

Declaration

I Rishabh Maheshwari, 2K11/MBA/42, student of Delhi School of Management hereby declare that I have pursued a research study on the topic “**Green Supply Chain Management and its Drivers: An Exploratory Study of Indian Steel Industry**” under the guidance of Dr. Archana Singh, Assistant Professor, Delhi School Of Management. I also declare that this work has not been submitted in part or full to this or any other organization/ institute as part of any project work by me.

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Roll no – 2k11/MBA/42

Acknowledgement

It is indeed a matter of great pleasure to present this project report on the topic **“Green Supply Chain Management and its Drivers: An Exploratory Study of Indian Steel Industry”** to The Head, Delhi School Of Management. I gratefully acknowledge my profound indebtedness towards my guide **Dr. Archana Singh, Assistant Professor, Delhi School Of Management** for her invaluable guidance, supervision and constant encouragement during the entire project work. I also take the opportunity to thank **Prof. P.K.Suri, Head, Delhi School Of Management** for being a constant support in deciding the framework of the research study.

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Executive Summary

Green Supply chain Management (GSCM) is the process of integrating Environmental aspects in the Supply chain of an organization to make it more environmental friendly. The idea behind GSCM is to make changes in existing Supply chains so that it leaves lesser environmental footprint which can in turn benefit the organization. More recently, GSCM has been growing in importance due to economic, legislative and economical reasons and there are well documented researches on the benefits accrued by organizations by integrating Green practices in their Supply chains. Organizations can incorporate GSCM practices by following activities like procuring eco friendly goods from environmental friendly organizations, making the operations more eco friendly, propagating green practices and taking steps of conserving natural resources. These steps have enabled the organizations to achieve double objectives of conserving and saving natural resources as well as improving competitiveness and profitability.

In India the need of incorporating GSCM practices is even more because of need of growth for rapidly expanding population and relative scarcity of natural resources. The aim of this study was to:

- Review the research on various components of Green supply chain Management
- Perform an exploratory research on drivers of GSCM important for Steel Industry in India.

From the study, the important drivers of Steel industry were identified. The 2 most important drivers were Management Commitment and Government Regulations.