

Green Human Resource Management

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ABSTRACT

The Green Human Resources Management was first initiated by corporates who were keen to work for the protection and maintenance of the environment and ecological balance. The aim of this study about Green HRM is to cut down negative impact on nature that the corporate are spreading in various ways. Green HRM motivates the company to create a green team which initiates and maintains all the green objectives throughout the HRM processes. Contemporary literature and this article highlights some key factors on how a management team can work towards a green environment along with all the regular organisational tasks .It will also throw some light on some strides towards green human resource management which will help one achieve basic goal of adopting the green culture.

Key Words : Green HRM, Human Resource Management, organisation, environment

INTRODUCTION

Green Human Resource Management can be defined as a few guide lining principles and policies that uses the organizations assets plus any scarce resources used by them in an optimum way for environmental sustainability. The main aim for adopting green HRM is to cut down negative impact on nature that the corporates are spreading in various ways possible. It involves use of techniques, equipment and products that has the least or null effect on nature. Green HRM motivates the company to create a green team which initiates and maintains all the green objectives throughout the HRM processes that involves recruitment, hiring the officers, training and development of the hireling. Thus this initiative involves environment friendly insurance policies that lead the company towards growing within, both financially and ecologically through processes that doesn't involve harming the environment in any way and in the other hand secure the surrounding from poor influences that may alter the policies and actions that was used by the organisation. Moreover the adopted policies helps both company and employee grow together.

The word sustainability means avoidance the depletion of natural resources in order to maintain an ecological balance. The concept of sustainable development includes various definitions as according to various sources; it is a continuous development or growth, without significant deterioration of the environment and depletion of natural resources on which human wellbeing depends. It is very necessary that we use all the resources in an optimum way so that even the later generation can use it or can say leave enough good air or oxygen for them to breathe a healthy air. However it is still very questionable and debatable that if organisation starts following policies of the green environment is it possible to achieve a world that is actually ecologically and environmentally stable or is it really that impactful?

SIGNIFICANCE OF GREEN HRM

In the past, economic excellency was estimated to assure corporate success by corporates and stockholders, but now it is not effective; we need to give attention to social and environmental factors. Only then organisations can achieve economic and financial outcomes which they want to achieve. The new concept developed to defeat the competitors in corporate world is corporate environmentalism or green HRM. It was introduced in 1990s and became internationally popular in 2000s. In this phase of corporate world, organisations need to focus on both, social welfare as well as corporate growth to exist for long term in the market. Adoption of green HRM will ultimately give lots of benefit to the company as well as to the society and build a good image of the company in front of people which is very essential for sustainable growth.

Few benefits associated with the adoption of this green HRM concept improve the working of firm in many ways i.e. operational performance improvement, growth in team work attitude among employees and improvement in organisations work culture, which will result into reduction of cost. It will help to synchronise other management strategies of the firm as well. So it makes us very clear that it is important for the firms to adopt green HRM practices to sustain in the market.

Few benefits of green HRM to the people working in an organisation or to the firm itself are:

-  Employees remain within the organisation for a longer term.
-  Increases goodwill of organisation
-  Takes attention from more efficient manpower
-  Production rate of the firm increases

- ✚ Protects the resources for future use
- ✚ Protects the environment directly or in indirectly
- ✚ Utility cost decreases
- ✚ Environment will remain clear and healthy
- ✚ Becomes eligible for tax rebates
- ✚ Gets new opportunities for growing business
- ✚ Generates a new source of employment

Indian Public Companies and green HRM: a look

	BHEL	CLS	HAL	NLC
Running green HRM in Practice	Yes	Yes	yes	Yes
Formal green programme in firm	Going on	Not yet	Not yet	Going on
Reducing corporate travel By using social media	Yes	Yes	yes	Yes
Use of digital mode to reduce Printing	Going on	Not yet	Going on	Going on
Educating employees about Green HRM	Yes	Not yet	Not yet	Yes

	PGIL	NMDC	RINL	BDL
Running green HRM in practice	Yes	yes	yes	Not yet
Formal green programme in Firm	Going on	Going on	Going on	Not sure
Reducing corporate travel By Using social media	yes	Not yet	yes	Yes

Use of digital mode to reduce Printing	Going on	Not yet	Going on	Going on
Educating employees about Green HRM	yes	Yes	yes	Yes

The above table represents Indian public organisations that are involved in green HRM directly or indirectly. It shows good sign of development in the green HRM concept and also shows its importance. This will encourage all other private as well as public enterprises to develop some environmental activities in their organisations. Moreover these days it is extremely important for the business empires to make green HRM as a part of their work schedule to get sustainable development and increase goodwill.

STEP TOWARDS GREEN HRM

There are different challenges in the organization when we try to achieve the goals and objectives. It is very important for the commitment from corporates regarding implementation of green policies and its strategies in particular organization .The human resource department is senior and high authority level department. Even some HRM departments have some major issues to fail in their strategies and it is very difficult to create well established and implement guiding principles in green environment.

Firstly focus on the employee achievement and their behaviour in the organization to give them appraisals and rewards on the basis of performance in the organization.

Secondly cost reduction is most important because in producing and manufacturing we need some managing investment which can reduce the cost of production.

The waste factors which are harmful like pollution of industries and waste materials, toxic chemical etc. it have major effect on areas where the government and NGO can helpful to improve the natural resources on period of time.

There is a clear evidence that business world is large as organization and large amount of workforce in the environment where employers can be more committed and satisfied with their work to gather on a corporate with their organization.

- It requires developing policies and strategies to develop strong human resources for green management which benefit for present environment and future generation.
- More focus on its functions and how it is helpful and motivational to management and their resources.
- Set a goal because sometime being green is easy and worthy in business aspect.

CONCLUSION

As we study about green HRM. It is basically different implication and implementation of green policy. It shows that HRM has a major role to play, helping and improving particular organization green. HRM practices are based on green policy. HRM practices are based on recruitment, performance factor rewards, appreciation and participation in organizational activities. The research has been done in further areas where initial stages and growing awareness is within the organization as required to achieving the targeted goal.

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