



# Calcutta Business School

## MANAGEMENT DEVELOPMENT PROGRAMME

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### Green Supply Chain Management

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*Programme Director*

Dr. Purba Rao

Former Professor,  
Asian Institute of Management, Manila  
Adjunct Professor, Calcutta Business School

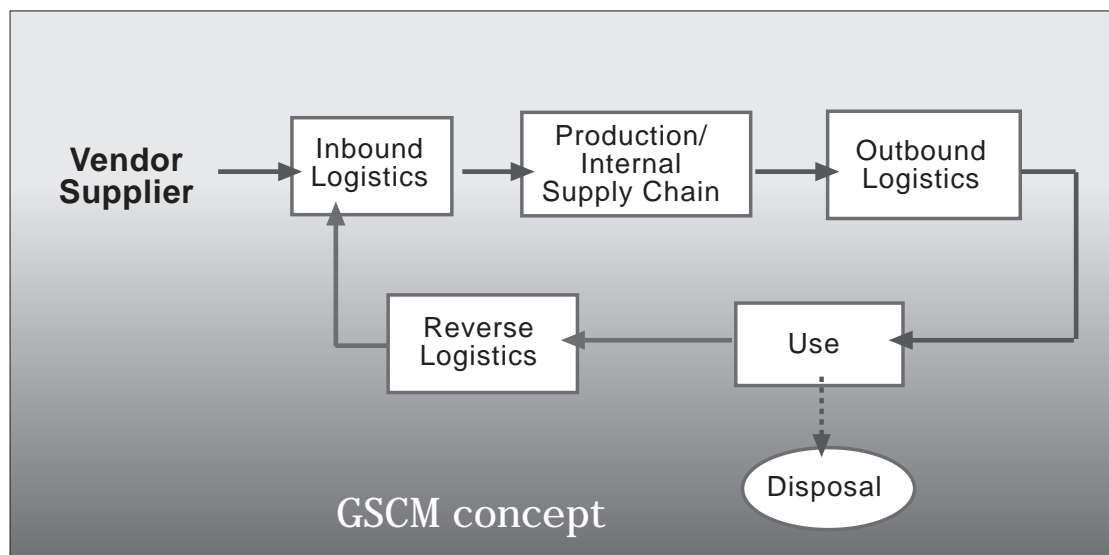
Date: 29 – 30 January, 2010

Venue: Management Development Centre  
Calcutta Business School, Bishnupur, West Bengal

## Programme Coverage

The concept of green supply chains has started to be widely accepted in many corporate organizations, incorporating environmental sustainability in different phases of company operations across the entire supply chain. This is an initiative on the part of corporate organizations, which is totally integrative of company operations as well as those involving suppliers, business partners, waste handlers, distributors, customers, recyclers, re-manufacturers and the community around. Because by nature it is an inclusive approach, this deems to be a far more effective way of attaining sustainability and is increasingly attaining popularity in today's world.

Green Supply Chain Management (GSCM) - one of the most effective approaches adopted by many enterprises for better environmental performance - involves the management of materials and resources from suppliers to manufacturer or service provider to customer and back, with the natural environment explicitly considered in a conscientious manner.



## Programme Content

The programme will encompass greening initiatives which apply to different phases of the supply chain like: green sourcing, greening the inbound logistics, design for environment, environment friendly production of goods and services, greening the outbound logistics, environmental management system under ISO 14,001, new technologies in GSCM, industrial waste exchange programme, waste management, GSCM for SMEs and reverse logistics.

## Pedagogy

This would be a one-and half day course in the seminar/workshop mode.

The proposed seminar intends to familiarize the participants as to the concepts and means of greening their supply chain, both in the sense of achieving environmental sustainability as well as in the sense of business performance. For this purpose various scenarios where Asian organizations have been able to achieve pollution prevention, waste minimization, conservation of resources and energy will be discussed .

In the morning of Day 1 there will be lecture/discussion on the concepts and applications on green supply chain management. Primarily the speaker will focus on the documentation of cases on Nestle Philippines, Amkor Anam, Philippines, P.T. Aryabhata (name disguised) Indonesia, Philip DAP, Singapore, Pure Chem Onyx, Singapore, The Body Shop Singapore, Seagate Thailand, Nestle, India. In the afternoon the participants will be divided into small groups to develop a framework to green the supply chain in their own organization.

On Day 2, there will be discussion on environmental indicators in green supply chain, implementing and monitoring environmental performance.

## Programme Benefits

Greening the Supply Chain or GSCM ensures incorporating environmental initiatives at all phases of supply chain having maximum conservation of natural resources, energy and materials. This results in the saving of economic resources because cutting down pollution requires cutting down wasted resource and thus leads to reduction of cost itself thus bringing about far greater productivity, efficiency and competitiveness, at the same time enhancing economic performance.

## Programme Director

### Prof. Purba Rao

The programme will be facilitated by Prof. Purba Rao, former Professor, Asian Institute of Management, Manila and an Adjunct Professor at the Calcutta Business School. She has extensive teaching, research, consulting and case writing experiences in various Asian countries.



Prof. Rao is the author of:

- a) Environmental Management Systems in Southeast Asia-Towards a Green Millennium
- b) Greening of the Supply Chain-A Guide for Asian Managers (Sage Publishers)
- c) Predictive Modeling in Strategic Marketing

Prof. Rao is a Fellow in Management from Indian Institute of Management Calcutta

## Who should attend

Managers in different phases of the supply chain, both for manufacturing and service organizations including large corporations or SMEs, government agencies, and multilateral organizations.

## Participation Fee & Payment:

Rs. 15,000/- (Rupees fifteen thousand only) per participant, which includes pick-up and drop-off at airport/railway station (if necessary), fully air conditioned boarding and lodging, necessary course material. Participation fees to be paid by DD/ Cheque drawn in favour of 'Calcutta Business School' and payable on any Bank in Kolkata and sent to the address mentioned in the Contact Details below.

Discount on Programme Fees: A 10% Corporate Discount will be given to two or more participants nominated from the same organization.

Participants are requested to arrive on 28th January evening and depart on 30th January, after lunch.

## About Calcutta Business School (CBS)

Promoted by a group of Industrialists and Academicians, CBS, an autonomous Institution, commenced its journey in July 2008, offering an innovative and futuristic fully residential 2-Year PGDM Programme, approved by AICTE. It is located on a sprawling 15 acre campus, about 7 kms. south of IIM Calcutta. In addition to world class full-time Faculty, outstanding Distinguished Professors and Visiting Professors from all over the world (24 from leading business schools in America and Australasia) provide the academic inputs. In the state-of-the-art 'intelligent' campus, all students are provided with powerful wireless laptops with 24 hours connectivity to internet and the server. The pedagogy includes individual and team based projects and case studies with frequent power point presentations.

The Management Development Centre (MDC) is a fully air conditioned 3-star residential (50 single and 10 double rooms) facility within the campus with its exclusive academic complex, lounge and dining hall.

Please visit [www.calcuttabusinessschool.org](http://www.calcuttabusinessschool.org) for further details.



## Reaching CBS Campus

The Campus is approximately 50 kms. from Netaji Subhash Chandra Bose International Airport; and about 40 kms. from Sealdah or Howrah Railway station.

Contact: Coordinator-MDP, Management Development Center  
Calcutta Business School

Diamond Harbour Road, Bishnupur 743503, 24 Parganas (South), West Bengal

Tel: 033 2480 9609-11, Telefax: 033 2480 9612, email: [mdp@calcuttabusinessschool.org](mailto:mdp@calcuttabusinessschool.org)

# E N R O L L M E N T   F O R M

Name of Participant (Dr/Mr/Ms)	
Designation	
Academic Qualifications	
Residential Address:	
Phone:	
Fax:	
Email	
<b>Name of Sponsoring Organization</b>	
Address:	
Phone:	
Email:	
Fax:	
Website:	
<b>Name of Sponsoring Authority</b>	
Designation	
Phone:	
Email:	
Fax:	
<b>Payment Details</b>	
Cheque / DD No.	
Amount	
Date	
Bank name / Branch / City	
Signature of Sponsor / Participant	

The completed Enrollment Form along with Account payee Cheque/Draft payable to  
"Calcutta Business School" should reach the following address by the 10<sup>th</sup> January 2010.

**Calcutta Business School**

Diamond Harbor Road, P.O. Bishnupur 743 503,24 Parganas (South), West Bengal  
Tel: 033-24809610/12   Fax:033-24809612   Email:mdp@calcuttabusinessschool.org