

GREEN HUMAN RESOURCE MANAGEMENT: A SENSE OF ENVIRONMENTAL CONSCIOUSNESS

Suresh R.B.¹ & Ravishanakar B.S.²

1 Assistant Professor in Commerce, Seshadriuram Institute of Commerce and Management, Bengaluru- 20, Bengaluru City University, Karnataka, India.

2 Associate Professor in Commerce, Seshadriuram Institute of Commerce and Management, Bengaluru- 20, Bengaluru City University, Karnataka, India.

ABSTRACT

Green HRM is that the innovative construct and is turning into fashionable in today's business world. With tons of stress and focus of the highest management on property, inexperienced practices square measure being adopted and companies nowadays square measure developing human resource policies for promoting inexperienced initiatives. Organizations have to be compelled to think about the reduction of ecological footprints and provides importance to social and environmental factors besides economical and money factors to alter the organization to accomplish its objectives. The study is predicated on Secondary Sources of knowledge. It includes out there revealed literature like books, journals, newspapers, and relevant websites. During this paper, a trial has been created to push the importance of inexperienced human resource management and determine numerous inexperienced HRM practices adopted by organizations nowadays.

KEYWORDS: *Green HRM, Green HRM practices, Green initiatives, Ecological footprints inexperienced mix of mind.*

1. INTRODUCTION

Organizations typically organize human resource practices into systems that are in keeping with their culture and business strategy. Organizations are implementing and desegregation inexperienced initiatives on their agenda with the assistance of their human resource. Managers make certain that their human resource is suitably utilizing inexperienced human resource practices. Organizations across the globe are incorporating and dealing toward implementing GHRM practices to achieve competitive blessings within the company world. Complete adoption and integration of GHRM in

business isn't not possible however needs a modified approach toward the prevailing hour practices on a part of each the management still as staff at the same time.

Organizations should devise human resource policies and practices; educate folks to extend consciousness concerning the surroundings, and implement laws associated with environmental protection. Jalaja, E. (2018)

GHRM is Associate in nursing innovative conception and is turning into well-liked across the world. It's got completely different tag lines for various folks. Inexperienced human resource management refers to creating efforts to boost energy potency or scale back the pollution generated by our home, business, and general living habits (Mathews, J. 2017).

The main purpose of going inexperienced is to lower the potential negative impact that energy consumption and pollution will wear the surroundings. It refers to exploitation each worker to support property practices and increase worker awareness and commitment to the problem of property.

The term inexperienced HRM is generally accustomed ask the contribution of HRM policies and practices towards the broader company environmental agenda³⁴.

Green Human Resources Management (GHRM) are often outlined because the set of policies, practices, Associate in Nursing systems that stimulate the inexperienced behaviour of a company's staff to form an environmentally sensitive, resource-efficient, and socially accountable geographic point and overall organization. Inexperienced HRM is that the integration of environmental management into human resources management (Mathews, J. 2017).

Green human resource Associate in nursing environment-friendly human resource initiative resulting in higher efficiencies, less cost, and heightened worker engagement levels (Opatha2015).

Green time unit involves enterprise eco-friendly time unit initiatives leading to higher performance, reduced prices, and superior worker engagement and retention, that successively, assist organizations to scale back worker carbon footprints by the likes of electronic filing, vehicle-pooling, job-sharing, teleconference, and virtual interviews, recycling, employment, on-line coaching, energy-efficient workplace areas, etc. (Shoeb Ahmad 2015)

The initial cost may be the greatest shortcoming of going green is that it often requires an elevated initial cost. Some green conversions require an investment that reduces the firm's bottom-line performance while investment is paying for itself. This can reduce the earnings or annual profits of a

firm. In the business world going green can be attractive into capital goodwill and consumer support, while going green and focused on reducing the harmful effects to the environment, the impact that any specific individual can have on the environment by going green is often negligible. Many people feel that it is not their responsibility to protect the environment while they are at work.

2. LITERATURE REVIEW

Author Names and Year of Publication	Objectives	Methods/ Techniques used	Major Findings
Zahid Hameed et al., (2019)	This study tests an integrative model incorporating the indirect effects of GHRM practices on employee organizational citizenship behavior toward the environment (OCBE), through green employee Empowerment and this study investigated the moderating effect of individual green values on OCBE.	Primary data-Survey	GHRM has a significant indirect effect on OCBE The results indicated that individual green values moderated the Positive relationship between green employee empowerment and OCBE. The study suggests that Organizations should appropriately appraise workers' green behavior and align their behavior to pay and promotion. Organizations should also encourage and motivate employees to be engaged in green activities.

Mrs. Jayashree.M and Dr. A. Selvarani (2019)	To Study the Green HRM initiatives and Impact on organization and QWL of employees.	Exploratory research – Secondary Data	The real strength or success of implementing Green HRM by organizations lies in not only making people responsible citizens of their organizations but also of their community, society, and the nation at large, Enthusiastic participation of employees towards green practices in the long run.	
Dr. E. Jalaja (2018)	To understand the basics and current practices of GHRM	Secondary data	The changing focus of the organizations towards green business is posing new challenges to the present HR managers. HR managers should take extra responsibility in taking the initiative to incorporate the environmental issues in the corporate mission. By understanding the necessity of Green initiatives.	
Prof.Dr.Mohammad	Main	The study was	Archival	Green HRM can play a

Uddin and Md. Rabiul Islam (2016)	conducted to develop a process model of green human resource management from entry to exit.	method of literature review	useful role in business in promoting environment-related issues by adopting and following Green HR policies and actions. Enhance corporate image and brand. Green HR will play an important role in making the employees aware of and concerned for the preservation of natural resources and contribute to pollution control, waste management, and manufacture of eco-friendly products.
Shoeb Ahmad (2015)	Study Provides a basic understanding of green HRM and Highlighted the different significant works on green HRM by other workers and also Elaborate on various green practices that can be incorporated for building a Green	Secondary data. A systematic review of collected literature	Explained the meaning of green HRM in a simplified way, the study was focused upon the Various Green Human Resource Practices pursued by the organizations all overthe world.

	workplace.		
Opatha,H.H.D.N.P., &Arulrajah, A. A.,(2014)		Archival method-A systematic review of literature	Green policies, procedures, and practices can be used in Major HRM functions insight were given on GHRM concepts.
R.K. Mishra, Shulgna Sarkar et all., (2014)	To enumerate the existing green initiatives of the Public sector enterprises in India and to identify the HR activities related to the green program.	Primary and Secondary data	Indian companies have recognized and are venturing into developing sustainable green technologies. The organizations can best participate for protecting the environment with lowcost initiative of GHRM practices.
DouglasW.S. Renwick et al., (2013)	A systematic review using an archival method		There is a developing GHRM model of people- management practice, which is emerging as one organizational response to environmental Degradation. This paper has identified a wide range of GHRM practices,

			namely skill development, motivation, and involvement of employee.
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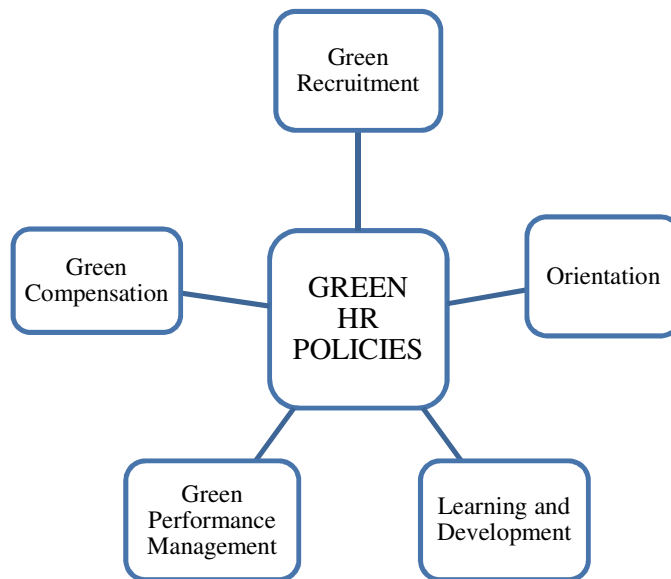
3. RESEARCH OBJECTIVES

1. To identify Green HRM practices.
2. To explore the need for Green initiatives in business organizations.

4. RESEARCH METHODOLOGY

A literature review and descriptive study method are applied this study is based upon the secondary data collected from different sources from different Books, Journals, Research Papers, Print media, websites, and other available sources.

Chart No.1: Green HR Practices



Source: Shoeb Ahmad (2015)

Green Recruitment: It's a system wherever the main focus is given on importance towards the atmosphere and creating it a significant part inside the organization implementing this the recruits also are avid and to some extent enthusiastic about operating for an environment-friendly

inexperienced company .Recruiting candidates with a inexperienced mix of mind create it straightforward for the entities to induct professionals United Nations agency area unit conscious of the property method and area unit already at home with the fundamentals like exercise and reusing conservation and making a lot of logical world. (Grolleau et al., 2012)

Websites are often wont to invite applications for vacancy positions. Resumes are often submitted on-line to cut back the wastage of written materials, the businesses also can use their domains for uploading documents like provide letter, testimonials concerning qualifications and experiences needed for the vacancy position, acceptance letter of the chosen soul. Once creating the primary screening of CV hour will make certain that succeeding step of the choice method can judge the candidate's ability to own inexperienced behaviours.

Orientation: Orientation is that the method of introducing associate worker to the work his colleagues, peers subordinates, and Superiors, in conjunction with the culture of inexperienced consciousness. Learning and development of those policies will embody programs workshops conferences interactions group action sessions to facilitate workers for rising and feat the mandatory skills information and atmosphere management inexperienced skills for future talent at inexperienced manager's job rotation within the inexperienced assignment ought to become a very important a part of their career development arrange the contents of the coaching ought to be increased to extend worker competencies and information in inexperienced management.

The trainers ought to rely additional on on-line course materials And case studies instead of written handouts so the reducing the usage of paper coaching and development may be a observe that focuses on an inchoate of worker skills information attitudes and it additionally prevents deterioration of surroundings management-related information, skills, and attitudes inexperienced coaching and development can educate staff concerning the worth of surroundings management train them and dealing strategies that considerations that energy reduces wastage diffuse surroundings awareness at intervals the organization and supply a chance to interact staff in environmental drawback finding inexperienced coaching and development activities create staff responsive to totally different aspects and value of environment management it helps them to embrace different strategies of conservation together with waste management at intervals a corporation.

Green Performance Management: performance management is that the method by that workers are prompted to reinforce their skilled skills that facilitate accomplish. The structure goals and objectives during a higher method performance management system is to live ecological performance standards through completely different departments of the organization and achieve helpful data on the inexperienced performance of managers.

It is vital to speak team games to all or any levels of prime managers or workers will set inexperienced targets and responsibilities inexperienced performance management consists of problems associated with environmental issues and policies of the corporate. It conjointly concentrates on the employment of environmental responsibilities.

Green Compensation and Reward Management: monetary non-monetary and recognition based environmental reward systems and monthly managerial bonuses can be provided based on performance outcomes in environmental balance employee compensation programs can be modified to give a bonus based in part on the employee's appraisal ratings on the behavioural and technical competencies also employees could be awarded bonuses for their outstanding work , while continuing to recognize their contribution by incorporating elements of green management in the compensation program, managers can promote the green behaviour among employees. Further managers can ask employees to bring specific green ideas about the individual jobs which can be through mutual decision included into the objectives to attain in for the upcoming year attending these objectives to be the basis of receiving incentives.

Green HRM Practices: (Source: Company's website)

Toyota Kirloskar Motors

Toyota Kirloskar Motors have taken a phenomenal step not only to improve the groundwater level but also to save the local biodiversity. For this purpose, it has identified the sources and causes and later they consulted various internal and external stakeholders, and finally, they restored the lake which is surrounded by five villages. Along with that, they intend to improve the lakebed and also to construct the amenities for children with lighting and seating facility. A water treatment facility to maintain the quality of water that will be constructed to avoid the further pollution of the lake an outdoor environmental learning centre is also in consideration and it is done to provide first-hand practical exposure on a company's effort to all its stakeholders. The project area is spread over around 8% of its 432 acres manufacturing plant in Bidadi near Bangalore.

Wipro

The company has adopted various technological measures to achieve sustainability in various areas which can be identified as follows.

Water: Try to reduce 5% freshwater consumption per employee. To reduce absolute water consumption in existing campuses by 20% in a span of 5 years between 2016 and 2021.

Waste management: See that not more than 5% of the total waste generated by internal operations reaches the landfill and also tries to handle organic waste and fully recycle the inorganic recyclables.

Biodiversity: To convert existing campuses into biodiversity hubs by 2017 and a plan is to see that all the new campuses will be designed and built on the principle of biodiversity.

Reducing ecological footprint

- Nearly one by fourth of the electricity consumption of their offices in India is from renewable sources.
- Nearly 800 million litres of water savings over 3 years, 4/10 of our water is recycled.
- 19 green buildings and 93 million units of energy are saved over a span of 5 years.
- Nearly 9/10 of solid waste is recycled.

Hindustan Unilever: This is trying to reduce environmental impact in the following ways.

During the manufacturing process, 85% of carbon dioxide is reduced. Water consumption is reduced by 58%. Waste generation from factories is reduced by 63%. 59000 tons of plastic waste is disposed of in an eco-friendly way Cent percent of non-hazardous waste which is generated in their factories is recycled effectively.

ACC cements

ACC cement is the first Indian company to include a commitment for environmental protection as one of its premiere objectives well before the implementation of pollution control norms that were proposed by the government and other regulatory bodies. It is also transforming and managing waste that is generated through the steel plant and thermal power plant.

Tata motors

Tata motors limited has sown nearly 124000 odd numbers of saplings of different varieties across locations and verified that the survival rate is significantly high at 85%. In some places, it has turned into a niche for itself, which has varied species of flora and fauna.

Green HRM practices (Cohen & Taylor, 2010; Ehner,2009; Behrend,2009; Philips,2007)

1. Online recruitment and selection process.
2. Green rewards to employees can be provided by the company's derangement of the eco-friendly workspace and lifestyle benefits through providing carbon credit equalizers free bicycles and electric vehicles for the transportation to the workplace to engage employees in green agenda.
3. A company can create a green business environment by reducing the use of printed materials increased recycling using the go-friendly grocery and lunch bites and bearing the use of bottled water or plastic in the workplace.
4. Light-emitting diode (LED) light bulbs and other energy-saving green devices can be used in the workplace.

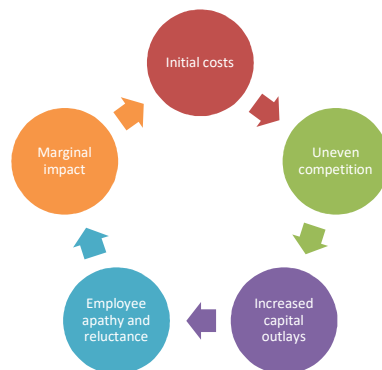
5. Companies can inspire their employees to change their travel and commuting ways through reducing official card apps using public transport for business travel, carpooling, interest-free loans to purchase hybrid cars, and cycle or battery-operated vehicles or walking to work.

Advantages of Green HRM:

- a) Helps in employee retention and reduces labor turnover
- b) It improves the company's name, fame, image, etc.
- c) It reduces the overall cost of a company as it gets more efficient regarding the use of energy water and raw materials,
- d) It stimulates innovation because employees are committed to improving the company's ecological footprint and this further facilitates the company's growth and improvement in quality and enhancement of procedures and methods;
- e) It helps to manage risk more effectively and efficiently;
- f) Organizations have huge growth opportunities by being green and generating a new friendly environment which helps in huge operational savings by reducing their carbon footprint.
- g) Concessions and tax benefits: Going green is easier with the support of the government, local municipality, water supply authority, and electricity companies that offer tax benefits and other concessions.
- h) Other benefits of employee involvement are improvement in employee and organizational health and safety, as well as the development of Eco-friendly staff.

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Chart No. 2: Disadvantages of Green HRM



Source: Rani S., & Mishra, K. (2014).

The initial value is also the best disadvantage of going inexperienced is that it typically needs associate elevated initial value. Some inexperienced conversions need associate investment that reduces the firm's bottom-line performance whereas investment is paying for itself. This could cut back the earnings or annual profits of a firm. Within the business world going inexperienced will be enticing into capital goodwill and client support, whereas going inexperienced and centered on reducing the harmful effects to the atmosphere, the impact that any specific individual will wear the atmosphere by going inexperienced is usually negligible. Many of us feel that it's not their responsibility to shield the atmosphere whereas they're at work.

5.DISCUSSION AND CONCLUSION

Green recruitment provides the employer with an opportunity to stand ahead of the ground and further increase their chance of attracting the candidates and retain them after induction.

The business organization should try their employees on best business practices entrusted with green initiatives. Missiles sustainable training and education employees should also adept to educate the customers regarding the advantages of becoming more planet-friendly and buying green products (<https://www.iprjb.org/journals/index.php/EJBSM/article/download/676/815/>).The researcher also asserts that incentives and awards can influence an employee's attention to the maximum at work and motivate them to exert maximum effort on their part to achieve organizational goals.The overall researcher believes that green HRM has the prospective to contribute positively to both employee wellbeing and improved organizational performance helps in achieving better efficiency and lesser cost within a process reducing and removing ecological wastage and refurbishing HR products tools and procedures. Being environmentally conscious, organizations are starting to incorporate green atoms into their regular work environment with society. It tries to create better employee involvement in a working environment.

6. LIMITATION AND FUTURE RESEARCH

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