

## Green HRM

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**Abstract:** Integration of Organizational management with human resource management practices has become necessary these days. Such effort is known as the Green HRM initiatives. Green HRM has resulted from the detailed analysis of companies, areas involved in practices and plans related to the protection of environment and thereby maintaining ecological balance. It means using employee interface in such a manner to promote and maintain sustainable business practices which would help the organizations to operate in an environmentally sustainable fashion. Hence, Green HRM covers two main elements: environmental friendly HR practices and preservation of knowledge capital .(1) Eco consciousness or the colour green is rapidly emerging in every dimension of life and workplaces are increasingly responding by bringing professional consciousness at institutional as well as individual employee level. These kinds of initiatives were taken to be referred to as green management, due to the protection of environment and saving the planet earth from future manmade disasters, greed and in-saneness for the satisfaction of unlimited wants via scarce resources .It can play a very important role in the promotion of environment related issues with pursuance of Green HR policies and plans as well as HR policies so as to enhance business image, goodwill and brand. Purpose: This research paper would be focusing on making employers aware of preservation of natural resources, pollution control and manufacturing of eco-friendly products and also to highlight the importance of green practices if implemented in an organisation can lead to better working environment. Green HRM is responsible in creating green work force that understands, appreciates & practices GVA (Gross Value Addition) to the society.

**Keywords:** Environmental Management, Sustainable Human resource Management, Green HRM and sustainability

### INTRODUCTION:

Green Human Resource management (HRM) is the use of HRM policies and plans to promote the sustainable use of resources within the business organizations as well as in the dynamic business environment and also to increase employee awareness at various levels of the organizational structure. The kinds of action taken to implement green HRM practices include knowledge about climate change, training methods, importance of sustainable development and thereby auditing of employee benefits to eliminate those activities that are not environmental friendly thereby promoting green HRM and preservation of the knowledge of capital, as HR plays an important role in making environmental responsibility a part of corporate mission statement. Green HRM is being considered as a holistic view to promote as well as align personal objectives with the company's environmental strategy. The level of implementation of Green HRM initiatives further depends on the economic growth and the stage of economic growth. Green HR policies focus on collective and individual capabilities to bring about green behaviour. Such policies aim at developing an environmental corporate culture. Therefore this "Green Behaviour" can be practiced both in professional as well as working life. Green HRM focuses on employee's environmental behaviour in the company, which in turn employees can carry on such pattern of consumption in personal life.

### OBJECTIVE:

The objective of study about Green HRM is to:

- 1 .To what extent and how HR policies and practices can be put to use and improve the environmental performance of the organization.
2. The role of HR professional in environmental management.
3. Changing attitudes and behaviour of the employees working in the organization.

4. Specific HR policies, philosophies that support or bring about change in environmental issues.

5. How to maintain eco-friendly and sustainability in an organisation along with the other objectives of the organization.

#### **METHODOLOGY:**

The specific types of information and/or data needed to conduct a secondary analysis will depend, on the focus of study. For this research purpose, secondary data analysis is usually conducted to gain a more in-depth understanding of Green cum eco friendly practices followed in organisations and companies in businesses and also what steps could further be taken in same regard and mostly the paper is based on information retrieved from the internet via various journals and research papers on the same subject matter.

#### **GRAPHICAL LINKAGE BETWEEN WORKING AND HORIZONTAL LIFE AND ITS IMPACT ON INDIVIDUALS ATTITUDE IN AN ORGANISATION:**

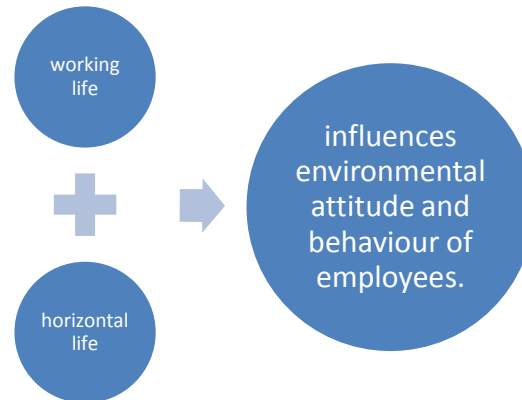


Fig1.

#### **ELEMENTS OF GREEN HRM:**

Green HRM is the use of HRM policies to promote the sustainable use of Human as well as Capital resources in an optimised manner in a country like India which is at its developing stage. Green HRM is increasing as a result of mounting concern over Global warming and the adverse impact of much business activity on the natural environment. Becoming a Green employer may produce HR benefits, such as:-

1. It would result in improved work status.
2. Increased staff motivation and its involvement.
3. Reduction in labour turnover.
4. Increased workforce mortality and ethical behaviour over ecological issues.
5. Creating new brand of ecological entrepreneurs.
6. It promotes ecological balance and promotes environmental sustainability.
7. It helps in improving employee morality and loyalty towards the organisation.

#### **GREEN RECRUITMENT:**

Job descriptions to each and every worker can be provided to and used to specify a number of environmental aspects. These include environmental reporting roles or the various safety tasks which the workers are exposed to while they are performing their duties at their workplace. This even gives an idea about potential emissions and hence match staff attributes according to the environmental competencies.

#### **GREEN PERFORMANCE MANAGEMENT:**

This system helps meeting the various challenges of how to measure environmental performance standards across different units of the organization and there by collection of the data on the environmental performance of the managers. One way of how this system can be successfully implemented in an organization is to develop performance indicators for each risk area in environmental awareness and education.

#### **GREEN PERFORMANCE RELATED PAY:**

Monetary based environmental reward system have been introduced as now a day's percentage of incentives to be given to any person depends on performance outcomes with regard to environmental issues and challenges

.Various parameters such as carbon emission standards and renewal sources of energy act as a standard parameter for executive remuneration for their executives.

### **GREEN HRM PRACTICES:**

These include :-.

**Recycle:** - Use of recycle paper, cans and bottles in the offices and recognize departmental efforts. Eliminate unnecessary photocopying and re use packaging for shipping etc.

**Going Paperless:** - Encourage mailing.

**Get employees involved:** - Create a team to lead the company's eco efforts.

**Communicating About Going Green Issue** - Inform suppliers and customers about or eco savvy efforts and also be in contact with regulatory agencies many of which offer financial incentives to business houses that implement green initiatives. Keeping employees and the shareholders informed about going green progress.

**Provide Leadership and Resources for going green:** - Assign a respected executive level person to head up Going green / Organizational sustainability initiatives, Including “going green” in company's mission statement and business plans.

**Save water:** - Monitor sinks and toilets for leaks that waste water. Eliminate water waste in manufacturing processes and in watering the company's lawns.

**Explore opportunities for implementing alternative energy sources:** - Evaluate opportunities for using solar energy, bio- mass, bio energy, wind power and other alternative energy sources.

**Implement Green manufacturing processes:** - Use energy efficient equipment and streamline processes to use fewer steps and less materials and packaging.

**Buying Green:** - we should tell suppliers that one should be interested in sustainable products and set specified goals for buying recycled, refurbished or used. Make the environment not just the price a factor when purchasing.

**Reduce Commuting:** - Encourage car pooling and also offer transit passes to employees who take bus or subway and bike racks for cyclists.

**Employee involvement:** Create a team under influential leadership to promote eco efforts in the organisation.

### **FINDINGS:**

No doubt, various gaps are required to be filled with respect to pursuance of Green HRM practices .Various theoretical, technical as well as practical measures need to be taken to intensify the knowledge of Green HRM. Such Green initiatives can maintain its green objectives all throughout the HRM process of recruiting, training; compensating, etc.HR of the organization plays a major role in making environmental responsibility as a part of corporate mission statement.

### **CONCLUSION:**

Green ideas and concepts are beginning to gather pace within the HR space, often complementing existing sustainability based initiatives <sup>(3)</sup>.Green HR efforts have focussed primarily on reducing as well as eliminating environmental waste, using environmental friendly products, tools and procedures thereby resulting in greater efficiency, productivity and lower costs. The results included job sharing, teleconferencing, recycling, online training and development, and developing more energy efficient resources. With society becoming more environmentally conscious. Businesses are starting to incorporate green initiatives into their everyday work environment. These initiatives are resulting in greater efficiencies, lower costs; create an atmosphere of better employee engagement, which in turn helps the organizations to operate in an environmentally sustainable fashion. Last but not the least, Green initiatives created a sense of morality and loyalty among the employees towards the organisation which has helped in improving employee motivation and thereby has also helped in employee retention and recruitment.

### **FUTURE SCOPE:**

Compensation and reward management should recognise contributions in green management. These Compensation packages should be presented in order to reward green skills and achievements by employees. Monetary as well as non monetary based rewards can be used for boosting the morale and keeping up the green achievements of employees. Monetary-based rewards for contributions in environment management can be allocated in the forms of salary increase, cash incentives, promotions and bonuses while non -monetary rewards

may include special leave and gifts to employees and their family members. Recognition-based awards can highlight green contributions of employees through wide publicity and public praise and appreciation of green efforts by CEO or top management executives.

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