

“SUSTAINABLE SUPPLY CHAIN MANAGEMENT IN FASHION & TEXTILE COMPANIES - A STUDY ON EXISTING SUSTAINABLE TOOLS AND MODELS”

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ABSTRACT

Fashion and textile companies in the current scenario are still awakening to the process of developing a sustainable model for the business processes and supply chain systems. There is no doubt that the textile and fashion industry is significant to global economies as it occupies a substantial 30% share of the total industrial sectors. However, within the context of sustainability, this industry commonly operates to the detriment of environmental and social factors. The companies which are manufacturing fashion products need to realize that producing a sustainable commodity will also help in reducing marketing costs related to the product. Moreover the theory of “Triple P” (People, Planet & Profit) needs to be realized in order to make fashion business successfully sustainable. The fashion consumer is still in quite a dilemma that if the sustainable product actually exists or not and why pay a premium price for such product. The projection of sustainability concepts will be authenticated as the company works on a very transparent sustainable model which is understood and accepted by the consumer. This paper looks into the supply chain problems faced by the garment and textile sector and explores existing models of sustainable supply chain management(SSCM) which can bring in a considerable change in the industry’s current model of SCM. Moreover, there are no models which are found perfectly adequate for fashion and textile sector which further on justifies this research.

KEYWORDS: Apparel Value Chain, Green SCM Models, Social Compliance, Eco-Efficiency, Sustainable Future