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## A SIMPLIFIED INTRODUCTION TO GREEN HUMAN RESOURCE MANAGEMENT

Dr. NALINI DEVI.S

ASST. PROFESSOR

Dr. MGR JANAKI COLLEGE FOR WOMEN

CHENNAI

## ABSTRACT

*Green HRM is a new concept and is becoming popular all over the world. This term has attained a position as a very important topic in the field of research since it deals with the environmental management and a sustainable development is developing throughout the business field. Green HRM not only creates awareness to environmental view but also towards the social and economic aspects of the both the organization and employees with a broad perspective. This paper focus on answering the questions such as meaning of Green HRM, Need for Green HRM, Challenges of Green human resource and Green HRM practices according to HRM functions.*


## KEYWORDS

HRM, environmental management.

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## INTRODUCTION

 ailya Saifulina 2020) had quoted that during many decades, the main goal of business and business management has been the achievement of short-term economic goals. However, after the industrial revolution and population crisis, the impossibility of this growth system and the need to perform business activities respecting environment and society has become evident. Earlier there were a numerous environmental problems in many countries in the field of business. At presently, sustainability toward the environment has gained much attention from stakeholders and the employees, as there has been an increasing awareness within business populations on the significance of going green and adopting various environment management practices. GHRM involves undertaking environment-friendly HR initiatives resulting in greater competences, lower costs and better employee engagement and retention. According to (Hajra Ihsan et.al., 2021) Green human resource management which is relatively new conviction of attention among academics of social sciences as it proves to be an aspiration towards green vigor and behaviors among the employees of any organization (Shafaei et al., 2020). As the business world is going global, the business is experiencing a shift from a conservative financial structure to a modern capacity-based economy which is now ready to explore green economic sides of business. The Green Human resource in green-oriented organizations plays a significant part in shaping the culture of suitability in their organization (Safaa Shaban 2019). The concept of green HR practices is gaining grip in the corporate world, as the leaders in business world has discovered ways to nurture sustainability within their organization. Green HRM is the use of HRM policies to promote the sustainable use of resources within business organizations and, more generally, promotes the cause of environmental sustainability. Natural resources are vital resource for an organization. It is the responsibility of every organization to implement an ecofriendly system to create a healthy environment for long term sustainability (Dr.M.Neeraja and B. Dhananjaya 2018). Adopting environment friendly HR practices as an organizational strategy can help increase competitive advantages in the present business scenario. In addition to this environmental management has become a proactive solution for the global issue. Organizations' top priority when implementing creative practices is to make the best use of resources while consuming the least amount of time possible, resulting in cost-effectiveness (Mamta Arora 2020).

## OBJECTIVES OF THE STUDY

1. To make a simplified introduction to Green HRM
2. To understand the basic concepts of Green HRM

## RESEARCH METHODOLOGY

The study is carried out based upon the secondary data available in books, journals etc.

## WHAT IS GREEN HUMAN RESOURCE MANAGEMENT?

Green HRM involves environmentally-friendly human resource policies and practices that, on the one hand, will help organizations achieve its monetary goal through environmental branding and on the other hand protect environment from any negative impacts that might cause by the policies & actions by the organizations (Dr. Mohammad Main Uddin Md. Rabiul Islam 2015). Since, the paradigm of Green HRM scholarship has increased during the last 10 years, as one of the core strategies to make corporations more sustainable, this concept gained noteworthy attention among scholars. As a result, there is an enormous increase in Green HRM scholarship. Moreover, the increasing attention towards sustainability issues compelled conventional human resource management to entwine green human resource management practices to reduce waste, decreasing the amount of carbon footprints and adopt paper less approach (Muhammad Hamza Khan and Syaharizatul Noorizwan Mukhtar 2021) Green HRM refers to all the activities concerned in development, execution and maintenance of a system which aims at making employees of an organization go green. The area of HRM plays an important role with transforming regular employees into green employees so as to achieve environmental goals of the organization and to make a significant contribution to environmental sustainability. It includes the policies, practices and systems that make employees of the organization green for the benefit of the individual, society, environment, and the business. Green HR is the utilization of HRM approaches to advance the feasible utilization of assets inside business associations and, more generally, promotes the cause for natural sustainability (S. D. Joyce and Dr. C. Vijai 2020).

## NEED FOR GREEN HRM

Green HRM encompasses two major elements: environmental-friendly HR practices and the preservation of the knowledge capital (Sushma Rani, Dr. K. Mishra 2014). **The GHRM plays a vital role to promote environment related issues in order to do this a strong HR policies and practices must be formulated.** Every Organization need to conduct an environmental audit, thus changing the organizational culture, thinking about waste management, pollution, and helping the society and its people, those are getting affected by pollution. *Green human resource management procedures are fundamentally used to reduce the carbon impression of each worker and the information capital of the holding association. It also plays role in convincing workers to look after resources, and participate in waste management to control pollution* (Md. Chapol Ali 2020) With a strategic planning for sustainability in every organization is possible in the midst of threats and uncertainties Within thousands of businesses today, sustainability plans are growing steadily due to the threats and uncertainties that climate change has caused our world. The support of senior management is crucial in the implementation of its sustainability management by an organization. Green human resource management is essential not only at the hierarchical level but also at the individual level. A worker has got a personal life other than her/his working life and in this way every individual is a worker in the work setting and a consumer at the personal life situation (Ainsley Granville Andre Jorge Bernard 2019). (Shoeb Ahmad

2014) has quoted that The "Magna Carta" on Human Environment was declared in the first United Nation's (International) Conference on Human Environment held in June 1972 in Stockholm declared that to defend and improve the human environment for present and future generation have become an imperative goal for mankind (Shaikh, 2010, p. 122). (Dr. Rana Zehra Masood 2018) had mentioned several reasons for Green HRM

1. To protect the environmental aspects e.g., global warming, climate change, energy crisis, etc. so as to make work meaningful and the place of work safe & healthy within and outside the organizations.
2. To instruct, teach and encourage both financially or non-financially the employees to perform their activities in an environmentally trustworthy way.
3. To increase or improve corporate environmental performance by certain HR functions such as training, employee empowerment, and Environmental Management System (EMS) rewards.
4. To motivate employees, to become involved (employees) in corporate environmental management activities and to develop green abilities and provide employees with opportunities to be involved in corporate environmental management initiatives and efforts.
5. To provide environmentally friendly products and operations (companies face increasing pressures for eco-friendly products and operations), to manage corporate environmental programs in successful manner (without failure) and to overcome implementation challenges of corporate environmental programs.

(Dr. P. Lakshmi Narayanamma, et al., 2022) Numerous organizations have admitted the significance of engaging employees in their struggles to develop sustainable performance through inventiveness intended to reduce waste, as well as confirming effectual usage of energy and other resources (Davis et al., 2020; El-Kassar and Singh, 2018; Ojo et al., 2020).

### CHALLENGES OF GREEN HRM

Human resources play very important role in managing employee from access to egress. Now the corporate is focusing on greening the business, so the Human Resource Department has the additional responsibility of 'go green' along with HR policies. Green HRM highlight certain challenges, they are:

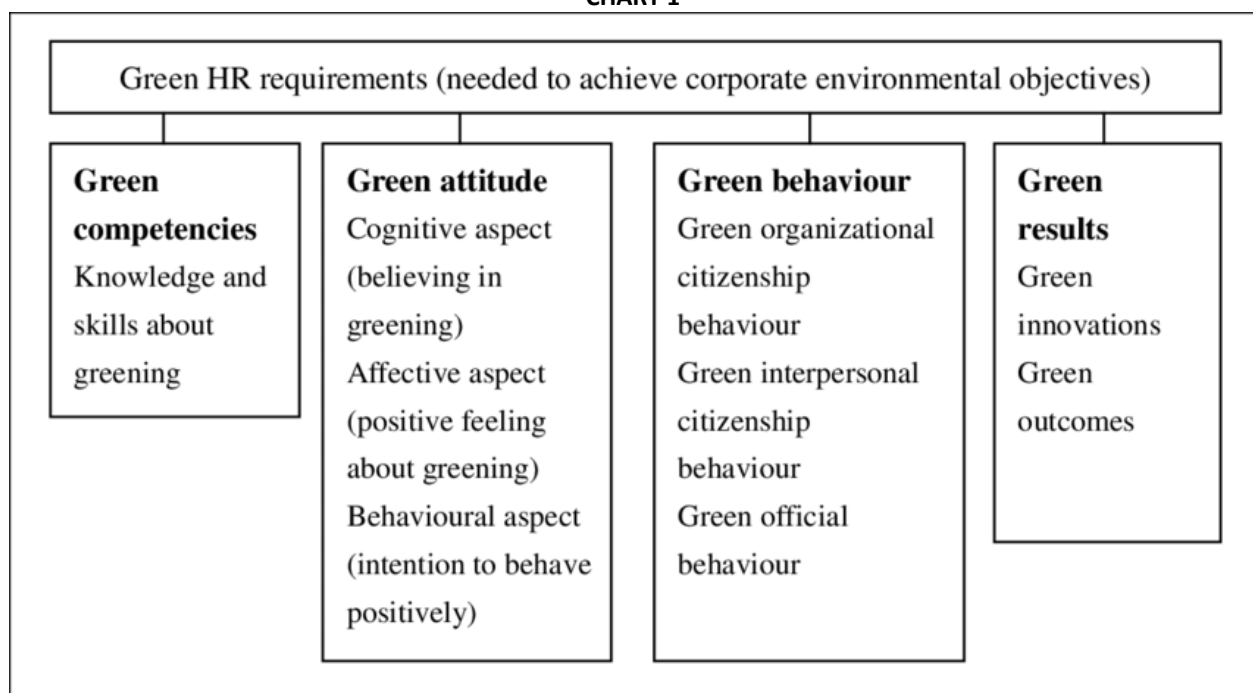
1. It is very difficult to change the performance and activities of employees in a short period of time for all the organizations
2. To develop the culture and traditions of Green HRM in an entire organization is an oppressive and long lasting process.
3. All the employees are not equally motivated to contribute in the promotion of Green HRM practices in an organization.
4. Measuring the efficiency of Green HRM is difficult.
5. Green initiatives require a lot of support and dedication not only from the Management of an organization but also from the Government.
6. In the initial stage of Green HRM requires high investment and relatively slow rate of return.
7. HR professionals face problems of being likely to provide the essential green structures, green processes, green tools, and green philosophy to make the best selection and build up the future green leaders of the organization.
8. Using green materials can lead to more expensive raw materials for manufacturers and hence more expensive products for consumers.
9. Switching to solar power will need panels to be installed at business facilities. The cost reduction in energy savings gained by going green is not always enough to offset the initial conversion costs.
10. Conducting an energy audit - Most local utilities offer businesses free on-site consultations on how they can reduce usage and save money. Frequent suggestions include: Improve insulation, install timers to automatically turn off lights, use energy efficient light bulbs, keep temperatures at comfortable ranges that are not excessively cool in the summer and warm in the winter.

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11. Getting employees involved
  12. Communicating about Going Green issues - Inform suppliers and customers about your efforts. And get in touch with local
  13. Communicating about Going Green issues - Inform suppliers and customers about your efforts. And get in touch with local regulatory agencies, many of which offer financial incentives to businesses that implement green initiatives. Keep employees and shareholders/ investors informed about going green progress.

### REQUIREMENTS OF GREEN HRM

CHART 1



Source: GHRM practices in accordance with HRM functions (Svitlana Tsymbaliuk, et al., 2021)

TABLE 1

HRM functions	GHRM practices
Organizational design and staff planning	Designing organizational structure with centers of responsibilities for implementing environmental policies Institutionalizing jobs and positions responsible for environmental issues, for example, green finance, green HRM Forecasting a number of employees necessary for implementing environmental initiatives and green activities
Job analysis and job design	Developing tasks, duties, responsibilities and competencies related to green (environmental) issues and including them into job descriptions
Recruitment and selection	Developing green (environmental) requirements to applicants Including environmental values of company into job advertisements Attracting and selecting applicants with green knowledge and attitudes Seeking applicants and communicating with them via electronic resources, minimizing paper usage in selection procedures
Onboarding and adaptation	Highlighting the company's culture of green consciousness, its concerns with environmental issues and green actions Integration of new employees with the company's green culture
HR accounting	Electronic document management
Performance management and appraisals	Setting up sustainability goals and developing environmental KPIs for measuring their achievements Involving employees into developing sustainability goals and KPIs and discussion of ways how to improve their performance
Training and career development	Developing employees' green skills, knowledge, and attitudes Conducting green training based on employees needs Teaching employees to reduce waste, save resources, including energy Encouraging for acquisition of green skills Promoting employees with environmental management competences
Corporate culture	Developing a sustainable (green, environmentally friendly) corporate culture Using teamwork for governing environmental issues
Communication	Increasing green awareness and formation of environmental protection mindset via newsletters, briefings, round tables, conferences, publications in website, social media, etc. Providing feedback to employees on regular basis concerning implementation environmental policies
Employer branding	Developing green EVPs which are attractive for people with green behavior Promotion themselves as green employers
Compensation and benefits	Encouraging employees for being involved in green activities of company by tangible rewards: salary increase, bonuses, social benefits Public praising and appreciation for green efforts, environmentally friendly activities by management Rewarding for acquiring certificates from awarding institutes
Employee relations	Involving employees into developing green policies and solving environmental problems Encouraging innovative company's social and environmental initiatives in cutting on carbon emissions, reducing waste, etc.
Health and safety management	Creating a socially responsible, resource productive and environmentally sensitive workplaces, and safe work conditions Improving employees' health, reducing stress and occupational disease caused by unhealthy environment
Discipline management	Implementing discipline management for violence of green rules
Leaving the company	Making exit interviews for assessing the employees' opinion on the company's green practices

## CONCLUSION

It is not a hidden fact that human resource is the most important asset of an organization that plays an important role in managing the employees. At the moment, the recent increased trend of corporate focus on greening the business, the modern HR managers have been assigned with additional responsibility of incorporating the Green HR philosophy in corporate mission statement along with HR policies. Though the green movement and Green HR are still in the stages of infancy, growing awareness within organizations of the significance of green issues have compelled them to embrace environment-friendly HR practices with a specific focus on waste management, recycling, reducing the carbon footprint, and using and producing green products. Clearly, a majority of the employees feel strongly about the environment and, exhibit greater commitment and job satisfaction toward an organization that is ever ready to go "Green." The effects of GHRM practices are multifaceted and require constant monitoring to recognize their potential impact on HRM issues.

The researchers discover that GHRM can be studied with be employee behavioral towards change i.e. behavioral change, change management and further the study can be made on corporate social responsibility to improve the company image and develop the deep rooted concept of suitable environment among employees (Farheen Javed<sup>2</sup> and Sadia Cheema). GHRM practices should be implemented in all HRM functions. It must include such activities as designing organizational structure with centers of responsibilities for implementing environmental policies; institutionalizing jobs and positions responsible for environmental issues, for example, green finance, green HRM; setting up sustainable goals and developing environmental KPIs; developing employees' green skills, knowledge, and attitudes; increasing green awareness and formation of environmental protection mindset, etc (Svitlana Tsymbaliuk, et.al., 2021)

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