



# “Study On The Attempts To Measure And Minimize Ecological Impact Of Logistics Activities In DHL Home Global Logistics”

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## **ABSTRACT**

The courier industry is a subset of the broader logistics and transportation sector, primarily focused on the efficient and timely delivery of packages, documents, and small parcels from one location to another. Couriers are responsible for ensuring that shipments reach their intended recipients quickly and securely. This industry plays a crucial role in the modern economy by facilitating the flow of goods and information.

The present study is conducted to understand how DHL can improve its services while following Eco-friendly services. Primary data were collected by using the structured questionnaire. Secondary data were collected through journals, books and websites. The study reflect that DHL Logistics needs many improvement in the field of Eco-friendly Logistics. From the study we can see that more than 50% of the respondent does not have much knowledge about Green Logistics. The present study revealed that the need for more awareness and improvement in the industry. Therefore, the study recommended that the Government, institutions, influencer and courier industry needs to have more awareness about the importance of using Eco-friendly services.

## **KEYWORDS**

Courier Industry, Green Logistics, DHL Home Global Logistics

## **INTRODUCTION**

The courier industry is a subset of the broader logistics and transportation sector, primarily focused on the efficient and timely delivery of packages, documents, and small parcels from one location to another. Couriers are responsible for ensuring that shipments reach their intended recipients quickly and securely. This industry plays a crucial role in the modern economy by facilitating the flow of goods and information.

The term Green Logistics does not have a specific year of Development in India. It evolved over time in response to various factors such as environmental concerns, regulatory changes, technological advancements, and global sustainability trends. The adoption of environmentally responsible logistics practices in India began to gain traction in the early 21st century, with a more significant focus in the last two decades. Several factors have contributed to the development of green logistics in India, including government policies, regulatory changes, and a growing awareness of environmental issues. As sustainability and environmental consciousness have become more critical globally, the logistics industry in India, like many other countries, has adapted to incorporate greener practices. The specific initiatives and regulations related to green logistics may have been introduced at different times in various regions of India.

Green logistics, also known as sustainable logistics or eco-friendly logistics, is a concept that focuses on reducing the environmental impact of logistics and supply chain operations. It involves the integration of environmentally responsible practices and technologies into the transportation, distribution, and storage of goods. The primary goal of green logistics is to minimize the negative effects of logistics activities on the environment while still meeting the demands of efficient and effective supply chain management.

The growth and evolution of courier industry in India has experienced significant growth and evolution over the years, reflecting changes in the country's economy. . The courier industry in India has experienced significant growth and evolution over the years, reflecting changes in the country's economy, e-commerce landscape, and technological advancements.

The year between 1990-2000 shows the emergence of domestic courier companies among this we focuses on DHL Global Logistics. DHL(is an acronymy for Dalsey,Hillblom and Lynn, the surname of the original founders) is an American-founded German logistics company providing courier, package delivery and express mail service. Delivering over 1.8 billion parcels per year. A subsidiary of the German logistics firm DHL Group, its express mail

service DHL Express is one of the market leaders for parcel services in Europe and Germany's main courier and parcel service. It deals with how the courier industry undertake Green Logistics movement in their daily work.

DHL (Dalsey, Hillbom and Lynn) was founded in San Francisco, United States in 1969 and expanded its service throughout the world by the late 1970s. In 1979, under the name of *DHL Air Cargo*, the company entered the Hawaiian Islands with an inter-island cargo service using two Douglas DC-3 and four DC-6 aircraft. The company was primarily interested in offshore and intercontinental deliveries, but the success of FedEx prompted DHL's own domestic (intra-US) expansion starting in 1983. In 1998, Deutsche Post began to acquire shares in DHL. It reached controlling interest in 2001, and acquired all outstanding shares by December 2002. The company then absorbed DHL into its Express division, while expanding the use of the DHL brand to other Deutsche Post divisions, business units, and subsidiaries. Today, DHL Express shares its DHL brand with business units such as DHL Global Forwarding and DHL Supply Chain. It gained a foothold in the United States when it acquired Airborne Express. In the 1970s, DHL became an international delivery company, Deutsche Post began to acquire shares in DHL in 1998, acquiring a controlling interest in 2001. By the end of 2002, Deutsche Post had acquired all of DHL's remaining stock, and absorbed the operation into its Express division.

According to 'The Economics Time' DHL Company was came into India on 24<sup>th</sup> April, 2001, it is a non-government company. The Company is registered in Mumbai (Maharashtra) Registrar Office. DHL Express (india) Private Limited registered address is 801 A, Silver Utopia, 8th Floor, Chakala, Cardinal Gracias Road, Andheri (E) Mumbai Mumbai City MH 400099 IN. DHL Express (india) Private Limited is majorly in Transport, storage and Communications business from last 22 years and currently, company operations are active. Current board members & directors are Subramania Sivaram Ramchandran and Anjali Rahul Bhadbhade.

## **LITERATURE REVIEW**

- Shanglio Sun (2023) : In his article says that the courier, express and parcel (CEP) market reached the volume of 3.9 billion pieces in India. It was a huge increase in comparison with the previous year with more than 26.7 percent compound annual growth rate. Lockdowns introduced due to the coronavirus pandemic have accelerated the e-commerce section and boosted the CEP sector.
- Indian Domestic Courier, Express, and Parcel (CEP) Market Size & Share Analysis – shows that growth Trends & Forecasts (2024 - 2029) The India Domestic Courier, Express, and Parcel (CEP) Market is segmented by business model (Business-to-

Business [B2B], Business-to-Customer [B2C], customer-to-customer [C2C]), type (E-commerce and Non-e-commerce), and end-user (Service, Wholesale and Retail Trade, Healthcare, Industrial Manufacturing, and other end-users). The report offers the market size and forecasts in value (USD billion) for all the above segments.

- Alemayehu Molla, Ahmad Abareshi, Vanessa Cooper (2014) : in their study identify the pro-environmental personal computing actions that IT professionals are taking and how their Green IT beliefs, attitudes, information acquisition capability, and organizational fields influence their behavior. They investigate the influence of organizational eco-sustainability motivations on the adoption of Green Information Technology (IT) and IT for Green. The result shows that eco-efficiency and eco-effectiveness motives influence the adoption of (a) technologies that improve the energy efficiency of IT infrastructure and that reduce IT related emissions (b) information systems to reduce travel and travel related emissions and (c) policy and practices that cultivate product stewardship focusing on the IT lifecycle from procurement to end of life. The findings show that while a sense of corporate environmental responsibility predicts Green IT policies and IT for Green technologies, cost cutting and energy conservation are main reasons for undertaking Green IT investments
- Adam Marcysiak (2021) : evaluate the quality management of customer services focused on a group of individual customers availing of the services of courier service companies. The study was conducted in September 2020 with the application of electronic tools in the form of an online survey. The questionnaire was composed of single-choice and multiple-choice questions. Upon a factual and logical verification, 260 surveys were selected for further analysis. The conducted study demonstrates that the prime motives behind the choice of a courier company are delivery completion time, service prices, and safety concern. As a result, the most modern companies invest in hybrid and electric cars, optimize travel routes to the customer, and use recyclable packaging.
- Rommert Dekker, Jacqueline Bloemhof , Ioannis Mallidis (2012): in their article they highlighted how economic growth of the last century has given rise to a vast consumption of goods while globalization has led to large streams of goods all over the world. Highlighted the contribution of Operations Research to green logistics, which involves the integration of environmental aspects in logistics.
- Marie Cathrine Osman, Maria Hüge Brodin, Jonas Ammenberg and Jenny Karlsson(2022): in their article talk about how business trends mirror the requirements of customers and development of technology of the current age. The growing awareness of the impact human activities have on the environment has led

customers, businesses, and governments to shift mindset resulting in changes in market trends, business operations and government involvement as described in European Commission's 2018 report A Clean Planet for All Transportation has a major environmental impact, where freight transport is considered as challenging to improve. In the supply chain context, logistics activities have increased dramatically with the globalisation of economies thereby increasing stress for creating and implementing sustainable business practices across all actors within the logistics industry. In the European Union, road transportation is consistently responsible for most of the transportation industry's environmentally negative effects (e.g. CO<sub>2</sub> emissions, shipping less than truckload (LTL), noise pollution, possible material waste from packaging), hence stakeholders in the freight and logistics industry have focused on methods to minimise these effects, such as overall system design, eco-driving, collaborative projects, alternative propulsion technology, fossil-free fuels, route optimisation, or more sustainable packaging. These methods have been labelled differently over time but have lately been referred to as Green Logistics Practices (GLPs). Although climate challenges may take centre stage in certain debates, GLPs promote a wider understanding of environmental sustainability. The wide range of GLPs include measures relating to logistics, technical considerations, behavioural matters and the selection of fuel and its consequences.

- Bo Zhou, Abu Bakkar Siddik, and Mohammad Masukujjaman (2023): show that green logistics management positively affects organizations' circular economy practices and sustainability performance. Furthermore, supply chain traceability strongly affects SMEs' circular economy practice but fails to moderate the linkage between green logistics and sustainability performance. Finally, circular economy practice mediates the linkage between SMEs' green logistics management and sustainability performance. We also conducted the Sobel test to validate the mediation. Our findings advance the natural resource-based view and resource dependence theory while improving the understanding of green logistics management, circular economy practices, and sustainability performance. Given the dearth of literature assessing the complex interactions among these variables, our findings have pivotal implications.
- A.K.M. Mohsin, Hasanuzzaman Tushar, Sayed Far Abid Hossain, Kazi Khaled Shams Chisty, Mohammed Masum Iqbal, Md. Kamruzzaman, and Siddiquir Rahma: generalized method of moments (GMM) to analyze the relationship between the green logistics, environment and economic growth based on panel data of countries along the BRI from 2007 to 2018. found that fossil fuels are the core of logistics operation activities, and the more fossil fuels are used, the more

detrimental to the sustainable development of the environment. "The green logistics is negatively correlated with fossil fuel energy consumption and carbon emissions per capita in countries along the Belt and Road. At the same time, the green logistics can also bring more export opportunities for these countries and increase the national income per capita. The development of the green logistics is of great significance to the countries' environment and sustainable economic development along the Belt and Road.

- Oksana Seroka-Stolka (2019): in her article says Green logistics (GL) is the main development trend of modern logistics. Green logistics is an inherent condition and a basic system of the development of circular economy (CE). Circular economy is means as a realization of a closed loop of material flows in the economic system. Green logistics is the concept which links between resources and products, products and consumers. Green logistics is helpful for closing the loop of circular economy. Green logistics is an important tool for the development of circular economy. The first section of article explains the term of green logistics and the circular economy. The second part of the paper presents the relationship between green logistics, using the concept of circular economy development of the green practice logistics practices on the example of sludge management.
- Silvia\_Cosimato,\_Orlando\_Troisi(2015): in their article says that thorough the DHL case study. The case study analysis has been conducted according to a specific conceptual model (Rao and Holt, 2005), which allows a deeper understanding of literature review results. According to DHL case study evidence, in logistics innovation, often based on emerging green technologies, is strictly related to the development of a much more sustainable and environment-friendly approach to SCM, based on reduction of core activities' ecological impact, cost saving, quality, reliability, performance and energy efficiency. In this context, the respect of environmental regulations is fundamental to achieve not only a reduction of ecological damage, but also to overall economic profit.

## **Hypothesis**

The researcher has developed following hypotheses based on the theoretical model.

H 1: Consumer's use courier services often for sending parcel, letter and oversize boxes.

H 2: Consumer's are not aware of green logistics and the important of using eco-friendly services.

## **RESEARCH METHODOLOGY**

Research design explains the total structure of the research methodology and it contains the Research philosophy, Research approach, Research strategy and time horizon and techniques and procedures. Deductive research approach will be conducted on the study that means research is focused to test existing theory. Research strategy identified as the "Survey" which means research used questionnaires to collect the research data. Time horizon of the study can be selected as one-shot/ cross-sectional which means data were gathered only one time. The main objective of the study is to understand and analyse the knowledge society or consumers are having regarding Green Logistics, how courier industry follow Eco-friendly practices. For the purpose of the study 111 people are selected as sample using convenient sampling method. The primary data were collected by using a structural questionnaire. Questionnaire was framed based on the literature. Questionnaire was converted into Google form and sent to the respondents through WhatsApp. Secondary data were collected through journals, website, and books. The study was conducted between January, 2024 – March, 2024. Excel was used to extract tables and percentage was used to analyse and interpret the data.

## **SAMPLE FRAMEWORK**

- 1) Research Design: This research use quantitative research design to provide numerical insights into the courier industry how green logistics are followed.
- 2) Population: Population is the entire group of people that the researcher wishes to investigate. In other words, the population includes all the elements of the study. Data were gathered from the sample of different consumers of the population using the convenience sampling method. Data were gathered from the sample of 111 consumers among people of different age using the convenience sampling method.
- 3) Data Collection: The primary data source of this research was mainly obtained from the questionnaires. Therefore, questionnaires were distributed online to the target respondents, secondary data were gathered by referring the previous studies and other secondary information sources such as newspaper, journal, and internet. Overall data is collected from 111 samples.

## **PROBLEM IDENTIFICATION-**

To understand and know more about the industry Primary data were collected through structured questionnaire. The questionnaire was framed based on the literature. WhatsApp and mail was used to reach the respondents by sending questionnaire link. Secondary Data were collected through internet source, journals, newspaper.

111 respondent were selected to answer the questionnaire. Some of the limitations of the project are listed under.

Analysis is purely based on the responses and hence may give biased or false information than the actual data.

Due to conservative nature, it is possible that some respondents may not have given their responses in the questionnaire in fully true manner.

The researcher feels that the information collected are insufficient and feels that the research would be more reliable if a longer time period were available and the information collected can thus be more sufficient.

### **QUESTIONNAIRE-**

This questionnaire is to be used by R.Lalngaihsaki and Raghvendra Shukla 4th Semester MBA(Logistics and Supply Chain Management), Parul University only for study purposes.

#### 1.Gender

- Male

-Female

#### 2.Age

-between 15-20

-between 21-25

-between 26-30

-between 31-35

-36 above

#### 3.Educational qualification

- Class 10-below

- class-12

- Graduate

- Post-graduate

- Diploma course/others

#### 4.occupation

- Student

- Homemaker

- Unemployed

- Retired



- Businessman

5. Have you ever use courier service

- Yes

- No

6. How often do you use the service

- More than once per-month

- Once a month

- Once a year

7. Type of shipment used often

- Letter

- Parcel

- Excessive or oversized shipment

8. Are you satisfied with the price charge by the type of shipment you prefer

- Yes

- No

9. Which courier company do you use mostly

- Blue Dart

- Delhivery

- DHL

- Ecom Express

- FedEx

- Others

9. Is your order deliver on time

- Yes

- No

10. Do you make use of complaints department

- Yes

- No

11.Does your complaint been resolved to your complete satisfication

- Yes
- No
- Sometimes

12.Have you ever heard about Green logistics

- Yes
- No

13.Do you think courier industry follow eco-friendly services

- yes
- no
- maybe

14. Which of the following green logistics practices are you aware of

- reducing carbon emission
- optimizing transportation route
- using eco-friendly packaging materials
- implementing reverse logistics
- promoting sustainable sourcing

15.Do you believe that green logistics can contribute to cost saving

- Yes
- No
- I have no idea

16.would you be willing to pay extra for product/services that are delivered using eco-friendly logistics practices

- Yes
- No
- Maybe

17.Personally are you willing to contribute to reduce your carbon footprint in terms of logistics

- Yes

- No

## RESULTS AND DISSCUSION:

### Gender of the respondent-

Table 1 shows the gender of the respondents table shows that 59(53.2%) are male and 52(46.8%) are female.

**Table 1: Gender of respondent**

Gender	Frequency	Percentage
Female	59	53.2
Male	52	46.8
Total	111	100

Source: field study

### Age of respondent-

Table 2 shows that 5 (4.5%) age between 15-20, 93 (83.8%) are between 21-25, 6(5.4%) are between 26-30, 5(4.5%) age between 31-35 the rest 2(1.8%) are 36-above.

**Table 2: Age of respondent:**

Age	Frequency	Percentage
15-20	5	4.5
21-25	93	83.8
26-30	6	5.4
31-35	5	4.5
36-above	2	1.8
Total	111	100

Source: field study

### Educational qualification-

Table 3 shows that 58(52.3%) of the respondent are post graduate and 38(34.2%) are graduate and 4(13.5%) study other diploma course.

**Table 3: Educational qualification**

Course	Frequency	Percentage
Post Graduate	58	52.3
Graduate	38	34.2
Others	4	3.5

Total	111	100
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Source: field study

### Occupation -

Table 4 shows that 83(74.1%) of the respondent are students, 15(13.9%) are unemployed and 13(12%) are Businessman.

**Table 4: occupation**

Occupation	Frequency	Percentage
Students	83	74.1
Unemployed	15	13.9
Businessman	13	12
Total	111	100

Source: field study

### How many of the respondent have used courier industry-

In this table it shows that 104 (93.7% )of the respondent have used courier industry and only 7(6.3%) have not tried courier services.

**Table 5: have you ever use courier service**

Have you ever use courier service	Frequency	Percentage
Yes	104	93.7
No	7	6.3
Total	111	100

Source: field study

### How often do the respondent use courier services-

The table shows that 53(49.1%) of the respondent use courier service once a month 25(23.1%) use more than once a month and 30(27.8%) use once a month.

**Table 6: how often do you use the service**

Times of services use	Frequency	Percentage
Once a month	53	49.1
More than once	25	23.1
Once a year	30	27.8
Total	111	100

Source: field study

### Type of shipment use-

The table says that 104 (94.5%) of the respondent use parcel for shipment and 4(3.6%) send letterer and 2(1.8%) use oversized shipment.

**Table 8: type of shipment use often**

Type of shipment use	Frequency	Percentage
Parcel	104	94.5
Letter	4	3.6
Oversized	2	1.8
Total	111	100

Source :field study

### Satisfaction level of customer on the price of services and product-

Table 8 shows 87(79.8%) of the respondent are satisfied with the price and 22(20.2%) are not satisfied

**Table 8: are you satisfy with the price charge by the type of shipment you prefer**

Are you satisfy	Frequency	Percentage
Yes	87	79.8
No	22	20.2
Total	111	100

Source: field study

### Courier company mostly use by respondent-

Table 9 shows that 48(43.6%) use Delhivery, 29(35.5%) use others services, 19(17.3%) use Blue Dart and the rest 4(3.6%) use DHL.

**Table 9: which courier company do you use mostly**

Type of courier company use	Frequency	Percentage
Delhivery	48	43.6
Others	29	35.5
Blue Dart	19	17.3
DHL	4	3.6
Total	111	100

Source: field study

### 10. Timely delivery of services and goods-

Table 10 shows that 83(75.5%) of the respondent receive their order on time and 27(24.5%)face delay in delivery.

**Table 10: is your order deliver on time**

Is you service delivery on time	Frequency	Percentage
Yes	83	75.5
No	27	24.5
Total	111	100

Source: field study

### Do the respondent make use of the complaints department-

The table shows that 42(38.2%) have complaints in the service and 68(61.8%) does not make use of complaints department.

**Table 11: do you make use of complaints department**

Do you make use of complaint department	Frequency	Percentage
Yes	42	38.2
No	68	61.8
Total	111	100

Source: field study

**Does the complaints of the customer been resolved to their satisfaction-**

The table shows that 43(42.6%) of the respondents complaints are resolved sometimes, 38(37.6%) complaints are resolved to their satisfaction and 20(19.8%) complaints are not resolved.

**Table 12: does your complaint been resolved to your complete satisfaction**

Does your complaint resolved	Frequency	Percentage
Sometimes	43	42.6
Yes	38	37.6
No	20	19.8
Total	111	100

Source: field study

**Does the respondent ever heard about Green Logistics-**

Table 13 shows that 72(65.5%) does not have any knowledge about Green Logistics and 38(34.5%) have heard about green logistics.

**Table 13: have you ever heard about Green Logistics**

Do you know Green Logistics	Frequency	Percentage
No	72	65.5
Yes	38	34.5
Total	111	100

Source: field study

**14. Do you think the courier industry follow Eco-friendly services-**

The table shows that 76(68.5%) says that courier service somehow follow Eco-friendly services, 22(19.8%) says that they follow, and 13(11.7%) says they don't follow.

**Table 14: do you think courier industry follow Eco-friendly service**

Courier service follow Eco-friendly service	Frequency	Percentage
Maybe	76	68.5
Yes	22	19.8
No	13	11.7
Total	111	100

Source: field study

### What Green Logistics practices the respondent aware of –

The table shows that 27(25.2%) aware of reducing carbon emission, 21(19.6%) know optimizing transportation route, 63(58.9%) aware using eco-friendly packaging materials, 12(11.2%) aware of implementing reverse logistics, 25(23.4%) aware of promoting sustainable sourcing and 22(20.6%) does not have any knowledge about Green Logistics.

**Table 15: which of the following logistics practice are you aware of**

Logistics practice aware of	Frequency	Percentage
Reducing carbon emission	27	25.2
Optimizing transportation route	21	19.6
Using Eco-friendly packaging	63	58.9
Implementing reverse Logistics	12	11.2
Promoting sustainable sourcing	25	23.4
None	22	20.6
Total	111	100

Source: field study

### Do you believe that Green Logistics can contribute to cost saving-

The table shows that 54(49.1%) believe that Green Logistics contribute to cost saving, 48(43.6%) of respondent does not have any idea, 8(7.3%) says Green Logistics does not contribute to cost saving.

**Table 16: do you believe that green logistics can contribute to cost saving**

Opinion	Frequency	Percentage
Yes	54	49.1
No	8	7.3
I have no idea	48	43.6
Total	111	100

Source: field study

### would you be willing to pay extra for product/services that are delivered using eco-friendly logistics practices-

The table shows that 60(54.1%) maybe willing to pay extra charges to contribute for Green Logistics promotion, and 32(28.2%) of the respondents are sure and willing to pay for extra charges and the rest 19 (17.1%) are not willing to pay.



**Table 17 : would you be willing to pay extra for product/services that are delivered using eco-friendly logistics practices**

Willing to contribute	Frequency	Percentage
Maybe	60	54.1
Yes	32	28.2
No	19	17.1
Total	111	100

Source: field study

**Personally are you willing to contribute to reduce your carbon footprint in terms of logistics-**

The table shows that 94(84.7%) of the respondent are willing to contribute to reduce their carbon footprint in terms of logistics and the rest 17(15.3%) are not willing to contribute.

**Table 18: would you be willing to pay extra for the product/services that are delivered using Eco-friendly logistics practice**

Personal contribution	Frequency	Percentage
Yes	94	84.7
No	17	15.3
Total	111	100

Source: field study

**FINDINGS**

- 59(53.2%) of the respondent are male and 52(46.8%) are female.
- 5(4.5%) of respondent age between 15-20, 93(83.8%) are between 21-25, 6(5.4%) are between 26-30, 5(4.5%) age between 31-35 the rest 2(1.8%) are 36-above.
- We can see that 58(52.3%) of the respondent are post graduate and 38(34.2%) are graduate and 4(13.5%) study other diploma course.
- 83(74.1%) of the respondent are students, 15(13.9%) are unemployed and 13(12%) are Businessman.
- The study shows that 104 (93.7% ) of the respondent have used courier industry and only 7(6.3%) have not tried courier services.
- We can see that 53(49.1%) of the respondent use courier service once a month 25(23.1%) use more than once a month and 30(27.8%) use once a month.
- 104 (94.5%) of the respondent use parcel for shipment and 4(3.6%) send letterer and 2(1.8%) use oversized shipment.

- 87(79.8%) of the respondent are satisfied with the price and 22(20.2%) are not satisfied.
- 48(43.6%) of the respondent use Delhivery, 29(35.5%) use others services, 19(17.3%) use Blue Dart and the rest 4(3.6%) use DHL.
- 83(75.5%) of the respondent receive their order on time and 27(24.5%)face delay in delivery.
- We can see that 42(38.2%) have complaints in the service and 68(61.8%) does not make use of complaints department.
- We can see that 43(42.6%) of the respondents complaints are resolved sometimes, 38(37.6%) complaints are resolved to their satisfaction and 20(19.8%) complaints are not resolved.
- 72(65.5%) of the respondent does not have any knowledge about Green Logistics and 38(34.5%) have heard about green logistics.
- 76(68.5%) says that courier service somehow follow Eco-friendly services, 22(19.8%)says that they follow, and 13(11.7%) says they don't follow.
- 27(25.2%) aware of reducing carbon emission, 21(19.6%)know optimizing transportation route, 63(58.9%) aware using eco-friendly packaging materials, 12(11.2%)aware of implementing reverse logistics, 25(23.4%)aware of promoting sustainable sourcing and 22(20.6%) does not have any knowledge about Green Logistics.
- 54(49.1%)believe that Green Logistics contribute to cost saving, 48(43.6%)of respondent does not have any idea, 8(7.3%) says Green Logistics does not contribute to cost saving.
- Green Logistics promotion, and 17(15.3%) of the respondents are not willing to pay.

## **CONCLUSION**

Green Logistics does not have a specific year of Development in India. It evolved over time in response to various factors such as environmental concerns, regulatory changes, technological advancements, and global sustainability trends. The adoption of environmentally responsible logistics practices in India began to gain traction in the early 21st century, with a more significant focus in the last two decades. Several factors have contributed to the development of green logistics in India, including government policies, regulatory changes, and a growing awareness of environmental issues. As sustainability and environmental consciousness have become more critical globally, the logistics industry in India, like many other countries, has adapted to incorporate greener practices. The specific initiatives and regulations related to green logistics may have been introduced at different times in various regions of India. With the growing of technology and advancement, environmental protection is the need of an hour. So in order to help in saving environment Green Logistics is needed.

As per our study, we can conclude the importance of courier industry, the growth and evolution, economic contribution for the country, the parties involved in the transportation process and the need of the industry. We can also find out that courier industry is one of the industry that causes Environmental issues from their activities. To solve this ecological impact some company start to

follow new steps in their activities like, substitute fuel which are eco-friendly, changing packaging style, reducing waste, etc. so, it is a must for every individual and company to take into consideration about the Environmental issues.

Environmental pollution has a wide range of consequences, impacting not only the environment itself but also human health and the well-being of ecosystems. These consequences can be both immediate and long-term. Efforts to mitigate and prevent environmental pollution are critical to addressing these consequences and protecting the health of both the environment and humans. Reducing pollution involves regulatory measures, sustainable practices, and public awareness campaigns.

The future outlook of the courier industry in India is promising, driven by various factors that have been shaping the industry over the past few years. some key trends and factors that were likely to continue influencing the courier industry in India in the coming years-

E-commerce growth- India's e-commerce sector has been experiencing significant growth, and this trend is expected to continue. The rise of online shopping platforms and the need for reliable and efficient delivery services will drive the demand for courier companies. The industry is expected to adapt to the specific needs of e-commerce, including last-mile delivery and returns management.

Last Mile Delivery Innovations- With the expansion of urban areas and increasing population density, the last-mile delivery challenge remains a significant concern. Courier companies are likely to invest in innovative solutions such as drone and autonomous vehicle deliveries, delivery lockers, and optimized route planning to improve efficiency and reduce costs.

Digital Transformation- The adoption of digital technologies and data analytics is expected to continue playing a vital role in the courier industry. This will enable companies to track shipments in real-time, enhance customer service, and improve supply chain management.

Sustainability initiatives- Environmental concerns and regulatory pressures are pushing courier companies in India to adopt more sustainable practices. Expect to see the integration of electric vehicles, eco-friendly packaging, and reduced carbon emissions as part of their strategies.

Competition and consolidation- The courier industry in India is highly competitive, with numerous players, both domestic and international. In the coming years, there may be further consolidation in the market as larger companies acquire smaller ones or form partnerships to expand their reach and capabilities.

Government Initiatives- Government policies and initiatives can significantly impact the industry. The "Make in India" campaign and "Digital India" initiatives could drive growth in the manufacturing and technology sectors, increasing the need for courier services.

Cross Broader E-commerce- As cross-border e-commerce continues to grow, there will be a greater demand for international courier services in India. Companies that can offer efficient and cost-effective cross-border shipping solutions will have a competitive advantage.

Pandemic Resilience- The COVID-19 pandemic highlighted the importance of courier services for the delivery of essential goods and vaccines. The industry may continue to strengthen its infrastructure and protocols to remain resilient in the face of future crises.

The courier industry is dynamic and can be influenced by various economic, technological, and regulatory changes. The future outlook will depend on how companies in India adapt to these changes and seize opportunities for growth and innovation. To obtain the most current and specific information on the future outlook of the courier industry in India, it's advisable to consult industry reports, market research, and expert analysis published after September 2021.

## REFERENCE

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