

Sustainable Supply Chain Management

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Abstract: *Sustainable Supply Chain Management (SSCM) is a strategic approach that integrates environmental, social, and economic considerations into supply chain operations. This chapter explores key principles such as the Triple Bottom Line, Circular Economy, and Life Cycle Assessment. It outlines strategies for sustainable sourcing, green logistics, ethical labor practices, waste reduction, and the role of technology in enhancing sustainability. Challenges such as cost implications, supplier compliance, and regulatory complexities are discussed, along with real-world case studies from Patagonia, Unilever, and Tesla. The chapter also examines future trends, including AI-driven sustainability and increased use of renewable energy. By adopting SSCM, businesses can reduce their environmental impact, ensure ethical supply chain practices, and drive long-term profitability*

Keywords: Sustainable Supply Chain Management, Triple Bottom Line, Circular Economy, Life Cycle Assessment, Corporate Social Responsibility, Green Procurement, Carbon Footprint Reduction, Sustainable Sourcing, Green Logistics, Waste Reduction

