

## Greening of Supply Chains: Benefits and Challenges Faced

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**Abstract :** Supply chains have been developing over time since the inception of commercial trade and barter. The Green Supply Chain Management (GSCM) is a powerful way to differentiate a company from its competitors and it can greatly influence the plan success. With increased awareness to corporate responsibility and the requirement to meet the terms with environmental policy, GSCM is becoming increasingly important for companies. This paper explains the concept of green supply chain management, the difference between conventional supply chain management and green supply management and how GSCM benefits organizations while at the same time supporting a sustainable environment system. An effort has also been made to analyse research already done in this field while exploring the challenges and barriers that organizations face in implementing GSCM practices in their existing systems.

**Keywords :** corporate social responsibility, green supply chain management, sustainability

**Conference Title :** ICSRD 2020 : International Conference on Scientific Research and Development

**Conference Location :** Chicago, United States

**Conference Dates :** December 12-13, 2020