

GREEN HRM FOR BUSINESS SUSTAINABILITY

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ABSTRACT

For globalisation, industrialisation and liberalisation every organisation tries to sustain in competitive business environment. In current scenario companies only sustain by maintaining ecofriendly environment. Natural resources are vital resource for an organisation .It is the responsibility of every organisation to implement a ecofriendly system to create a healthy environment for long term sustainability. One emerging issue Green HRM by which organisation implement policies and procedures for benefit of organisation as well as for society. Green HRM focuses on rules, regulations, recruitment, selection, induction, training, performance appraisal, counselling, safety and welfare concern of employees. Green initiative in HR practice is a corporate social responsibility itself. This paper highlights on the concept of Green HRM and the role of HRM to create green environment for sustainability of business.

KEYWORDS: Green HRM, Sustainability, Ecofriendly, Corporate Social Responsibility

Green Human Resource Management is the integration of HR practice with environmental management. For organisational sustainability every organisation are using green practice in their manufacturing process. Now a day's organisations are using HR strategies to create environment friendly product and services for society. By aligning organisational goal with Human Resource Management for business sustainability is known as Green Human Resource Management. Many companies adopting less paper, mail communication, E-meeting, E-training, video conferencing interview and also encouraging employee to switch off light and computer when they are not in use. Green HR is using environment friendly HR practice as well as develops of knowledge capital of employees. By which it helpful to employees for their career development as well as organisation sustainability. Measuring employee's performance on green practice is one of key function in Green HRM. HR practices are aligned with organisational strategy that is live with culture and business goal (Boselil, 2001). Green HR is achieving organisational goal through HRM practice (Jabour, 2013). Green HRM practice results employee engagement, better productivity and create sustainable business (Meilyy and Susanti, 2013).

Objectives of the Study

- To know the concept of green HRM.
- To find out Green HR initiatives taken by organisation

Literature Review

Dechant and Altman (1994) suggested on perception of employees that they are working when they feel it develops their career.

A positive relationship between employees and employers facilitate productivity participation and

empowerment (Daily & Hurg 2001). There is a positive effect of green HR on business environment that leads the firm to compete with others. Sudin (2011). The compensation and rewards systems in an organisation could contribute to environment management. Intrinsic and Extrinsic rewards encourage and increase loyalty of workers to be environmentally friendly. HR practices such as performance management, compensation management and reward system also concerned for environment management. It increases the ability to adopt green HRM practices towards environmental safety issues (Carter & Dresner, 2001). Green HRM in welfare and safety management may an effective way to enhance eco friendly HR practices (Milliman and Clair, 1996).

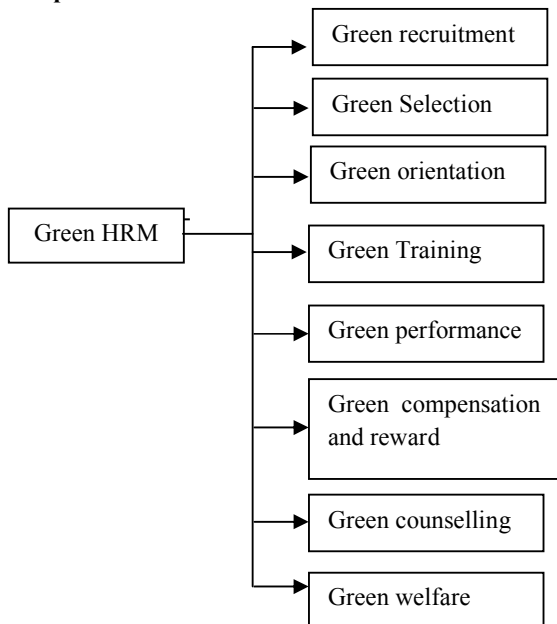
Govindarajulu and Daily (2004) have found out that employee involvement programme may help the organisation to adopt green practices which improve health, safety and welfare of workers. Green HRM is the use of HR policies for sustainable business organisation Madip (2014).

Practices of Green HRM

- Paper less office
- Turn off lights, Computer and Printer after work and on weekends.
- Mail communication.
- Electronic filing.
- Encouraging use of laptop instead of desktop.
- Waste Management.
- Online recruitment.
- Video conferencing meeting.
- Paper less training.
- Performance management on basis of green practices.
- Car pooling
- Job sharing

- Use of brown bagging in the office.
- Loan discount on energy saving home and fuel efficient car.

Components of Green HRM



Green Recruitment

Now organisations are giving their advertisement through their web-site. This method is very fast ,cheap and easy to assess. Bauer & Aiman-Smith (1996) identified the impact of pro-environmental factor recruitment that employees are encouraged to work in a firm which promote green practices. Frank (2003) identified the relationship between perception of employee and ethics of company and found that employees are interested to work in eco-friendly Company.

Green Selection

Interviews are conducted by group discussion, personal interview, and different activities and in online test. Candidates could be given preferences who are more environment friendly for an organisation.

Green Orientation

Induction and orientation programmes are framed in such a way that facilitates the new comers about green practices. Green issues like health and safety, use of material and cleanness of area in work place etc.

Green Training

Training should be given on increase of green management. Trainer should give their training

on presentation or by video conferencing. Trainer should use more soft materials rather than printed handouts to reduce the use of paper. Sarkaris (2010) suggested that employees presented better training on environmental training programme. Daily (2007) suggested Green training will help the employees to identify the challenges of green HR principles.

Green Performance Appraisal

In performance appraisal use of green practice should be one of the key performances Area (KPA). Green performance appraisal motivates employees for use of green practices in organisation. Jabbar (2012) studied that human dimensions impacts the organisational performance as well as environmental management system or organisation.

Green Compensation and Reward

Compensation and reward system should be directly linked to use of green skills. Special bonuses given to employees for their effort of less carbon foot print. Forman and Jorgensen (2001) suggested rewards help to improve employee commitment to environment management programmes.

Green Counselling

Top level managers and counsellors can take initiative to motivate employees for implementation green practices and business sustainability.

Green Welfare Practices

Now a days many organisations changed the concept of health, safety and welfare of employees to health, safety and environmental management. These companies have continuously giving their effort to reduce stress occupational disease and hazards at work place.

Impact of Green HRM

In the first level fully implementation of green HRM is difficult but by continuous effort organisation may create learning environment which adds value to professional and personal life of employees. The impacts of green HRM practices are noted below.

- It increases employee morally.
- It preserves the natural resources.
- It improves the relationship between stake holder, customer, supplier, employees and the media.
- It reduces the overall cost.
- It increases the company’s image.
- It develops the knowledge of green HRM.
- It motivates innovation and growth.

- It provides competitive advantage.

GREEN PRACTICES ADOPTED BY COMPANIES IN INDIA

Name of Company	Green Practice	Impact
LG India	Newly launched LED E60 and E90 series monitor	40% less energy than conventional LED monitors
HCL	Introduce eco-friendly products HCL ME 40 notebooks	Energy efficiency
Hair India	Launched Eco life series	Energy efficiency
Samsung India	Eco-Friendly LED backlight in LED TV	40% less use of electricity
Tata Consultancy Services	Initiative of creating technology for agriculture	Community benefits
ONGC	Invention of green crematorium	Less use of Oxygen
Indusind Bank	Sending electric messages without counterfoils in ATM	Saving paper
ITC	Free bleaching technology	Cleaner environment approach
Wipro	Eco-friendly building	Saving energy and preventing waste
MRF Tyres	Eco-friendly tubeless tyre	Offers extra fuel efficiency

*Source: Fiinnovation- (<http://www.fiinnovation.co.in>)

CONCLUSION

Green HR practices focused on improving HR practices for business sustainability. Green HR aims at reducing wastages and very much concern for environment. Green HR initiative results higher productivity and build a developmental climate for business. By doing so, organisations would add value to their brand image. The green recruitment, green selection, green induction, green performance appraisal, green compensation and rewards system are powerful tools in making employees more eco-friendly for business sustainability.

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