

# An Analytical Study on Green HRM Practice in Indian Corporate House

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## Abstract

Human Recourse Management is an integral part of business management that consists of the most valuable part of an organization like human capital. In present situation the concept of HRM is based on the sustainability part of industrialization scope. Though the concept Green HRM is not new for us but till now we are incapable to utilize its full potential practicability in our organization. The concept Green HRM combined with the ecological system for business urbanization and industrialization and so on. The prime objective to introduce Green HRM practice is to reduce the carbon impression from each employee's activity. Here Researchers try to focus on to describe the problems and prospects of Green HRM in Indian industrial scenario.

## INTRODUCTION

Green HRM is one of the management practice that linked with the activities like system execution process, development process, and maintenance process that helps employees to conduct green activities within an organization. This is process through which regular employees of an organization convert in to green employees not only for achieve the organizational goal but also contribute a valuable work towards environmental sustainability. Generally HRM is a bunch of rules, regulation and practices that helps to employee to sustain in new atmosphere with different culture. As a simple concept A Green HRM can be defines as a set of rules, regulation, and practices that helps employees not only promote sustainable use of scarce resource within organization but also promoting the vital aspect of society like environmental sustainability.

## REVIEW OF LITERATURE

Renwick et al. (2008), here the researcher states that the combination of Corporate Environmental Management and Human Recourse Management create the new term like Green Human Recourse Management. And also specifying the various policies like recruitment, training, appraisal system, reward management etc are the vital tools for engaging employees with sustainable environmental policy.

**Jabbour, Santos, & Nagano (2010)**, the collaboration of functional aspects of HRM, like, recruitment, selection, training, performance appraisal etc are also the part of Green HRM.

**Fayyazia, Shahbazmoradib, Afsharc, and Shahbazmoradics (2015)**, stated human resource management (HRM) and environmental management are linked with each other through a simple temptation. It is vital to merge them for environmental safety. More initiatives must require for effective environmental management in human resource management of an organization

**Aragao, et al. (2017)**, in present global environmental policy focused on the combination of sustainable consciousness and day to day business activities. And also found that most of the business organizations now adopt environmental sustainability strategy in their business activity.

## RESEARCH METHODOLOGY

This is a purely subject research and it mainly based on the existing literature based on Green HRM practice. Here the researchers are use only descriptive method to collect data mostly from secondary sources. It also use magazine, journals and news letter as an secondary source of data.

### Objective

- To analyze the concept of Green HRM in modern industrial era.
- To interpret the reason behind requirement of Green HRM practices in corporate sector.
- To explore the problems behind successful implementation of Green HRM practices

### Conceptual Framework of Green Human recourse Management:

Since last decade the term Green HRM has become popular term within the corporate field and in current scenario its importance is improving in manifold with the passage of years. Till now the concept has also hold its position as a hot topic for recent research works since the campaign on environmental safety and sustainable development has been rapidly increasing day by day all round the world. In recent scenario the topic Green HRM

not only includes awareness toward environmental issues, but also stands for the social as well as economical well-being of both the organization and the employees within a broader prospect. Green HRM consists of policies to promote the sustainable use of resources within organizations and, more generally promotes the causes of environment sustainability” (Marhatta & Adhikari, 2013). Green HRM is not only directly responsible in creating green workforce but also it create an atmosphere to understands, appreciates, and practices green initiative and maintains its green objectives all throughout the HRM process of selection, recruitment, training, compensating, developing, and advancing the firms human capital (Mathapati, 2013). It refers to the policies, practices, and systems that make employees of the organization green for the benefit of the individual, society, natural environment, and the business (Opatha & Arulrajah, 2014).

### Some activities come under the preview of Green HRM practices

- For initiate employees corporate houses are providing bicycle to their employees for coming to office by bicycle instead of driving any vehicle. (Most of NIIT, IIT and institution of repute in India adopt this policy as a Green HRM Practices).
- Now Indian corporate houses create a scope of Car Pool service.
- Motivate employees to purchase product from local market instead of distance place.
- Most of the corporate house in India now accepts the Tag line “Go Green “for their organization.
- To reduce the consumption of energy most of the corporate house starts the concept of Internal Energy Audit practice. (Most of the Educational Institution follow this concept in India)
- Create a positive atmosphere for eco-friendly attitudes among the employees within the organization.
- Now in India both service and manufacturing sector Introducing wastage management as a Green HRM practices.
- Create an atmosphere within the organization for online working policy.
- Motivate employees and create a system within



the working culture for reducing the wasting water activities.

Generally both concept HRM and Green HRM consists different phases of activities to smooth flow of this management function. These are:

**Green Human Resource Planning:** Under this phase the process is concerned with estimating the number of employees and different types of workers, expected to need for corporate environmental management programs.

**Green Human Resource Recruitment:** This stage primarily focused on environmental framework and acquainted with the expressions of protection and supportable environment.

**Green Human Resource Selection:** This phase focused on framework, and practices of corporate environmental management for choosing the right candidate for the posts and the organizations should give the important orientations at the end of this stage.

**Green Human Recourse Training:** This phase linked with Preparing and advancement programs address environmental and social issues to employees at all dimensions.

**Green Human Resource Performance Evaluation:** This phase concerned with introduces the difficulties of environmental execution models that crosswise over various units and increase valuable information. Environmental targets set by the organizations are met by the green human resource management system.

**Green Compensation and Reward System:** This phase expressed that salary part can be used to push workers to change behavior to achieve green execution. Salary and reward system promise the green management.

## Reason behind requirement of Green HRM in Corporate Sector

- To reduce not only the environmental issues like energy crises, Global warming, Climate change etc but also create healthy and safe working environment within the organization.
- It improves the atmosphere of corporate environment through imposing the concept Green HRM in process of recruitment, selection, training, performance appraisal etc.

- To introduce not only environment friendly circumstances to all the stake holder of the organization but also provide environment friendly product to society.
- It creates a positive thinking in the mind of the employees towards the financial as well non financial benefits derived from using this environment friendly process.

## Benefits from Green HRM practice to Corporate Sector

**Paperless corporate work (Green Office):** If we see before 20 years, an office consists of a lot of file and generally office work based on paper work. But in present situation after introduction of Information technology (IT), office work based on computer based work and very less paper used in office. Ultimately this situation helps us to reduce the wastage of natural resources and environmental disturbance.

**Green Printing:** Generally office paper work leads to printing papers so that it increased usage of paper, toner wastage and carbon dioxide discharge. Organizations are now adopting “pre-ton” saver, a software which can reduce paper demand by 20% and toner and ink demand by 50% without degrading the quality of output image or printout.

**Green Building:** Now all corporate sectors within the world definitely choose the option of green building in place of their traditional office. No doubts by using these concept corporate houses are able to reduce the exploitation of natural resources that are utilized in their construction. And also green buildings concept consist of some advance scopes related to green practices such as energy presumption, renewable energy, and storm water management.

**Green Compensation system:** Now most of the corporate sector lunches a special reward or compensation practice for employees those who are always work under the scope of environmental safety system.

**Recycling of wastage:** Now each and every corporate houses focus on reduce the cost by reusing wastage on raw materials. So Recycling process ultimately reduces the use of raw materials that would have been otherwise used to produce new products. Therefore, this technique saves energy

and reduces the amount of waste that is thrown into the dustbins, thus making the environment cleaner and the air fresher.

**Water Preservation:** Now world based on the Tag line that “Save Water Save Life” so wastage of water by corporate houses are banned by court of law.

**Energy saving practice:** Now the world based on the theme that “Save energy Save World”. So this the time when each every corporate house focused on less using of energy through using of advanced version product and also start practice to switch off the energy when not required.

### Problems on Implementing Green HRM practices in Indian Corporate sector:

- It is very tough for corporate houses of India to change their employees mind set in a short span of time regarding acceptance of different work policy.
- It is a difficult task for small corporate house to create a positive atmosphere for Green HRM Practice within their organization.
- Sourcing of human talent through Green HRM system is a tough task for a common business houses.
- It is a tough task for Indian corporate house to motivate all employees to promote Green HRM practices in a short period of time.
- It is tough task for small corporate sector to introduce Green HRM system in their organization due to it is costly in nature.

**Table 1:** Best Initiatives taken for Green Movement:

Year	Initiatives taken for Green Movement
2010	UK lunches the London Carbon Trading Exchange
2012	US signs the Kyoto – II agreement and becomes a leading advocate for actions to reduce the rate of Global warming
2013	India Becomes a key player in the CSR agenda With a focus on preserving the Indian culture and heritage
2018	Hybrid and fully electric cars and outnumber petrol pre owned cars
2020	A group of Scientists confirm that the rate of global warming is slowing

Source: PWC Report Managing tomorrow's People

- It is very difficult for HR professional to use green tools, channels, structures, process, and philosophy in their HRM practices.
- It is tough task for all Indian corporate houses to use green materials for production due to it is very expensive in nature.
- As Indian customers are price sensitive in nature, it is difficult for corporate houses to compete with rival product (Non green Product) in market.

### Examples of Indian corporate those who become example by using Green HRM Strategy as a Sustainable Practices:

**Wipro:** In India Wipro is the first it company who introduce ecofriendly desktop and note book to reduce the carbon footprints of organizations employees. And Wipro also create a bench mark on water and energy wastage system and wastage recycle system.

**Tata Consultancy Service:** For initiating Green Practices TCS mainly focused on promoting the concept of in house composting and the additional concept of biodigaster that convert the waste into kitchen usable fuels.

**ONGC:** ONGC is the leading corporate sector who lunches the concept energy efficient technology for creating Green Crematoriums that are all set to replace the customary wooden pyres all across the country.

**Indus land Bank:** The bank introduces the concept of solar power ATM facility and also initiate for Eco-savvy transformation system within the banking industry in India.

**TATA Metaliks Ltd:** Tata metaliks Ltd celebrate its every day as an Environment day. As per its policy working on Saturday is strictly not accepted. And also it design its system in such a way that its entire corporate house depends on sun light for its day to day need for lighting the office during the day time.

### LIMITATIONS

- Very less employees of Indian corporate houses are aware on the concept Green HRM.
- Very less consumers in India are aware about the concept of green corporate concept.



- Till now rural customer do not know the difference between green product and general product.
- Till now all Indian corporate house are unable to implement Green HRM practices in their business activity.
- Till now most of the people of India don't know the real benefit of using green product.
- Till now most of the corporate houses are unable to implement the green concept because Indian markets are price sensitive and also Indian consumers are always prefer less price product.

## CONCLUSION

No doubt that HRM plays a vital role in Greening the organizations day to day activities. So in present situation each and every corporate houses HR experts impose the strictly Green HRM policy not only to save environment but also save the planet from destroy. Green HRM is an ideal strategy of Green movement and it connected with the concept of save environment as well as save planet from disaster. No doubt that Green HRM is essential for corporate houses not only at hierarchical level but also at individual level. Each and every employee

maintains two types of life like personal life at their home and professional life at their office. So each and every employee should maintain the Green Movement concept not only in professional life but also in personal life.

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