

Reverse Logistics: A Path to Green Growth

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INTRODUCTION

Sustainability fulfils the needs of today's generation without compromising the ability of future generations to meet their own needs. There are three fundamental facets of sustainability: environmental, economic, and social sustainability. The environmental dimension prioritizes conservation of resources, waste prevention, and combating climate change. Economic sustainability focuses on long-term cost-efficiency and resource optimization, whereby social sustainability prioritizes rights of workers to fair wages, better working conditions, community well-being, standard of living, and public health. Sustainable development is the answer to the world's problems of depletion of natural resources and the pollution and climate change that afflict it while taking into consideration economic stability and social equity. Companies that engage in sustainable activities are minimizing direct harmful environmental effects while simultaneously improving efficiency and building resilience for the longer term. In addition to these, major technologies are increasingly contributing to sustainability like Big Data, Internet of Things (IoT), Artificial Intelligence (AI), and Blockchain: all that foster real-time monitoring to optimize resource use and lessen waste. There are still many great challenges to sustainability, including weak regulations, weak infrastructure, dearth of financing, and limited technology advancements. Hence, there is a need for very rapid policy changes or funding for green technology. Governments, industries, and individuals must act for a real impact. Awareness programs, education about responsibility and better leveraging technology are some key steps for sustainability.

Reverse logistics is indispensable to sustainability as far as returns, recycling, remanufacturing and disposal of products are concerned. This way we can

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