the device is refurbished or recycled rather than dumped into the local landfill.

Hence this paper exhibits green supply chain extension – reverse logistics model which helps organization to gain profit by reducing cost so that the product can be made available in the market for affordable by which company can become more competitive in the dynamic business environment. In this regards the world enforces various legislation regarding dispose of waste material and proper treatment of harmful waste in such way so that it can be used for various purpose by adopting reverse logistics. The business organization evolves a model for future sustainability through continuous research and development activities on environmental impact and its consequences towards society.

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