

**MAPPING THE ENVIRONMENTAL SUSTAINABILITY PRACTICES IN
A GARMENT MANUFACTURING UNIT: A CASE STUDY
ANALYSIS TO IDENTIFY INHIBITORS**

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ABSTRACT

The research was aimed at mapping the environmental sustainability practices of a leading shirt manufacturing unit in India against a developed framework for environmental sustainability and finding out factors preventing the company from realizing their sustainability goals

A suggested framework was developed after analyzing the capabilities and assessment objectives of the established or proposed frameworks for gauging the environmental sustainability of a garment manufacturing unit through a thorough literature review

The sustainable manufacturing practices of the selected company were mapped against the developed framework through a case study format. Content analysis of primary data from field studies, on-site observations and information gathered through interviews with stakeholders was used to identify significant practices adopted and factors hindering in achieving the sustainability targets

The key findings of the study indicated the commitment of top management, reduction in costs and a competitive edge over other companies as drivers for the implementation of sustainable practices. Some of the key areas were identified where the focus of the company was needed. Knowledge gap and human negligence/ reluctance were identified as the key inhibitors in achieving the desired results for the company

KEYWORDS: *Environmental Sustainability, Environmental Sustainability Framework, Content Analysis & Case Study*

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