

A mode to Greening the Environment

Malkeet Singh¹ & Minal Verma²

^{1,2}Assistant Professor, Department of Management, Innocent Hearts Group of Institutions,
Jalandhar, Punjab.

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ABSTRACT

Now days, the go green policies are adopting in various environment management techniques .In India, the corporate world is going global, it's become essential to explore green practices in the business as well as in an environment. This study focuses on Green HRM practices followed in an organization. In this modern time we are moving towards industrialization, it increase the production, innovation, technology and other business activities. it also raises the standard of living and human expediency but on the other side it is risky for the environment and increase ecological hazards, to reduce this people need to use the Green HRM practices. By the using of GREEN HRM PRACTICES we can save the environment and most important natural resources and resources of the firm. This paper focuses on Green HRM Practices, its advantages, disadvantages and its benefits for the organization and environment.

Keywords: Green HRM, Green hrm practices, Green Environment.

INTRODUCTION

Human resource of department of an organization is supposed to have a means to play an chief role in the design of their organization. Recently there has been observed an growing responsiveness within business communities, the importance of going green and adopting various environment management methods. Green management, now it is a tool to provide competitive advantage and helps in controlling organization's environmental impact. Green HRM is referring to using every employee to support sustainable growth and increase employee retention and commitment on the problems of sustainability. Green HRM practices helps to retain good and effective employees in the organization by lower cost and better employee engagement, which in turn help organization to reduce carbon footprints by the means of electronic filling, online training, elastic working hours, teleconferencing. As the corporate world is going global, the business is experiencing turn from a conventional monetary arrangement to a modern ability based wealth which is ready to explore green economic facets of commerce. Green HRM has become an important business strategy for organizations growth and development where human resource departments play an essential and active part in going green at the office. Green HRM policies and practices it supports the employees and boost employee's confidence and satisfaction level.

Meaning of GREEN HRM

The term Green HRM is the use of HRM policies and practices to promote the sustainable use of resources within the business organization. Green HRM is directly responsible in creating green workforce that understands, appreciates and practices in green and maintains its green objectives all throughout the HRM process of recruiting, selection, training, compensating, developing and advancing the firms human capital. Green HR is the use of HRM policies to promote the optimum use of resources within the organizations. It refers to the policies, practices and system that make employees of the organization green for the benefit of individual, society, natural environment and organization.

OBJECTIVES:

The main purposes of this study to:

1. Provide with a basic understanding of green hrm
2. Elaborate on various green practices that can be incorporated for building a green workforce.

GREEN HRM FUNCTIONS FUTURE DIRECTIONS (Practices)

GHRM is a manifesto which helps to craft green workforce that can understand and value green culture in an society. Green project can maintain its green objectives all throughout the HRM method of recruiting, training and development, hiring, compensation, rewards. The HR functions will become the driver of environmental sustainability within the organization by aligning its practices and policies with sustainability goals reflecting an eco-focus.

1. GREEN RECRUITMENT

Attracting high quality staff is a key HR challenge in the “war for talent” The GREEN Recruitment process includes the hiring of green aware candidates without the use of paper that is employee application can be accepted on the web. Green recruitment is a system where the focus is given on the importance of the environment and making it a major element within the organization. The new entrants are also enthusiastic and passionate about working for environment friendly “Green” company. Environmental responsible employers can attract that they needed to implement corporate environmental management initiatives and ultimately it contributes to achieve organizational environmental goals. It indicates about organization’s environmental past and future performance, when communicating recruitment messages.

Green recruitment can be defined as the process of hiring individuals with knowledge, skills, approaches and behaviors that identify with environmental management system within an organization. Recruitment can support effective environmental management by making sure that new entrants are familiar with organization’s environmental culture and are capable of maintain its environmental values. The induction of green recruitment encourages the involvement of employees for monitoring of long term competency and informing employees about the green company-wide initiatives like reducing wastage and greenhouse gasses.

2 GREEN SELECTIONS:

In the selection process, when making selection for the job vacancies some companies consider candidates, environmental concern and interest as selection criteria. When interviewing candidates or evaluating them for selection, to ask environment related questions.

3 GREEN INDUCTIONS:

An induction programme is the process used within many organizations to welcome new entrants to the company and prepare them for their new role. Organizations can adopt two kinds of approaches for green induction .They are general green induction and specific green induction. After selecting the new employees, companies provide necessary information about the corporate environmental management system, policy and practices.

4. GREEN TRAINING AND DEVELOPMENT:

The Green training and development is a practice that focuses on development of employee’s skills, knowledge and attitude. Green training and development give knowledge about the environment management, train them the different methods how they can conserve the energy, natural resources, reduce waste within the organization, and provide opportunity to engage employees in environmental problem solving. Different different activities regarding green training and development, it aware employees about the environment management. It enhances the skill of employee to deal with different environment problems. Training is a main tool for the employees for controlling wastage in the organization. Green T&D also educate and update the employees about green policies, practices and procedure.

5. GREEN PERFORMANCE MANAGEMENT:

Performance management is the process by which employees are encouraged to augment their professional skills that helps to achieve the organizational goals and objectives in a better way. Green performance management consists of issues related to environmental apprehension and policies of the organization. The most important aspect of PM is performance appraisal. In accumulation to meeting the criteria of consistency, soundness and equality, useful performance appraisal provide useful feedback to employees and continuous development of organization. The performance appraisal rating system to include dimensions for rating employees on the following behavioral and technical competencies: teamwork, alliance, modernization and variety.

6. GREEN COMPENSATION AND REWARDS:

Rewards and compensation are major role in employee’s growth and Green HRM processes. Employees are rewarded by their performance and working style. This HR practice rewards and compensation can influence to employees attention to the maximum at the work and motivate them to put forth maximum effort on their part to achieve organizational objectives. Capricious pay system added in compensation by link It by eco performance. Employees could be awarded bonuses for their outstanding work on special projects. Green rewards can include the use of workplace and lifestyle benefits.

7. GREEN EMPLOYEE RELATION:

In the organization, the employee relation is the essential phase of HRM, which is concerned with establishing good employee and employer relationship. By this GREEN HRM Practice, the self-confidence level and motivation level of employees will boost and it expands the productivity of employees. In fact

positive employee relation is vague and permanent asset and source of competitive advantage for any organization.

ADVANTAGES OF GREEN HRM:

1. SAVING MONEY:

Green practices save money. The EPA recommends shutting down your computers if it will be inactive for more than a day.

2. REDUCED UTILITY COSTS:

Small organizations can significantly reduce their utility costs by using technologies that are energy efficient and less wasteful. Switching light bulbs from incandescent to energy star rated CFL bulbs lower the electricity bills. Utility companies in many communities are willing to come to the organizations

3. DECREASED ENVIRONMENTAL IMPACT:

Recycling paper and use longer lasting products reduce the amount of energy needed to produce replacement products. If building generates more solar energy than it uses, you can sell your excess electricity to the power company, requiring them to generate less energy.

4. IMPROVED PUBLIC IMAGES:

Going green event can be held by this public relation can be build. Environmental awareness can be promoted by media press. Green initiatives on product packaging, marketing, materials to appeal to consumers who prefer green products.

5. REBATE AND TAX BENEFITS:

Going green is easier with the assistance of federal and state government, local municipalities, water districts and electric companies that offer tax incentives and rebates. Low-flow toilets, energy-efficient water heaters, solar panels qualify for tax credits and purchase price rebates.

DISADVANTAGES OF GREEN HRM:

1. INITIAL COST:

The greatest disadvantage of green hr m is initial cost that it often requires a large initial cost. Buying a hybrid vehicle that gets good mileage can reduce energy consumption, but hybrid vehicles cost many thousands dollars more than similar vehicles without hybrid technology. Upfront costs present a large deterrent to going green.

2. COMPETITION:

In the business world, going green can be an attractive goal to gain goodwill and consumer support, but unless green improvements are economically viable, it can put a business at a competitive disadvantage. If national standards were imposed to force business to go green, this could put them a competitive disadvantage with respect to foreign companies.

3. INADEQUATE SAVINGS:

The aim going green in many cases such as building energy – efficient home or purchasing a hybrid vehicle is to reduce environmental impact while saving money in long term. Green buildings and vehicles tends to use less energy ,so initial cost can often be recouped over time through energy saving.

CONCLUSION:

The Green HRM is based on going green movement,related to the protection of environment and to save the earth from future disasters.The Green HRM is play an important role in the industry to promote the environment related issues by adopting it,in management philosophy ,HR Policies,practices,training people and implementation of laws related to environment protection. Complete Green HRM implementation and amalgamation is not possible but requires a changed approach towards the existing HR Practices on the part of both management as well as employees.The corporate world reciting the old mantra of three R-Reduce,Reuse,Recycle to save the environment .Changing the organizational culture,It will make society and employees aware of the utilization of natural resources more economically and encourage eco-friendly products.The Green HRM practices analysed to develop employee well – being and improved organizational performance.

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