

# “Green Human Resource Management- Development of Sustainable relations between Humans and Nature in the corporate setups.”

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**Key Words:** Green Human Resource, Sustainability, eco-friendly equipment, Awareness, responsibility, self-discipline rewards, recognition.

**Abstract:** GREEN & HUMAN RESOURCE ...these words are a form of life. Both if go hand in hand can make the world a better place to live in. With this thought researcher has chosen Green Human Resource management as the base of the study as it is the upcoming concept which has now got routed as one of the important and real factor of concern for many organizations. Management of Human resource by keeping the nature at the top of all priorities becomes a challenge as well as an opportunity for the companies to develop grow and educate their most values asset i.e. Human Resource in a better work culture and environment. This helps the organizations to bring the workforce together to support the social as well as economical cause. Green Human Resource Management (HRM) encompasses major elements such as Environmental awareness and Safeguardthe nature for sustainable goals in a two way process of Employee Management and contributions to the society. The term **Green HRM** is mostly used to refer to the contribution of **HRM** policies and **practices** towards the broader corporate environmental agenda. It refers to using every employee to support sustainable **practices** and increase employee awareness and commitments on the issue of sustainability.

**Introduction:**Human resource department of an organization is supposed to have a means to play an important role in the design of their organization’s sustainability culture. Many authors, particularly in the area of HRM, battled that the helpfulness and successful in any management innovation and strategic tools are depending on the quality and facility of their human resources. Green HRM refers to using every employee to support sustainable apply and increase employee responsiveness and commitments on the problems of sustainability.

Green HRM has obtained different meaning for different people, Ashok Ramachandran, Director HR Vodafone Essar Ltd defines green HR as using every employee touch point to espouse sustainable practices and raise employee level of awareness, Anjana Nath Regional Head HR, Fortis healthcare ltd defines Green HR as environment- friendly HR initiatives leading to better efficiencies, lesser cost and heightened employee engagement levels. It involves undertaking environment friendly initiatives resulting in greater efficiency, lower costs, and better employee engagement and retention which in turn help organization to reduce carbon footprints by the means of “Electronic filling, Car sharing, Job sharing, Teleconferencing, Online training, Flexible working hours and Telecommuting”.

**Objective of the research:** the main purpose or objective behind carrying out this research is to understand the innovative concept and thought process of Green HRM and also the effect of implementation of Green HRM in Employee management. It also gives a gate way to know the effect and possible reactions of professionals who will be introduced to these changed processes.

**Theory:**The term **green HRM** is mostly used to refer to the contribution of **HRM** policies and practices towards the broader corporate environmental agenda. It refers to using every employee to support sustainable practices and increase employee awareness and commitments on the issue of sustainability.

Few CASES are mentioned below where the traces of Green Human Resource Management and CLEAN HR are seen

1. Indian Oil Corporate Social Responsibility has been the corner stone since the year 1964.Its mission is to enrich the quality of life of the community and preserve ecological balance and heritage through a strong environment conscience.

2. In Bhopal Gas Tragedy of December 2-3 of 1984 leak of Methylisocyanate gas and other chemicals has led to 3787 deaths, 38478 temporary partial and 3900 severely and permanently disabled. This has forced the Government to take necessary steps by amending the laws like The Factories Act, 1948.

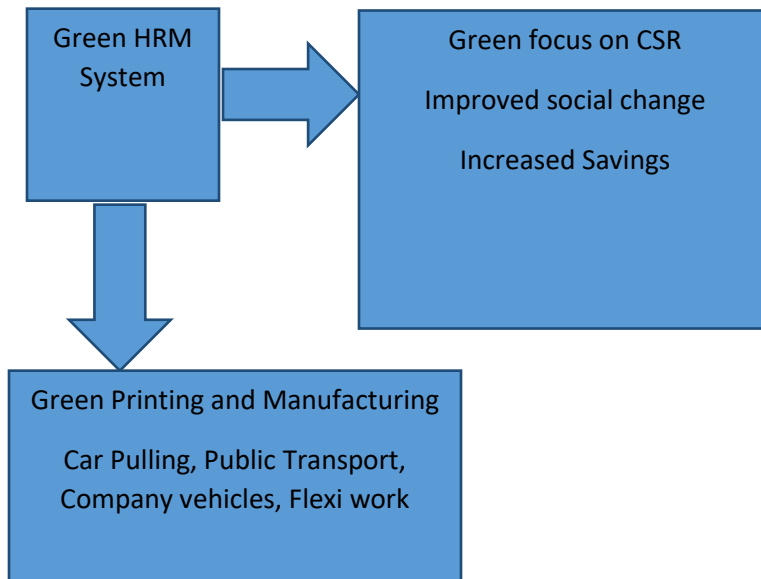
3. The Green Building Movement spearheaded by C11 Godrej since 2001 has come a long way, LEED India New Construction a fully indigenous rating to suit the National context has been launched. 1st Jan 2007, LEED India CS (Core & Shell) has also been launched.

Lado and Wilson in 1994 defined "HRM system as a set of distinct but interrelated activities, functions and process that are directed at attracting, developing and maintaining a firm's human resources" HR practices are generally implemented with the strategic systems that are in line with the culture and business strategy. There are various researchers who support the HRM practices to be effective for promotion human capital and results in providing to contributors of organizational performance and competitive advantage. (Boselie, 2001) Green or Greening has at least four meanings in the context of managing people at work /human resource management (HRM).

1. Preservation of the natural environment.
2. Conservation of the natural environment.
3. Avoidance or minimization of environmental pollution
4. Generation of gardens and looking like natural places.
5. Planning some rewards and recognition for the employees who follow the GREEN concept.
6. Conduct Awareness programmes about the importance of Green HR Concept

Thus employee who may be a manager or non-manager is supposed to perform roles of becoming a green employee. Green HRM is referred to all activities involved in development, implementation and ongoing maintenance of a system that aims at making employees of organization green. Green employees form the base for the entire Green Governance in organization. It leads to the concept of giving back to the society.

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.



**The Fig. Refers to the advantages and the ways an HR Department can benefit from Implement the Green HR Concept**

When we refer to HR practices, employee Welfare and Day to Day work comes as the Priority for any organization. In today's scenario the companies and HR Policies need to be more employee centric and have functions related to the employee benefits which can consider both professional and personal wellbeing of the Human resource. When an organization implements Green HR practices it instantly focuses on the employees and their welfare along with the conservation of natural resources. So in a way Green HRM is a combination of maintaining balance between the Human Resource and Green Resource.

**Green Human Resource Policy = Welfare of Human Resource + protection of Natural Resource**

Impact of Green HR:

Gaining Perception Goodwill and Reputation- In the industry, every organization strives for its goodwill and popularity which leads to customer loyalty. When the organization is following the process of Green HR it becomes an advantage to have an image of being social contributor.

Better utilization of Resources – Resources (nature Human) is utilized in a better and sophisticated way. Cost effective. Smarter performance translated into cheaper products.

**Research methodology:** this study is totally based on secondary data collected from different sources. The data is generated from different authorities of the concern departments and published research work available through sites/reports. Data from different books, journals, research papers and other print media is also used as reference. The study is undertaken to understand the implementation of the Green HRM concept in companies and the effect if it on the overall change that can be expected. Many companies and their HR when contacted have contributed by giving the inputs for the said research. This feedback is further compiled, compared and then the observations and outputs are derived on the basis of same.

**Result:** Green Initiative is accepted by most of the organizations worldwide who look forward to the overall development of their employees and the organization as a whole. The study finds a major difference between the Green HRM implemented companies and the non-Green HRM implemented companies. Concept of Green HRM focuses not only on the eco-Friendly practices but it also gives a great learning to the Human resource about self-discipline, time management and resource management.

**Discussion:** When the study was carried out author happened to visit few companies and few discussion happened through phone calls and email. It was found that most of the companies are very positive in implementing the Green HRM policy. Following are the points that have come on surface after the discussions:

- 1) Awareness about the concept of Green HRM – as the discussion was plan with all grade of companies it was found that few companies were not clear about the format of Green HRM. They had an insight of it but clear awareness was lacking. Other companies were where well aware about the concept.
- 2) Planning and Designing – When it came to planning such processes for the organization/Firm/company there where different views of all the concern people. Some were very positive about it. Few found it an additional responsibility, few were ready to do the process but were stucked in the confusion where and when to start. On the other hand ,companies who have already processed the Green HRM concept have started getting a clear picture of the positive result and the things have proceed.
- 3) Acceptance by Employees – The most important issue or few called it as a hurdle is the acceptance of the employees for this change. How to make people aware about the concept and its advantages was a bit catch point for the upcoming implementers. Companies who already have introduced the Green HRM concept took lot of efforts to first and foremost gain the confidence of their employees for the implementation.
- 4) Implementation –Implementation and the proceedings become a very important process. Companies need to show lot of consistency and focus on the implementation part. Most of the companies who have implemented the Green HRM system have got good result It not only improved the productivity of the employees but is giving them mental and physical strength and a feeling of contributing to the global cause of saving the environment.
- 5) Evaluation – every process needs to be evaluated on a regular basis. Companies have done this evaluation which has shown a very positive and futuristic result. Leaving a few all the responses were positive and incline towards the acceptance of Green HRM.

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