



Greening the Supply Chain: A Guide for Asian Managers

By

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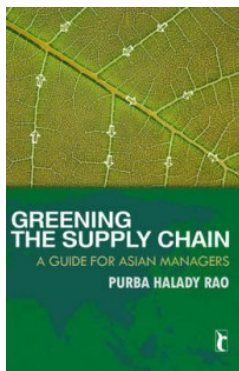
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ABSTRACT

This book would be useful reading for entrepreneurs, consultants and practicing managers committed to sustainable environmental management. This book is also apt for the government policy makers, private and public sector industrial development planners and new breed of managers so that they can contribute to the sustainable environment. The book has been written in an easy to understand language with many examples from live case studies spreading all over south and South East Asia countries.



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KEYWORD

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| Environment | East asia countries |
| Sustainability | Reverse logistics |
| Closed-loop | Global companies |
| Environmental pollution | Global warming |

With the on-going buzz on environmental consciousness and corporate responsibility towards the planet Earth, firms are trying to develop innovative ways to make improvements in their environmental performance. Mostly all global companies are taking keen interest in embracing the concept of greening the supply chain and aim to become environmentally responsible companies. Successful companies are giving a sincere contemplation at the processes and operations as supply chain is where companies are involved in moving, making, storing and throwing away the things. By adopting green practices in supply chain, these companies are integrating with other stakeholders so as to minimize carbon, wastewater, packaging, hazardous substance, and related footprints. This has enabled them to make better, more informed decisions about organization's environmental footprint. At the same time the firm's objective is to reduce a company's impact on the environment while improving business performance. They are getting benefitted by improved productivity, increased efficiency, reduced waste, lower

capital requirements and enhanced product development.

The author feels that a suitable environmental policy can be solution to the global warming and environmental pollution happening at various stages of production and operations. She also feels that there is a need for adopting environmentally focused practices while managing a supply chain by integrating the suppliers, business partners, and consumers in their greening initiative for ensuring social sustainability. The book also sets the stage for effective integration of suppliers, business partners, waste handlers and consumers in the move towards a green environment. It explores how different types of environmentally sustainable practices should be adopted at different stages of supply chains. It details how various companies have greened their supply chains by adopting innovative measures for ushering green practices right from supplier selection to material receipt.

The whole book is divided into six chapters where chapter one gives the introduction of greening the supply chain and its impact on the business environment. It has its positive impact on Health and Safety, small and medium enterprises and social sustainability. The second chapter discusses about the greening the inbound logistics phase. It highlights the importance of green sourcing and green purchasing and leading companies to green their suppliers. The

following chapter looks at the production phase using pollution prevention; resource conservation and utilizing the concept of reduce, reuse and recycle in company operations. The next chapter focuses on outbound logistics phase involving waste disposable management, transportation, delivery logistics, packaging and green marketing. This also extends to understanding green consumer behavior, redesigning old products and services and launching new products and packages that are environment friendly and advantageous to consumers. The penultimate chapter discusses about the need of reverse logistics and the importance of closed-loop, waste free and conservation focused supply chains. The last chapter explores eleven case-studies where various companies have incorporated environmental management into its operations and contributed towards environmental sustainability.

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