



## ABSTRACT

The global warming and environmental pollution is one of the most top stories in media all over the world. The community becomes more aware about environmental practices and as a result of that consumers attract to buy green products. On the other end, there is growing trend in governments that implement regulations on business sector by considering environment protection.

The Sri Lankan FMCG industry is also facing an aggressive market condition due to above business. More specifically the FMCG consumers are growing towards the green products at lower cost. Therefore, as an FMCG company, it is critically needs to operational cost and enhance the corporate image to attract the consumers and survive in the market .The green concept is a growing one which focuses on positively impact to the company as well as the environment by new methods of cost reduction, technological development and efficient operational methods while protecting the environment.. Therefore, it is important to study green practices of FMCG companies in Sri Lankan context.

The research was focused on analyses of the different levels of implementation of green supply chain management practices in Sri Lankan FMCG companies. The data was gathered from professionals of local and multinational companies in Sri Lanka through a comprehensive questionnaire. The descriptive statistical techniques used to analyses the data and the results proved each GSCM practice depend on particular FMCG sector.

**Key words; Green supply chain, Logistics, Green Logistics, Supply chain Management.**