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**A STUDY ON THE AWARENESS ON AYURVEDIC TREATMENTS PROVIDED BY HEALTHCARE CENTERS IN
ERODE DISTRICT, TAMIL NADU**

Dr. M. JAYANTHI
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
TIRUPPUR KUMARAN COLLEGE FOR WOMEN
TIRUPPUR

ABSTRACT

Ayurveda is the science of life and longevity. Although it is considered a science of medicine, it is a different science. The treatment is not simply curing of disease, but deals with the physical, spiritual and mental body complex. The knowledge of Ayurveda was formerly passed on from teacher/guru to disciple in the form of one to one lessons without the use of any written books. Later on, the knowledge was codified in the form of books (around 1000BC). Reference of this science can be seen in the Vedas, the ancient Indian text of knowledge. Around 1000 BC, the knowledge of Ayurveda was broadly documented in Charak Samhita and Sushruta Samhita. According to Ayurveda, health is considered a prerequisite for achieving the goals of life, kama, artha, dharams and moksha (salvation). Ayurveda is a system of Indian customary form of medicine. The word Ayurved originated from the two Sanskrit word 'Ayur' meaning life and 'veda' meaning science or knowledge. In ancient days, Vaidyas used to treat patients with personal care and prepare drug according to the necessity of the patients but nowadays the herbal medicines are being produced on large scale. At present, there is a very high demand for all forms and preparations of medicinal plants worldwide. There is an extensive demand for raw materials even as medicinal plants worldwide are facing the threat of becoming dead or in risk of extinction. Now-a-days people are aware about the side effects and adverse reactions of synthetic drugs, so there is an increasing interest in traditional system of Medicines. Although Ayurveda has gained fame among the medicinal systems there is a restriction for its further growth.

KEYWORDS

Erode, ayurvedic treatments, healthcare centers.

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INTRODUCTION

Ayurvedic medicine is one of the world's oldest holistic remedial systems. It is based on the belief that health and wellness depend on a delicate stability between the body, mind, and spirit. Its main aim is to support good health, not scrap disease. But treatments may be geared toward specific health problems. India has a rich history of traditional system of medicine based upon six systems, out of which Ayurveda stands to be the most ancient, most widely accepted, practiced and flourished indigenous system of medicine. The other allied systems of medicine in India are Unani, Siddha, Homeopathy, Yoga and Naturopathy. Ayurveda is the most dominant system amongst the other Indian systems of medicine and finds its prevalence globally since centuries. After Ayurveda, the Siddha, Homeopathy and Unani system of medicine are widely used. Naturopathy is still developing and in future it may emerge as a flourished system of medicine. Yoga is a system of allied medicine that deals with physical, mental and spiritual state of an individual.

The Siddha system of medicine is based upon the principle similar to Ayurveda considering that the human body is constituted from the five elements of the Universe like the pancha mahabhootas. Along with these elements Siddha system considers that the physical, moral and physiological well-being of an individual is governed by 96 factors. These 96 factors include perception, speech, diagnosis of pulse etc. Perception is commonly used determinant for treatment of psychosomatic system with the help of minerals, metals and some plant products. It uses many preparations of plant and mineral origin in powder form, prepared through various procedures including calcinations. Unani system of medicine originated in Greece and was introduced by Hippocrates. Hippocrates laid down the "humoral theory" for treatment of diseases and describes the wet and dry characteristic of each humor that constitutes the human body. This system of medicine was introduced in India by the Arabs and it grew stronger when some scholars and physicians of Unani system fled to India after invasion of Persia by the Mongols. Since then, this system of medicine has made a firm footing in India and is recognized by the Indian government for clinical practice and research funding. The plants based formulations like oils, tinctures, powders and ointments are used in treatment.

Homeopathy is based upon the laws of "immunological memory" and "memory of water" and the similarities in the pharmacological aspects of the drug and the disease. It utilizes medicines which produce symptoms similar to that of the disease for treatment of the pathological condition initially by producing or aggravating the pathological conditions and then treating it. For more than a century this system is been practiced in India and has formed an integral part of the Indian traditional system of medicine. It is recognized by the government of India and there are various institutions, research centers and regulatory bodies that help propagation of this system. In homeopathy the mother tinctures or aqueous extracts of the drugs are diluted and succussed as per Pharmacopeial methods to prepare the formulations of very low potencies. Yoga originated in India in ancient times. Through its therapies and diagnosis based on pulse and analysis of Tridosha state of an individual, it suggests meditative exercises and life style management to obtain tranquility and improve health.

NEED OF THE STUDY

The people are changing world over. At present they are more informed, use more gadgets, lead a rapid life and thereby look higher stress. Environmental changes in the form of ever growing pollution, heavy road traffic leading to mounting commuting time, stressful workplace environment and quick changing technology put nonstop pressure to adapt and adjust changing lifestyle with tiny living space, taking junk food, less exercise, consuming addictive products to stay wakeful on the job for longer hours and eating on the run put huge stress on the body which get expressed in the type of psychosomatic disorders like frequent headache, common cold, constipation, backache, allergy, acidity, chronic fatigue etc., which they are trying to manage with ayurvedic medicines. This has lead to steady increase in ayurvedic medication for the past many years.

In the present era, life is so hectic and fast that nobody has adequate time for themselves. If somebody gets ill, then seek speedy and furious recovery to get rid of the problems. Where many modern medicines have failed, Ayurveda has proved that it can entirely destroy them, or in the case of difficult incurable diseases, control their growth rate. Ayurveda has shown this unbelievable resistance against diseases such as Diabetes where it has put a regulatory checks on the amount of sugar in the blood, thus successfully counteracting it.

STATEMENT OF THE PROBLEM

Ayurveda is emerging as a traditional healing system. Ayurvedic medicines are manufactured by several thousand companies in India, but most of them are quite small, including several neighborhood pharmacies that compound ingredients to make their own remedies. Over 80% of the medicinal plants required by Ayurvedic industry are obtained from wild collection from forests and waste lands. In most cases supplies are made by traders. Most of these do not have adequate knowledge of medicinal plants. The Trader organizes collection of medicinal plants through children and women in these forest areas who many times cannot

distinguish between related plant species. Therefore, many times manufacturing units obtain substituted and adulterated plant materials. Another major problem faced by the ayurvedic industry is of non-homogeneity of the materials.

People in present era want fast relief from ailments where Ayurveda lacks little behind. The whole world of Ayurveda is divided into various levels, like the students, research workers, practitioners, academicians, professionals and people from governing bodies. There is no proper way of communication between all these levels so that there can be sharing of knowledge at different levels. This challenge is posing a key threat to Ayurvedic science. There are lots of practitioners those have a thorough knowledge of Ayurveda and know how to apply it in this period of time. There is a propensity of some senior consultants not to share their special experiences in practice with their juniors. On the other hand, the job security for Ayurveda graduates is extremely less as compared to those in other fields. The present study makes an attempt to find out the service quality and patient's satisfaction towards ayurvedic health centre in Erode district and also to identify the awareness level and issues related with ayurvedic treatment. Based on the above issues the following questions were probed, awareness the patients choose Ayurvedic health care centers for enhancing their better health care?, What are the significant factors which influence the excellence of Ayurvedic health care centre?.

OBJECTIVES OF THE STUDY

1. To ascertain the respondents' awareness on Ayurvedic treatments provided by health care centres in Erode district.
2. To analyze the factors influencing the users to go for Ayurvedic health care centres in Erode district.

RESEARCH METHODOLOGY

The present research is empirical in nature and convenience sampling method has been adopted to collect the data from the total population of ayurvedic users, out of which five per cent living in nine taluks in Erode district, namely, Erode, Gobichettipalayam, Sathiyamangalam, Perundurai, Modakurichi, Kodumudi, Bhavani, Thalavadi and Anthiyur has been selected for the study.

ANALYSIS

Age of the Respondents

It is an essential factor in this study, since the awareness and perception of service quality on ayurvedic healthcare industry require some level of maturity. The succeeding table classifies the age group of the respondents as below 20 years, 20-30 years, 31-40 years and above 40 years.

TABLE 1: AGE OF THE RESPONDENTS

Age	No. of Respondents	Percentage
Below 20	83	13.8
20 – 30	153	25.5
31 – 40	194	32.3
Above 40	170	28.3
Total	600	100.0

Source: Primary Data

From the above table, it is found that 32.3 per cent of the respondents belong to 31-40 years and 28.3 per cent of the respondents belong to above 40 years, 25.5 per cent of respondents belong to 20-30 years and 13.8 per cent of the respondents belong to below 20 years. From the analysis it is concluded that majority of the respondents belong to 31-40 years of age group that utilise the ayurvedic healthcare center.

Gender of the Respondents

The two classified Gender category are male and female. Men will engage more frequently than women both for official and personal tasks. Women, the generation makers contribute the efforts both at office and at home and possess some additional responsibilities.

TABLE 2: GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	294	49.0
Female	306	51.0
Total	600	100.0

Source: Primary Data

From the above table, 51 per cent of the respondents are female and 49 per cent of the respondents are male. It is concluded that more or less equal number of respondents utilize the ayurvedic healthcare centers.

Marital Status of the Respondents

In this study, two categories have been considered for evaluation, 'married' and 'single'.

TABLE 3: MARITAL STATUS OF THE RESPONDENTS

Marital Status	No. of Respondents	Percentage
Married	330	55.0
Unmarried	270	45.0
Total	600	100.0

Source: Primary Data

The above table shows that, 55 per cent of respondents utilising the ayurvedic healthcare center are married and 45 per cent of them are unmarried. From the analysis it is concluded, that majority of the respondents are married.

TABLE 4: AWARE OF AYURVEDIC TREATMENT

Source of Awareness	No. of Respondents	Percentage
Self	198	33.00
Friends and Relatives	104	17.33
Family Members	111	18.50
Doctors	67	11.17
Advertisements	120	20.00
Total	600	100.00

Source: Primary Data

It is observed from the above table that, out of 600 respondents, 33 per cent of them got the knowledge of the treatment by their own interest, 20 per cent of them got information about the treatment through advertisements, 18.5 per cent of the respondents acquired knowledge from their family members, 17.33 per cent of them gathered the knowledge from their friends and relatives and 11.17 per cent of the respondents got the knowledge from the doctors. It is concluded that majority of the respondents are self-aware of the ayurvedic treatments.

AWARENESS ON AYURVEDIC TREATMENTS PROVIDED BY HEALTHCARE CENTERS IN ERODE DISTRICT

In order to study the relationship of demographic factors such as age, gender, marital status, educational level and monthly income over the respondent's awareness on ayurvedic treatments provided by healthcare centers in Erode District, further analysis has been made under the following heads.

Chi-Square Analysis

Karl Pearson in 1900 developed a non-parametric test for testing the significance of the discrepancy between experimental (observed) frequencies and the theoretical frequencies (expected) obtained under some theory or hypothesis. This test is known as Chi-Square Test (χ^2 -test) of goodness of fit, and is used to test whether the discrepancy between expected and observed values may be attributed the chance (fluctuations of sampling) or whether the deviation is really because of the inadequacy of the theory to fit the observed data. In order to apply the Chi-square test either as a test of goodness of fit or as a test to judge the significance of association between attributes, it is necessary that the observed as well as theoretical or expected frequencies must be grouped in the same way and the theoretical distribution must be adjusted to give the same total frequency as we find in case of observed distribution.

TABLE 5: AGE AND RESPONDENT'S AWARENESS ON AYURVEDIC TREATMENTS

Treatments	Variables	Age				Total	χ^2 -value	p-value	Results
		Below 20 Years	20-30 Years	31-40 Years	Above 40 Years				
Snehana	Highly	24	26	54	34	148	33.553**	0.001	Rejected
	Aware	42	83	100	71	296			
	Neutral	3	14	20	16	53			
	Not Aware	4	7	6	24	41			
	Highly Not Aware	10	13	14	25	62			
	Total	83	153	194	170	600			
Swedana	Highly	25	40	77	45	187	43.699**	0.000	Rejected
	Aware	38	71	74	51	234			
	Neutral	9	17	12	14	52			
	Not Aware	5	8	11	31	55			
	Highly Not Aware	6	17	20	29	72			
	Total	83	153	194	170	600			
Vamana	Highly	20	44	69	46	179	32.827**	0.001	Rejected
	Aware	41	68	81	53	243			
	Neutral	6	23	18	20	67			
	Not Aware	6	7	11	24	48			
	Highly Not Aware	10	11	15	27	63			
	Total	83	153	194	170	600			
Virechan	Highly	26	53	49	48	176	29.291**	0.004	Rejected
	Aware	40	64	92	54	250			
	Neutral	5	12	22	18	57			
	Not Aware	4	9	11	28	52			
	Highly Not Aware	8	15	20	22	65			
	Total	83	153	194	170	600			
Vasthi	Highly	3	18	13	17	51	34.709**	0.001	Rejected
	Aware	3	8	11	26	48			
	Neutral	11	13	16	22	62			
	Not Aware	27	36	69	46	178			
	Highly Not Aware	39	78	85	59	261			
	Total	83	153	194	170	600			
Kaya Seka	Highly	21	48	60	44	173	43.719**	0.000	Rejected
	Aware	34	64	84	49	231			
	Neutral	11	16	24	12	63			
	Not Aware	3	11	8	27	49			
	Highly Not Aware	14	14	18	38	84			
	Total	83	153	194	170	600			
Kativasthi	Highly	26	42	58	42	168	31.135**	(0.002)	Rejected
	Aware	34	71	88	53	246			
	Neutral	10	20	18	18	66			
	Not Aware	5	8	15	27	55			
	Highly Not Aware	8	12	15	30	65			
	Total	83	153	194	170	600			
Sira Dhara	Highly	7	19	14	18	58	20.354	0.061	Accepted
	Aware	5	10	20	24	59			
	Neutral	9	17	23	31	80			
	Not Aware	32	46	70	54	202			
	Highly Not Aware	30	61	67	43	201			
	Total	83	153	194	170	600			
Ksharasutra	Highly	33	43	67	45	188	37.213**	0.000	Rejected
	Aware	30	62	74	42	208			
	Neutral	5	21	16	25	67			
	Not Aware	3	13	13	30	59			
	Highly Not Aware	12	14	24	28	78			
	Total	83	153	194	170	600			
Agnikarma	Highly	7	22	15	24	68	20.439	0.059	Accepted
	Aware	6	7	15	21	49			
	Neutral	9	17	29	29	84			
	Not Aware	28	49	57	51	185			

	Highly Not Aware	33	58	78	45	214			
	Total	83	153	194	170	600			
Jaluka	Highly	4	19	22	19	64	18.258	0.108	Accepted
	Aware	6	15	16	26	63			
	Neutral	7	14	18	26	65			
	Not Aware	31	49	67	52	199			
	Highly Not Aware	35	56	71	47	209			
	Total	83	153	194	170	600			
Bandage/ Plaster	Highly	1	7	5	5	18	4.215	0.979	Accepted
	Aware	2	6	9	6	23			
	Neutral	11	20	28	22	81			
	Not Aware	27	45	55	56	183			
	Highly Not Aware	42	75	97	81	295			
	Total	83	153	194	170	600			
Nasya	Highly	3	10	9	8	30	8.258	0.765	Accepted
	Aware	2	5	11	5	23			
	Neutral	9	21	32	26	88			
	Not Aware	33	59	63	70	225			
	Highly Not Aware	36	58	79	61	234			
	Total	83	153	194	170	600			

It is observed from the above table that the calculated Chi-square values are lesser than the significant level (0.05 level), hence, the null hypothesis is rejected for Snehana, Swedana, Vamana, Virechana, Kayaseka, Kativasthi and Ksharasutra. The respondents of 31-40 years and above 40 years of the age group are highly aware of the treatments and the benefits provided, such as calming the whole body system, removal of toxins, providing immunity and strengthens the whole muscular and circulatory system and it is concluded that there is significant relationship between age and the respondent’s awareness on ayurvedic treatments provided by healthcare centers in Erode district.

TABLE 6: FACTORS INFLUENCING THE USERS TO GO FOR AYURVEDIC HEALTHCARE CENTERS IN ERODE DISTRICT

Variables	EAM	QR	LC	LSE	IM	FA	ECD	PE	EA	SST	RE	QS
EAM	1											
QR	0.556**	1										
LC	0.461**	0.494**	1									
LSE	0.421**	0.495**	0.520**	1								
IM	0.535**	0.497**	0.559**	0.454**	1							
FA	0.518**	0.494**	0.470**	0.406**	0.460**	1						
ECD	0.431**	0.439**	0.338**	0.335**	0.307**	0.494**	1					
PE	0.456**	0.431**	0.506**	0.450**	0.474**	0.448**	0.471**	1				
EA	0.408**	0.504**	0.528**	0.469**	0.451**	0.473**	0.426**	0.523**	1			
SST	0.381**	0.455**	0.350**	0.346**	0.381**	0.465**	0.323**	0.393**	0.502**	1		
RE	0.224**	0.267**	0.153**	0.071	0.165**	0.199**	0.274**	0.195**	0.259**	0.304**	1	

Source: Primary Data

The inter - relationships between the twelve variables were examined using Pearson Correlation analysis. The correlation analysis, showed a significant (p<0.001) positive correlation among all constructs and the r values ranged from 0.117 to 0.559. Thus, it reveals that there is no problem of multicollinearity and indicating that there is a significant difference between the factors influencing the users to go for ayurvedic healthcare centers in Erode District.

CONCLUSION

Erode District is promoting Ayurveda as an important product of health tourism. Since, health tourism is a sector which deals mainly with the healthcare services, usually the quality of services expected by the users is always high. It could be inferred from the study that there was a significant relationship between the service quality dimensions and the satisfaction. Hence, the respondents expect from the physicians, masseurs and hospital staff that they should give specific and individual attention to every user. They should know their users’ needs and wants and fulfil them. But the sample respondents give little importance to tangibility items. Because they consider better health treatment than that of the aesthetics of the HEALTHCARE CENTERS. Therefore, the present study contributes the growth of Ayurveda HEALTHCARE CENTERS by improving the quality of healthcare services under the desired area. Health and beauty consciousness of the people have paved way for growing importance of Health Tourism. Hence, providing entrepreneurs to go for elevating ayurveda based health tourism, where a wider scope exists.

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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.

JEL CODE

M12

INTRODUCTION

Railya 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:

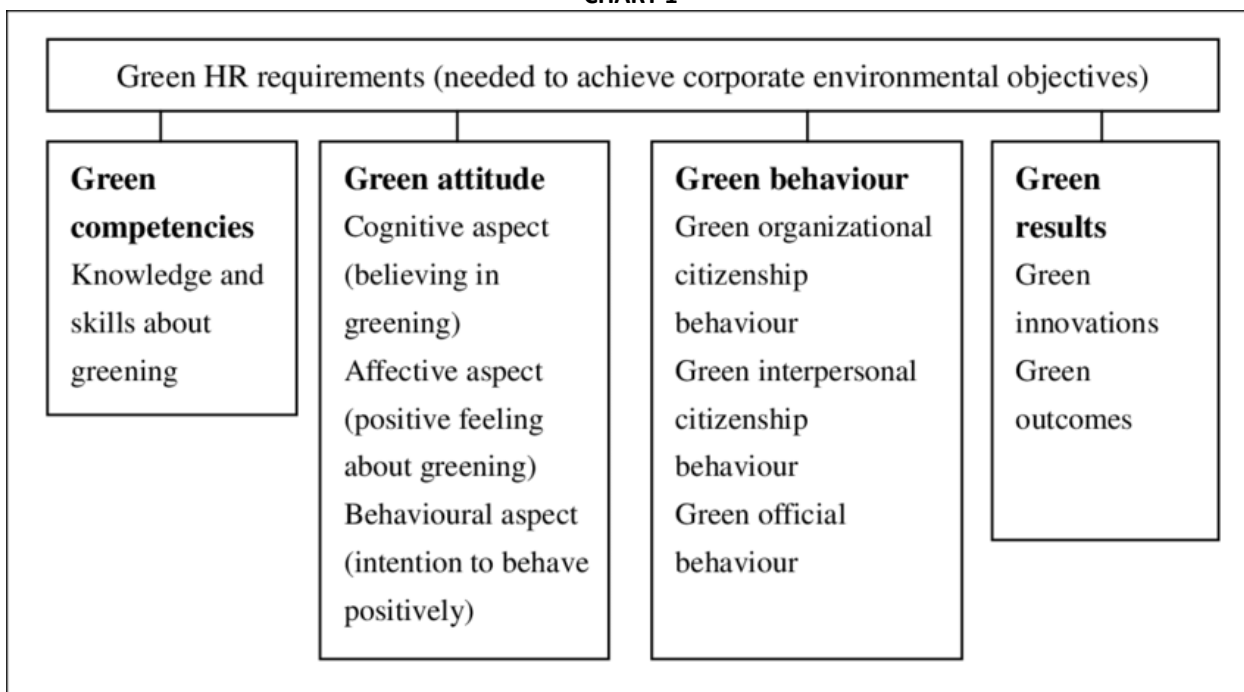
1. It is very difficult to change the performance and activities of employees in a short period of time for all the organizations
2. To develop the culture and traditions of Green HRM in an entire organization is an oppressive and long lasting process.
3. All the employees are not equally motivated to 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.

GOING PAPERLESS - ENCOURAGE E-MAILING

- Conducting annual- It is important to Survey employees to assess how well the organization is doing with regard to Going paperless - Encourage e-mailing.
 - Conducting annual- It is important to Survey employees to assess how well the organization is doing with regard to Going paperless - Encourage e-mailing.
 - Conducting annual- It is important to Survey employees to assess how well the organization is doing with regard to Going paperless - Encourage e-mailing.
 - Conducting annual- It is important to Survey employees to assess how well the organization is doing with regard to Going paper less- encouraging email
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 Tsybaliuk, 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 Javed² 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 Tsybaliuk, et.al., 2021)

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