

Green Human Resource Management: In India

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Abstract – Earlier, we judge the corporate success by its profit but now they need to perform green practices to create green environment which help to build loyalty. Corporation needs to reduce the carbon footprints and create positive the attitude of the employees towards social and environmental aspects. Green HRM help the organization to use the resources in an efficient way. Owner of the business are little but owner of the nature are many (community) where business and we survive. It is advantageous for both business & the society. In India many firm adopt Green HRM which help in environmental sustainability like Wipro Technology, Suzlon Energy, ONGC, ITC Limited and many more.

Keywords: - Green HRM, Performance Management, Environmental Management, Green Function, Green practices.

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INTRODUCTION

Human resource management means management of human resources. It is a process which help the firm to run itself in an effective manner, so they can achieve competitive advantages. The duties of a HR manager mainly are in the area of staffing, designing the work of employees and to give them compensation and benefits according to their performance.

According to Leon C. Megginson From the national point of view human resources are knowledge, skills, creative abilities, talents, and attitudes obtained in the population; whereas from the view-point of the individual enterprise, they represent the total of the inherent abilities, acquired knowledge and skills as exemplified in the talents and aptitude of its employees. Green human resources means run business in a way which help to promote sustainability development. Also change the thinking of employee and make them aware about the sustainability.

It achieve great efficiency by undertaking environment-friendly initiative. Also get other benefits in the form of reduction in cost, and employee's engagement in their work and retention. When employees are become aware green policies and practices they help the organisation to decrease in carbon footprints by using electronic bikes, care sharing, video calling, video conferencing, double sides photocopying and reusing the resources. HR manager always keep in mind sustainability and activities related to green practices. It became an important issue for the forward thinkers and firms all

over the world. Companies can take the advantage by getting cut in cost without losing talent. Now a day it become a need for every organisation to integrate environment management and HRM. So, it becomes the top management practice to encouraging employees to be more environment friendly.

GREEN PRACTICES

Green HR policies help the firm to focus on employees work related behaviour and create green work culture. This leads to solve the environmental issues in future. Every employee is a social person so he learnt many things from their private life as well as from work place. So both help to create and strengthen green organisation behaviour. It makes in the change in the employees life which is beneficial to firm because of green policies and practices. Their change in behaviours expressed in their consumption pattern and reuse and recycle the products. When we are going to consume, always use resources. We must think before use of any product or think how we can replace this product with another product which has no negative effects on the environment.

GREEN HRM PROCESS

Human resource development helps to translate green polices into practices. It is a strategy to involve green workforce in environmental issues, to understand and grow the green culture in organization. It is process including the HRM functions. We can understand it following way:-

GREEN RECRUITMENT

Green recruitment is process of hiring new people who know about sustainable process, environmental issues and also familiar with words of preservation and sustainable environmental policies. Institution should make it sure that new talent are familiar with the green practices and environmental system that will support the effective environmental management within the organization. In this process we recruits the employee without using paper that minimize its impact on environment. We can do it by online process of recruitment means application are invited online, conduct the interview online and then issue the joining letters online to the employees.

GREEN PERFORMANCE MANAGEMENT

Green performance management is the method by which employees are encouraged to increase their professional skills which help to get organisational goal and objective. It is whole year ongoing communication between supervisor and an employee. Performance appraisal is an important aspect in performance management. Manager can appraise the performance of an employee whose behaviour is environment friendly like off the electric switch when it is not needed and help in many other ways. In this way organization increase the knowledge and skills of the workers.

GREEN TRAINING AND DEVELOPMENT:-

It is a process which is necessary to every organization. It focuses on developing of employee's skills, knowledge and attitude towards environment management. It makes the change in working methods that decrease wastage, proper utilization of resource, conservation of resources and reduce the use of less available resources. Many companies are providing training related to green policies to their employees like Nestle Globe. After getting training their performance help to reduce carbon footprints.

GREEN COMPENSATION AND REWARD:-

Any company can achieve their goals by using Green HRM because it make the awareness all about their practices. By this process employees are rewarded for their environment friendly performance. It create individual interest to link with the organizational interest. When employees works on special green project, they should be rewarded by monetary (cash) and/or by non-monetary reward to encourage them.

GREEN EMPLOYEE RELATION

In every company, people come from different places with different characteristics, interest, habit, and attitude and due to this they follow different practices in their life. So it become necessity for an employer

to do efforts to get them together or build relationship. Green tools like social site and gmail help to create relationship with increasing their participation in green management practices.

SOME EXAMPLES OF GREEN HRM PRACTICES:-

- Providing free bicycles for employees to come to work instead of driving.
- Organizing car-pools service.
- Buying computers from companies which are using recycled components.
- Buying things from local vendors.
- Companies take incentives to Go Green practices
- Companies can save power by start their work in early morning
- Conduct an internal energy audit in the organization
- Create eco-friendly attitudes among employees
- Reduce the paper work by doing it online
- Recycle the wastage of firm
- Teleconferencing can reduce the time and energy
- Monitor water supply to save water
- Using alternative resources which.

INDIAN COMPANIES ROLE IN GREEN HRM

Wipro Technologies

It was the 1st IT Company which launch eco-friendly desktops and note book in India. It takes an incentive to decrease in the organization's carbon footprint. Also manage its water and energy efficiency, and develop new benchmarking in reutilizing waste.

Suzloan Energy

Suzloan Company has the most energy efficient building built in India with green roof, energy efficient and renewable energy based hot water system. Many other policies like carpooling, zero waste management, green management etc. are practiced by the companies.

Tata Consultancy Services

TCS mainly focus on agricultural demands of community. It provide consultancy services and it is also a largest software services exporter.

Oil & Natural Gas Company

ONGC had taken many incentives to go green and help to reduce wastages by producing oil and gas, which help to create sustainable development.

Idea Cellular, HCL Technologies, ITC Limited, Tamil Nadu Newsprint and Paper Limited, Indusland Bank and many other also practices green HRM.

CONCLUSION

At last, we observed that how Green HRM can help or affects the employee and their organisation practices against environmental issues. Employee learn it from professional life and private life. It make the change in attitude and behaviour of employees towards the policies & practices. In result, decrease in cost, increase the efficiency and better uses of natural resources. In India where 7 out of 10 most polluted cities are existed, Green HRM can help to reduce carbon footprints, proper utilisation of resources and effective use of energy. Ultimately, every one want to live in a good environment and Green HRM is a great tool to protect it from issues. In the end we can say

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