

Sustainable Supply Chain Management and Green Logistics: Strategies, Challenges, and Future Directions

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Abstract: Sustainability has emerged as a strategic priority for organizations due to increasing environmental concerns, stricter regulations, and rising consumer expectations. Supply chains, traditionally focused on efficiency and cost minimization, are now required to incorporate environmental and social responsibility. Sustainable Supply Chain Management (SSCM) and Green Logistics have thus become essential frameworks for integrating eco-friendly operations across procurement, production, transportation, packaging, and distribution. This research paper examines the principles, practices, drivers, and challenges of SSCM. It also analyses how organizations can implement green logistics strategies such as green transportation, waste reduction, reverse logistics, and circular supply chain systems. The paper concludes with recommendations and future directions for building sustainable, resilient, and competitive supply chains.

Keywords: Sustainable Supply Chain Management, Green Logistics, Reverse Logistics, Circular Economy, Carbon Footprint, Eco-Efficiency, Sustainable Procurement, Green Transportation, Environmental Performance, Green Manufacturing, Waste Reduction, Triple Bottom Line, Green Supply Chain Strategies, Sustainability Challenges, Lean and Green

