



Green Human Resource Management and its Advantages in the Current Scenario

Sonia

G-18, Tirkha Colony, Ballabgarh, Faridabad, Haryana

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Abstract - Human Resources plays a crucial role in all forms of production. The technical advancement in recent times had caused businesses around the world to curtail workforce and minimize the cost of production. Despite this paradigm shifts in the cost benefit domain, the human resources continue to play a vital role in developing businesses to take care of organization's activities and get the work done. Green Human Resource Management has turned out be a novel concept for the majority of the HRM professionals and academicians. It is changing the organizational culture and making employees adopt a green approach, it also utilizes human resource policies to promote sustainable uses of resources within the organization. In recent times companies feel the need to implement Green HRM in their organizations and ripe its benefits. It also needs to be seen, to what extent, the GHRM policies help in contributing to human and technical sustainability. This helps us properly assess two important aspects; environment friendly HR practices and preservation of knowledge capital. There is indeed a bright prospect for GHRM, and it is going to be rewarding for employers, employees, academicians and politicians. A need would also be felt to sort of expand the HRM in the pursuit of environmentally sustainable business.

Keywords: GHRM, Sustainable, Organizations, Technical Advancement, Human Resources.

Introduction- All the organizations in recent times have become cognizant of implementing green sustainable management techniques. They have shown a liking for the modern economy, and look all set to replace the traditional financial structure for the sustenance. Perhaps sustainability is the prime motive of today's organizations. Our professional and personal lifestyle has impacts upon environment significantly, therefore, the corporate world is taking all the initiatives to address the environmental issues, and exploring avenues for providing solution to the environmental hazards. One such step for environmental hazard had been Green human resource management because it helps in the promotion of green workplace. HR is the most important wing of the management in the corporate and it is considered the base for any organization. Human resource

is the department which is responsible for devising and implementing eco-friendly processes and policies which help in creation of a green atmosphere.

Green Human Resource Management is a cumulative practice, and way of adopting policies that help in the creation of a green behavior in the employees' mind. It encourages the creation of an environmentally resource -efficient, socially responsible and sensitive workplace in an organization. The process of the GHRM begins even before the employees have been appointed in an organization. The two important elements of the Green HRM are as follows:

- A) The Human resources practice which are environment friendly and preservation of the knowledge capital.
- B) Green initiatives should become a part of corporate social responsibility.

Green Human Resource Management: Meaning

GHRM is indeed a managerial concept which is trending across the world. Different people visualize this concept differently, however, the clear objective is to reduce the negative impact of the energy consumption and pollution. Green Human Resource Management had been defined by Ramachandram as a “combination of environmental management into human resource management”. It had been further defined as “the set of practices, systems, and policies that promote the green behavior of a company’s employees in order to create an environmentally delicate efficient resource and socially responsible workplace and overall organization”. Actually, the term GHRM includes all kinds of contribution that HRM policies make in all-inclusive corporate environmental planning. The policies of Green HRM encourage everyone to enhance their potential. It diverts human resources to support sustainable practices and increase employee’s awareness and commitments on sustainability.

Green HR practices include environment friendly HR initiatives resulting in the greater effectiveness, lower cost and better employee engagement and retention in return. It helps in reduction of paper usage and implementation of green human resource policies such as planning, recruiting, selecting, managing employees and employee relations. It helps in the creation of green environment in the work place. An amalgamation of environmental management with human resource management is the need of the hour. It is not only desirable but also important.

GHRM Methods

There are several methods and procedures of HR which helps in the attainment of Green HRM practices. The leading among them are online and video interviews, video recruiting, teleconferencing, electronic filing, car-sharing, job sharing, recycling and telecommunicating, online training and energy efficient office spaces. Any step towards establishment of green culture has a positive impact on the behavior and values of the employees that makes the internal culture of an organization. Adoption of a green behavior is an important step towards the implementation of green HRM culture and adoption of formal environmental plans. The attainment of green environmental goals is attained through the human resource processes such as training,

compensation and recruitment. But one thing is certain that all the Green HRM goals are attained with the combined effort of all the employees of the organization.

The implementation of Green HRM involves all the procedures and practices of Human resources like — training, recruitment, motivation and green rewards. These are the methods which necessarily involves all the Green HRM practices:

Green Job Design and Analysis- While making a move towards the attainment of the Green HRM objectives, the HRM may include in job description many environmental protection related tasks, duties and responsibilities. In recent times, assignments and responsibilities related to the social upliftment of the employees, and population in general have become most desirable. Many corporates are working in nation building enterprises through corporate social responsibility (CSR) initiatives. Some companies today at least integrate one duty related to the environmental protection. Some jobs, in today's corporate, are specifically being created for the better management of the environment. Even the job responsibilities are fine tuned to adhere to the environmental protection work. Some of the best Green HRM practices are outlined below:

Green Human Resource Planning - Some companies today specifically forecast their human resource demand in the context of the need to implementing corporate environmental management initiatives/programs/activities (ISO 14001, neat and clean production, responsible care). These are considered best possible means through which environmental issues are being addressed. The environmental management positions and some specific skill sets. Hence, there is a need for Green Human Resource planning.

In addition to these, companies also devise strategies to meet the demand for the future environmental works. And to attain these objectives, companies employ additional resources like appointing consultants/ experts who could guide corporates on environmental needs and perform energy and environmental audits as in when required.

Green Recruitment- To bring seriousness in the attainment of the objectives, new recruits are commissioned, who could understand the corporate environmental culture. Green recruitment is thus a process in which new talents are recruited who could understand the sustainable process, environmental system, and who are familiar with methods of conservation and protection of environment. The whole process of Green recruitment ensures that the new human resources become aware of the green practices and environmental system and implement the policies for the effective environmental management within the organization. It is important to note that companies make separate financial allocations for the recruitment of the most creative and innovative employees who could handle the challenges of implementing Green HRM practices. Some of the leading companies in recent times who gave adopted Green HRM practices are Google, Timberland and Yes.

Green Selection- While recruiting new employees, a company HR selects or gives preference to those candidates who have a collateral interest in environmental issues and are desirous of pursuing those interests. So, to pick the perfect candidates, HR asks environment related questions and gauges the awareness of the candidates in environmental issues. These Green selection procedures selects environment friendly people in addition to the vast pool already available with a company.

Green Training and Development- The training and development programmes of the employees should include environmental and social issues at all levels. It must become part of technical health and all safety considerations on the production floor. At the organizational level, the executive management and the board level officers should encourage amalgamation of social and environmental issues in their goals and agendas. HRM must devise Green orientation programmes for the newly hired employees, which should be part of the training and development. It is through training and orientations that employees develop knowledge and competencies to pursue environmental management skills.

There are now a number of companies that are providing environment specific training to their employees. The Land Rover Group is one company that imparts environmental training to its employees in accordance with their job. Regular briefings and circulations of newsletters is one steps through which company communicates with the staff about various environmental issues. The company openly declares and posts its environmental policies on the notice boards, makes precisely clear its environmental objectives and practices. At the same time, it encourages employees to come up with the new ideas to reduce the effects of the environmental degradation.

Green Performance Management - In the corporates, all kinds of performances are accounted for. Compensation, rewards and recognitions are integral part of the HRM processes. These keep employees motivated and engaged in an organization. It helps in attracting, retaining and motivating employees in the attainment of the organizational goals. Consequently, it helps in the organizational performance.

Green reward management is one of the important functions of the green HRM. The organization's environmental performance is contingent upon the green award and management practices of the organizations. All the managerial and non-managerial classes are motivated with the better allurements and reward schemes kept in lieu of the better performance in the Green HRM areas. There are indeed bonus, rewards and cash for the employees doing better in such areas. Some companies are providing non-financial recognitions like—recognitions/honors/prizes for their environmental performance. Dow Chemical is one such company which adopts rewards and recognition methods. It actually rewarded those employees who came with the innovative waste reduction idea.

Green Employee Discipline Management - Companies have realized that “discipline management” is one of the most important tools for self-regulating the employees in environmental protection activities of the organization. A clear set of rules and regulations are developed for the employees concerning environmental protection, and in complete congruence with the environmental policy of the organization. Not only this, there are punitive action in place for those employees who violate environmental rules and regulations. Disciplinary actions such as warning, fine and suspension are normal punishment measures. There are scholars who argue that discipline management is a pre-requisite in corporate environmental management. To ensure a proper green employee behavior in the workplace, organizations are certain to implement green discipline management practices to achieve the environmental management objectives and strategies of the organizations.

Advantages of Green HRM- The Green Resource Management plays a crucial role in corporate industry to address environment related issues. It is now incumbent on organization to frame HR policies and practices and disseminate this message to others to increase awareness about the environment. The policies and

programmes target environmental protection. The adoption of Green HRM help employer and employee build a brand of their organizations and skills.

Recycling the resources is another need of the organization today. A lot of focus is needed to be paid in this direction, as it can change the entire organizational culture; waste management and pollution control are some of the important steps in this direction. The society and its people are greatly helped by these measures. The un-utilized resources are properly channelized.

The benefits of the Green Human Resource Management are as follows:

1. The expenses of the company are brought down.
2. The organizations by being green, create a friendly environment, which helps in operational savings by decreasing the cost of production.
3. Job satisfaction and commitment is attained, which leads to high productivity and sustainability.
4. GHRM policies prove beneficial for the health and wellbeing of the fellow workers.
5. The sustainability rate of the employees is enhanced.
6. GHRM helps in the acquisition of the best of the resources.
7. GHRM helps in the overall performance of the organization.
8. Reduction of the environmental damage.
9. The corporations are becoming increasingly aware of the significant role played by green buildings in dealing with the environmental issues. These building reduce the cost of the company as low engineering cost is involved.
10. The paperless environment contributes to the attainment of the green goals. This had been made possible by automated workflows.
11. The establishment of efficient and eco-friendly services around the world have led to energy conservation and reduced the environmental impact.
12. Through Green initiatives recycled products have increased while reducing the waste at the same time.
13. Employer have enhanced their hiring potentials by allocating funds to acquire creative and talented employees by adopting environment friendly practices.

Implementation of GHRM- Companies need to make a deliberate effort to implement Green GRM. The following steps are needed to attain the objectives –

1. Appointment of the people who have enough knowledge of Green HRM.
2. Evaluating performance of employees based on environmental criteria.
3. Motivating those employees and rewarding them financially based on their environmental performance.
4. Training needs to be imparted on environmental management.
5. An effort needs to be made to engage everyone in environmental management activities.

Conclusion- Green HRM practices are significant steps in recent times in improving the organizational environmental performance. Implementation of Green HR practices in the areas of job design, recruitment, selection, training and development are producing wonderful results. Employees are now much more focused upon waste management recycling and creating green products. The agenda pursued at the HRM levels of

induction; performance appraisal & management have oriented employees in the areas of Green HRM. It had shaped their attitude and behavior differently. In the longer run employees are attracted towards organizations following Green HR practices. It also helps in enhancing corporate image and brand. Green HR practices can play an important role in making employees cognizant of preservation of the natural resources, checking pollution control, adopting waste management and manufacturing eco-friendly products. Such production models can be imitated by future managers and practitioners, who could adopt Green HRM techniques. Green HRM practices aim sustainable production system. This had actually replaced exploitative mindset with sustainable approaches. So, the business process across the world is turning green and human at the same time. There is indeed a need for the realization that organizations are constituted by people and the environment surrounding it. Therefore, the policies and practices under the Green HRM orient itself with optimum utilization of the resources, taking into account the welfare of the employees, organization and the environment surrounding it.

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