

Book Review: Greening The Supply Chain

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By Purba Halady Rao

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Proper supply chain management has always been a guiding factor for the growth of any organization and industry. The recent COVID-19 pandemic has shown the susceptibility of traditional supply chain (Wieland, 2021), but no one can deny that efficient and resilient supply chain management practices also play a key role in bringing or keeping an organization's functionality on track. One of the recently explored and well-appreciated supply chain management areas is green supply chain management (GSCM).

There are thousands of research papers available that have explored all possible corners of green supply chain management, but surprisingly very few books, especially text books, are available on green supply chain management. *Greening The Supply Chain: A Guide for Asian Managers* by Purba Halady Rao makes a very fine reference work. This book starts with explaining the basic concepts of green supply chain management while providing good short case studies. It takes the readers to the core operations of a supply chain while discussing the approaches to make them eco-efficient. Towards the end, the book offers many case studies that will bring a better understanding of the concepts to the readers.

The book has a foreword by J. Warren Evans, former Director of Environmental Department, World Bank, and author of several books. The foreword provides a brief overview of the book quoting the

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strong points and outlines the chapters.

Chapter 1 starts with a brief introduction to green supply chain management and then introduces the basic constituents of a supply chain. The approach is useful for readers who are not well-versed with the basic operations of a supply chain and still want to learn about green supply chain management. The first chapter offers good details of the impact of green supply chain on health and safety, small and medium enterprises and social sustainability. The chapter includes two brief cases of green supply chain implementation by industries in Asian countries. The chapter highlights the initiative of greening the supply chain while discussing briefly the inclusion of environmental concern in the operations of logistics, production, distribution and reverse logistics. These discussions are continued in detail in the other chapters of the book.

Chapter 2 of the book presents an in-depth analysis of the steps to green the supply chain at the inbound logistics phase, focusing mainly on the greening protocols at suppliers and business partners. The chapter introduces the basics and advantages of greening the supply chain at the supplier's level. Next discussed are purchasing operations in the context of environmental objectives and approaches to achieve those objectives. The chapter then throws light on the drivers and key challenges at the supplier level in the supply chain to make it a GSCM. The most important part of the chapter comes next, where the author thoroughly discusses different strategies for greening suppliers. Towards the end of the chapter, the author presents two models

for supplier management with an environmental perspective.

Chapter 3 of the book discusses greening concepts at the production phase, focusing on the internal supply chain of an organization. The chapter provides a basic understanding of production activities that are relevant for the overall greening of supply chain. The chapter, on the one hand, deliberates on a proper understanding of different activities in the production phase for inclusion of environmental parameters and on the other hand discusses some case studies on different production operations to offer a practical understanding of real-time approaches for greening the production activities in the supply chain. Later, the environment management system (EMS) in the production phase is discussed while giving details about the EMS components and a case study on EMS application.

Chapter 4 details the outbound logistics activity from an environmental perspective. The chapter starts with briefly introducing outbound logistics and its importance in the overall greening of the supply chain and then discusses different components of outbound logistics to reduce the carbon footprint. The chapter includes an exhaustive discussion on marketing, packaging and transportation activities to include environmental parameters. Each of these explanations is properly synchronized with short case studies to explain the impact and practicality of greening the outbound logistics. At the end, the role of waste management in GSCM is and ways to reduce waste and to properly manage waste in the supply chain to make it eco-efficient are discussed.

Chapter 5 is a short chapter that focuses on reverse logistics in a supply chain and the role and approaches to make its activities environment-friendly. This chapter starts with explaining activities in a closed-loop supply chain along with more details of proper waste management. The

main highlight of this chapter is the number of case studies used to explain the concepts.

The final chapter of the book, Chapter 6, provides 11 long case studies in which detailed explanations of different organizations' approaches are presented. These case studies can prove good modules for teaching the subject and also for research.

Greening the Supply Chain can be considered a comprehensive reference book that provides good details about greening an organization's supply chain. The author has also kept the language easy and jargon is used minimally. The book emphasizes proper theory and particulars and includes many short and long case studies to suitably explain the deep concepts behind the functionality of GSCM. The author has not rushed in explaining the concept of inclusion of the green approach in various supply chain operations and has given a proper stretch to the subject while keeping it practical and conclusive. Most of the cases included by the author belong to Asian countries, which will help readers focus on this region but the book can be used on the global scale also as the concepts discussed are general and are applicable to all regions.

People who want to understand basic GSCM concepts can refer to the book. Researchers in the area will find detailed concepts for developing their research. Academicians can use the provided cases for teaching the subject. The main audience for this book, however, is industry managers who want to include environmental concerns in their supply chain as a corporate social responsibility.

The book, as such, does not have any limitations but future editions can consider inclusion of more models and practical formulations of the concepts. More numerical approaches add values in any of the reference books. Also, inclusion of points to ponder and a few questions to discuss at the end of the chapter will really increase the book's

usability. Finally, the author can use more graphical and pictorial ways, while using colors to represent the information will certainly increase the readers' interest.

Greening the Supply Chain is a good book and adds significantly to the literature on GSCM. Considering not many focused books are available on GSCM, this book can be considered by the people working in environmental and sustainable supply chain. Also, those who are not much into GSCM can consider this book to get a basic understanding of the area in view of recent trends showing the importance and necessities of green supply chain management.

References

Wieland, A. (2021). Dancing the supply chain: Toward transformative supply chain management. *Journal of Supply Chain Management*, 57(1), 58-73.