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Issues and Challenges Related to Green Supply Chain Management

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Abstract: Green supply Chain management is a recent Extension of supply chain management where in, the innovations in supply chain management are considered with reference to environment. It consists of purchasing functions involvement in activities that includes reduction, recycling, reuse and substitution of materials. However the awareness of green supply chain management is not felt to the fullest extent. This is a new Emerging area. Today's thinking of GSCM is to realize environmentally responsible consumption, and production to recover environmental quality, reduces poverty and bring about economic growth with resultant improvement in health, working conditions and sustainability. An attempt is made in this paper to identify the issues and challenges related to green supply chain management and attempts are made to address the same where ever it is possible. The major contribution of present work is to clearly understand the techniques of GSCM and to fix the Issues and challenges related to GSCM with a view to address them where ever it was possible.