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GREEN SUPPLY CHAIN RESEARCH PAPER

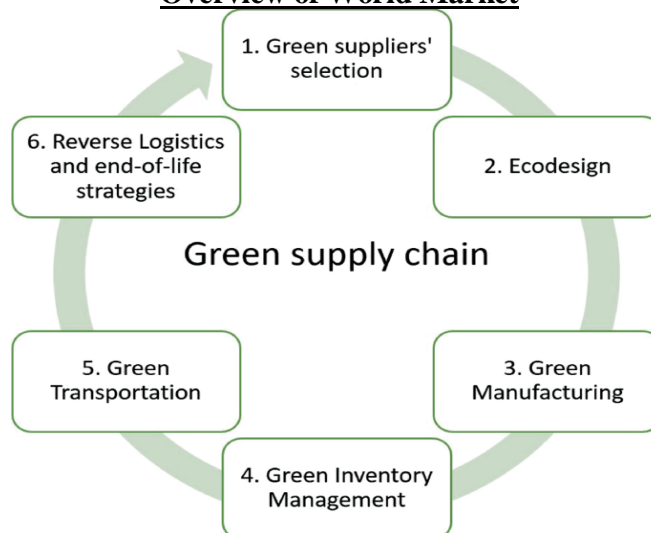
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Executive Summary

This project involves the use of green practice marketing techniques adopted by Indian traders in supply chain management to reduce waste and significantly increase profit margins as well as corporate social responsibility (CSR) through the use of environmentally friendly techniques. The Indian retail market is the fifth largest retail destination in the world and is considered the most attractive emerging market for retail investment. India stands out as the third most attractive market destination for apparel retailers. Experts agree that clothing along with food and groceries are leading the growth of organized retail in India. "Green Marketing" refers to the concept of holistic marketing in which products and services are produced, marketed consumed and disposed of in a way that is less harmful to the environment from solid waste, harmful effects of pollution, etc. ..Merchants and consumers are increasingly aware of the need to switch to green products and services. Since resources are limited and human needs are unlimited, marketers need to use resources efficiently without wasting them and achieve the objectives of the organization. Therefore, green marketing is imperative. Thus, consumers in the world are increasingly aware of the protection of their living environment, and people really want to leave a clean earth for future generations. Several studies involving environmentalists have shown that people care about the environment and change their behaviors to be less hostile to the environment. We can now see that the majority of consumers, both private and industrial, are increasingly concerned about products that respect the environment. Most of them believe that green products can be used safely. Following , green marketing emerged to market sustainable and socially responsible products and services. Now is the era of revocable.Non-Toxic & Eco-Friendly - Friendly Items. Meeting the needs of consumers and making better profits has become the new mantra for marketers.

PART – I GENERAL INFORMATION

Overview of World Market



The retail sector has been the main profit driver of recent growth in India. Today, Retail is a buzzword in India. It has become the most exciting and fascinating part of business or trading. The most exciting and fascinating part of business or trading. Effective management of green practices takes on greater importance as it is the biggest asset of an Indian retailer and its supply chain management directly affects its profitability. With the tightening of standards on environmental issues, increased competition, and the emergence of new types of risks in manufacturing, the retail industry must adopt these various green practices

In order to maintain a healthy green environment, Indian retailers have adopted numerous measures to align these policies and procedures with changing circumstances. 4044 also aim at effective management 4044 the dissemination of waste management, improved preparedness 4044 an appropriate atmosphere and implementation results implementation of the post-surveillance system. 4044 Therefore, the purpose of this study is to investigate the procedures followed by the 4044 Indian retail industry to adopt green practices in supply chain management. To explore the criteria as a decision tool for retailers, this project explains how retailers can evaluate green practices against various criteria.

LETTRATURE REVIEW INDIAN RETAIL SECTOR :

Overview The Indian retail market is the fifth largest retail destination in the world and has been named the most attractive emerging market for retail investment by the eighth annual Retail Development Index (GRDI) from AT Kearney. ,Year 2009. According to research. According to a survey conducted by the Indian Council for Research on International Economic Relations (ICRIER), retail trade is expected to account for 22% of India's GDP by 2010.

India's retail industry, worth of \$400 billion, is growing at a rate of 30% per year as consumer demand increases and disposable income increases. This figure is expected to reach \$700 billion by 2010, according to a report by global consultancy North bridge Capital.

Organized businesses are expected to represent 20% of the total market by then. In 2008, organized retail accounted for 7.5% or \$300 million of the total retail market.

Policy Initiatives :

100 per cent FDI is allowed in cash - and - carry wholesale formats . Franchisee arrangements are also permitted in retail trade.

51 per cent FDI is allowed in single - brand retailing.

ROAD AHEAD :

According to industry experts, the next phase of growth is expected to come from rural markets. The organized retail market in India is expected to reach \$50 billion by 2011, according to a new market research report from RNCOS titled "India's Booming Retail Sector".

From 2007 to 2015, the number of shopping centers is expected to grow at a CAGR of over 18.9%. Rural markets are expected to dominate the retail landscape in India with a total market share of over 50% by 2012.

Organized retail sales of mobile phones and accessories are expected to reach nearly \$990 million by 2010. Driven by retail market growth, the third-party logistics market is expected to reach \$20 billion by 2011. Organized retail accounts for 4.5% of India's \$270 billion retail industry. Organized pies are expected to grow at a CAGR of 37% (India Retail Industry Report 2007).

Green Marketing : Introduction**Introduction :**

According to the American Marketing Association, green marketing refers to the marketing of products that are safe for the environment. Therefore, green marketing includes a wide range of activities, including product modification, changes in the production process, changes in packaging, and advertising revisions. However, defining green marketing is not a simple task, with various meanings that intersect and contradict each other; an example of this is the existence of different social, environmental and commercial definitions of the term. Other similar terms used are environmental marketing and eco-marketing. Thus, "green marketing" refers to the concept of holistic marketing in which products and services are produced, marketed, consumed and disposed of in a way that is less harmful to the environment, with increasing awareness of global warming, non-biodegradable solid effects of waste, harmful effects of pollution, etc.

, merchants and consumers are increasingly aware of the need to switch to green products and services. Although going "green" may seem costly in the short term, it is certainly essential and beneficial in the long term, as well as in terms of costs.

Why Green Marketing ?

It's truly chilling to read this recent report from The Times: "America's air pollution costs people, crops and wildlife tens of billions of dollars every year." "More than a dozen other studies in the United States, Brazil, Europe, Mexico, South Korea, and Taiwan have identified links between air pollution and premature low birth weight stillbirths at birth and infant mortality"

With limited resources and unlimited human needs, it is important The best thing is that marketers can use resources efficiently without waste and achieve organizational goals. Green marketing is therefore imperative.

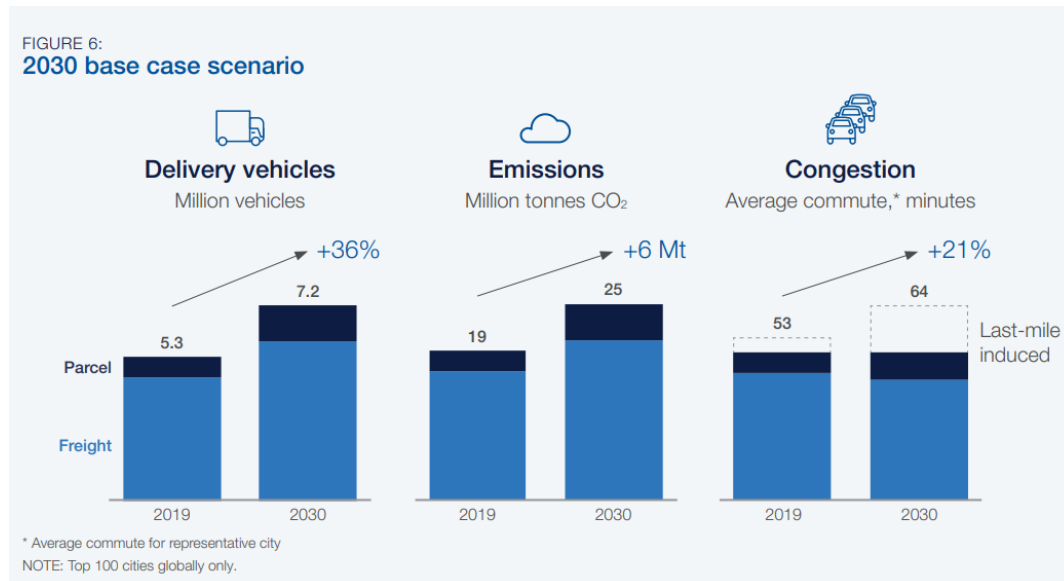
Issues with Green Marketing:

As more consumers associate themselves with environmentally friendly products, many organizations want to go green. In addition, consumers are confused about the product. In particular, people are often suspicious of the credibility of green products. Therefore, to ensure consumer confidence. Merchants of green products need to be more transparent and not violate laws or standards related to products or business practices.

Marketing strategy:

Marketing strategies for green marketing include:

- ☑ Marketing audits (including internal and external situation analysis).
- ☑ Develop a marketing plan outlining 4 P strategies.
- ☑ Implement marketing strategies.
- ☑ Evaluation of program results

ENVIRONMENTAL IMPACT OF DIFFERENT RETAIL OPERATIONS :**PART – II PRIMARY STUDY****SUPPLY CHAIN MANAGEMENT IN INDIAN RETAIL INDUSTRY**

The past few years have seen unprecedented growth in the Indian retail sector. Success in this competitive and dynamic industry depends on achieving efficient logistics and supply chains, which can be provided by professionals as they combine the best systems and expertise to manage the flow of ready-to-use goods and services. 'job.

In India, the logistics market is mainly considered to refer to transportation. But for the industry, the largest components of logistics costs include transportation, warehousing, inventory management, express delivery, and other value-added services such as packaging.

Logistics costs represent 13% of GDP.

The industry is currently booming and is expected to grow by 20% in the next few years.

Key to the network:

industry experts believe that major Indian retail chains will also follow the global logistics outsourcing model to better manage complex supply chains and focus on their core business. For enterprises in the agricultural product distribution chain, logistics efficiency is very important, and indeed can exert a brand effect to a large extent.

Most Important Asset:

Retailers realize that knowing what's selling and what's not improves the inventory process. Inventory is the biggest cost driver, and it can also be the biggest drain if not managed well. That's why today's retailers and their business partners take inventory processes and their impact seriously.

An effective SCM allows:

Actual order lead time:

The supplier is not surprised by the next order. Retailers are better able to meet increases in demand, reduce forced markdowns, and avoid obsolete inventory costs.

Avoiding Problems:

Stores can easily identify potential out-of-stock situations and request restocking before stock drops to zero. Deciding to remove or replace a product is easier.

Facilitate resource planning and allocation:

product forecasting and supply planning easily translates into space planning, determining staffing requirements, and arranging inbound/outbound transportation. Financial experts can plan cash flows and analyze future profit margins.

The Four 'R's

The follows SCM's 4'Rs - Right Time, Right Place, Right Price, Right Quantity for the following benefits: The consistently reduces inventory by up to 60% for buyers and sellers.

improves prediction accuracy by 30%.

Increases store shelf inventory rate by 8%.

Sales increased by 20%. The

reduces logistics costs by up to 4%.

Major players in the logistics industry are gearing up for the challenge of exploiting retail opportunities by initiating organic and inorganic growth. Logistics companies are also beginning to focus on related services such as customs clearance and transportation, inbound warehousing, labeling and packaging, fleet management, order picking and inventory management.

MAJOR PLAYERS - COMPANY PROFILE : Company profile :**Pantaloon Retail :**

Based in Mumbai, it has 450 stores across the country and employs over 18,000 people. It can boast of having launched its first hypermarket in India, Big Bazaar, in 2001. 5 million square feet of retail space across India. foot. It should reach 30 million by 2010.

It is the largest retailer in India with a turnover of over Rs. 20 billion.

One of their recent innovations includes a hybrid e-commerce format for "small stores", which will be up to 150 square meters in size. foot. Equipped with 40 digital screens. Customers will be encouraged to browse the entire product line on digital screens.

They will be able to place an order and the store will arrange for it to be delivered to their doorstep within a few hours.

Reliance :

Reliance

Industries Limited

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GREEN PRACTICES ADOPTED BY MAJOR PLAYERS IN SUPPLY CHAIN MANAGEMENT

Green Retail :

Green Retail merges Business growth with environmental sustainability, economic development and innovation for achieving sustainable development of a Business enterprise This will also cover socially amicable enterprise models, that triple bottom-left line together with bringing a positive impact of the environment in retail space

By implementing sustainable practices, retail businesses can become more efficient and are saving big bucks in the process. Each eco-friendly idea that a retailer adopts makes a big difference to our planet.

Grass can be greener on your side of the fence too !

Indian companies are feeling the pressure to go green as many of their western counterparts incorporate environmental sustainability into their business practices. For example, Walmart, which imports more than \$3 billion worth of goods from Indian suppliers each year, recently called on them to adopt green measures or risk losing customers to the retail giant.

There are other compelling reasons for Indian companies to develop environmentally friendly practices. Great companies know that, when done right, going green can help a company build its fortunes. Here are a few examples:

When rising electricity costs ate away at the profits of Tulsi Tanti's textile business, he developed a wind power system.

Today his company, Suzlon Energy, is one of the largest wind turbine manufacturers in the world.

Committing To Green :



While going green can be a great source of competitive advantage, it's easier said than done. To reap real economic benefits, Indian companies, like those elsewhere, must follow certain key practices. Most importantly, they must embrace green ideas and integrate environmentally friendly practices into their product life cycles and supply chain operations.

Greening Supply Chains:

For many companies, supply chains can be an area of business that has an impact on the environment. It offers many opportunities for improvement. Recently, two-thirds of the 300 organizations that responded to our 2008 Global Supply Chain Trends 10 survey identified environmental sustainability as a key component of their global supply chain strategy.

Incorporation and growth:

The company was incorporated on October 31, 1969 as Wal-Mart Stores Inc. In 1970, it opened a home office and first distribution center in Bentonville, Arkansas. It has 38 stores and 1,500 employees, with sales of \$442 million. I started trading as a public company on October 1, 1970 and was soon listed on the New York Stock Exchange. At that time, Walmart had five companies. Arkansas, Kansas, Louisiana, Missouri and Oklahoma had 1,198 stores with \$15.9 billion in sales and 200 stores by their 25th anniversary in 1987. 000 employees.

Key initiatives :

In October 2005, Walmart announced that it would implement several environmental initiatives to improve energy efficiency. Key goals include spending \$500 million a year to increase the efficiency of Walmart's truck fleet by 25% in three years and double it in ten years

- Reduce greenhouse gas emissions by 20% in seven years.
- Reduced store energy use by 30%
- Reduced solid waste at US and Sam's Chins stores by 25% over three years
- Zero waste generated using only renewable energy
- The company also designed a new Experiment Store, Texas. Aurora, CO and Las Vegas, NV have wind turbines, photovoltaic solar panels, bio-fuel boilers, water-cooled refrigerators and landscaped gardens
- To be the largest seller of organic milk and the largest buyer of organic cotton
- Reduce packaging and energy costs.
- Walmart also spent nearly a year working with outside consultants to uncover the company's overall environmental impact and identify areas for improvement. they discovered.
- By eliminating excess packaging for the Kid Connection toy line, they not only save \$2.4 million in annual shipping costs, but also 3,800 trees and 1 million barrels of
- Walmart has also recently launched its own electrical company, Texas Texas Retail Energy Creation. , and plans to offer low-cost e-commerce sales at wholesale prices. With the new guard, the company expects to save \$15 million a year and lays the groundwork and infrastructure to sell electricity to Texas consumers.

Operating divisions:

Wal-Mart's business is organized into three divisions: Wal-Mart Stores US. Sam's Club and Wal-Man International operate in 9 different retail formats: Supercenters, Food and Medicines, Department Stores, Grocery (mini-markets), Cash & Carry Stores, Membership Warehouse Clubs, Clothing Stores, Soft Discount shops, restaurants.

WESTSIDE :

Type: Private Business Conglomerate (ESB) Founded: 1858 Founder: Jamshetji Tata Head Office in Mumbai and Navi Mumbai, Maharashtra, India Key People: Ratan Tata NA Sonevala 33 RK Krishna Kum R Gopalis Kishor Chakar Alun Kumar Retail G

Arun Kumar Retail G4andhi Employees: 350,000 (2008) Website bewww..com

Concerns about increasing carbon footprints and pressure from regulators are pushing global companies to adopt greener supply chain practices. A March study of 335 global companies by the Aberdeen Group titled "Building a Green Supply Chain" found that up to 87% of respondents have adopted green practices in their supply chains. Back home, Westside Lad was one of the few who recognized this reality early on. He tried to solve this problem from start to finish through the Green Dealer Development Program and the Green Seller Development Program. In a conversation with Vikram Kasbekar, Operations and Supply Chain Manager at Here, Honda Motor Co Ltd shares his experience in introducing and maintaining green practices. extract.

Benefit supply chain and overall business by green practices .

Environmentally friendly practices benefit the entire supply chain and also contribute to better management systems. For example, it contributes to a better waste management system by classifying waste into recyclable and non-recyclable categories. Similarly, water recycling contributes to better water conservation. Energy savings have been achieved through the installation of energy efficient appliances such as CFLs, natural lighting, etc. In addition, stack monitoring and emission controls lead to pollution control.

Plans of expansion of the green supply chain initiative .

They will soon launch phase 2 of our green supply chain program with merchants. Additionally, they will begin to seek to develop and deploy carbon-neutral technologies and processes.

Their viewpoint on future of green supply chain in India .

In the medium to long term, India has great potential for green supply chain practices. Research design.

RESEARCH METHODOLOGY

'Descriptive Research Design'

This project involves using available secondary data to better understand the green practices adopted by Indian retailers in supply chain management.

Data collection Secondary data is necessary to achieve project objectives. Therefore, secondary data was used for this project.

Secondary data collection sources for this study were magazines, books, newspapers and websites.

RECOMMENDATIONS :

Here are some best practices for world-class organizations in establishing a green supply chain.

- Get company-wide buy-in: It's also important to get company-wide buy-in for any changes you wish to implement within the leadership of your organization. . There are business units throughout the organization. Build cross-functional teams to solve green supply chain issues and develop action plans and guidelines to introduce change across the organization. Engage users to help design green supply chains. 62

OTHER RECOMMENDATION :

Develop consistency of supply chain operations to improve short and long term goals.

Supply chain coordination with modern technology.

Collaborative planning, forecasting and augmentation.

Initiates supply chain collaboration.

Use of information systems, the Internet and the latest technologies as a distribution channel for retailers.

Learn how green supply chain analytics can locate wasted materials, wasted energy, and underutilized resources.

CONCLUSION:

The green movement has taken root in organizations around the world. The company recognizes that green initiatives not only support corporate values, but also play a key role in how the organization is perceived by customers, employees, partners and the community at large.

In recent years, companies have explored ways to reduce, reuse and recycle. From costly initiatives such as building LEED (Leadership in Energy and Environmental Design) certified buildings to building energy-efficient data centers and supporting green practices in the workplace. An emerging area of corporate environmental awareness is that of green supply chains. Companies at the forefront of this trend want to select their suppliers not only on the traditional criteria of price, quality and reliability, but also on their degree of compliance with corporate social responsibility initiatives and concerns. environmental. Recognizing that the partners they choose can reflect who they are, the company has assessed its suppliers to ensure they follow fair labor practices, engage in ethical behavior and use safe materials.

Companies are now also interested in the environmental practices of their suppliers. They could soon require their suppliers to comply with environmental practices and other areas of social responsibility. By implementing a green supply chain and supporting it with well-established automated processes, you will gain increased control and visibility into your procure-to-pay operations. Procurement and accounting professionals will have more time to focus on managing expenses and cash flow, and providing key financial information to the business. These business benefits, combined with positive impacts on the environment and corporate reputation, provide a strong value proposition.

A green supply chain not only reinforces the importance of corporate responsibility, but is also a winning business strategy for composers in the 21st century. Greening supply chains is almost an example of doublethink. In a world where global consumerism and mass production are killing resource carts, suggest that supply chains are "green". In fact, "green" has almost become a brand in itself. Businesses drive mass consumption and they always come up with new and creative ways to sell more and more products, creating unwanted consumer demand.

It seems absurd that a company presents itself as green, for example by carbonizing its offices, in order to make itself more attractive and thus sell more to consumers. The extra profits will end up consuming more resources and emitting more carbon than the "zero carbon" office hopes to save.