



GREEN HRM, A WAY TO ENVIRONMENT PROTECTION

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ABSTRACT:

GHRM relies on a multidisciplinary approach that encompasses theories and methods from the fields of management, sociology, economics, and psychology, due to a good array of correlated issues and questions. GHRM was originally considered because the HRM facet of environmental management and, for this reason, at the start of its development, it had been observed merely in reference to the managerial strategic choices and therefore the practices of the human resource departments. GHRM reaches all the functions of HRM, and it's important also to know which are really working and which aren't, and what distinguishes effective GHRM practices from the ineffective ones.

Keywords: *Green, HRM, Environment, Sustainability, Strategy, protection*

INTRODUCTION:

Green Human Resources Management (GHRM) is often defined as the set of policies, practices, and systems that stimulate a green behavior of a company's employees so as to make an environmentally sensitive, resource efficient and socially responsible workplace and overall organization.

The term green HRM is usually related 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 difficulty of sustainability. Basically, Green HRM refers to integration of environmental management into Human Resource Management

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Green activities are performed like, recruitments through video recruiting or the use of online and video interviews.

It involves undertaking environment-friendly HR initiatives leading to greater efficiencies, lower costs and better employee engagement and retention policies, which help organizations to settle back employee carbon footprints by the likes of electronic filing, car-sharing, job-sharing, teleconferencing, and virtual interviews, recycling, telecommuting, online training, energy-efficient office spaces, etc.

Green HR initiatives help companies to find other ways decrease costs without losing their top talent. Focus on Green HRM as a strategic initiative promotes sustainable business practices.

AnjanaNath defines Green HR as environment-friendly HR initiatives resulting in better efficiencies, less cost, and heightened employee engagement levels.

Therefore, developing strong and long lasting organizational culture through GHRM practices becomes a manager's concern. Developing a green culture can affect employee behavior and introduce certain values that build an internal culture.

Green behavior is assumed to be instrumental within the implementation of the green HRM culture and adopting formal environmental strategies.

According to Mandeep, the practice of green HR should be translated into the HR processes, like recruitment, training, compensation, etc. From the definitions stated above, it are often concluded that Green HRM needs the participation of all the organization's members to make and keep the organization green.

ADVANTAGES OF GREEN HRM:

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teleconferencing, and virtual interviews, recycling, telecommuting, online recruitment and training, energy-efficient office spaces, etc. The Green Human Resource Management plays a crucial role within the industry to market the environment-related issues. Organizations must formulate HR policies and practices, train people to extend awareness about the environment, and implement laws associated with environmental protection.

The Green HRM may also help the employers, manufacturers in building brand image and reputation. Organizations got to conduct an environmental audit, thus changing the organizational culture, brooding about waste management, pollution, and helping the society and its people, those are becoming suffering from pollution. It will also make employees and society member's conscious of the use of natural resources more economically and encourage eco-friendly products.

ADVANTAGES OF GREEN HUMAN RESOURCE MANAGEMENT:

1. Reduction of costs without losing talent.
2. Organizations have huge growth opportunities by being green and creating a new friendly environment, which helps in enormous operational savings by reducing their carbon footprint.
3. It helps in achieving higher employee job satisfaction and commitment, which leads to higher productivity and sustainability.
4. Creating a culture of concern for the wellbeing and health of other workers.
5. Rate of retention should be improved.
6. Improved public image. Any time a firm adds a green initiative to its workplace, it can use the event to generate positive public relations. Organizations can promote environmental contributions to the media through press releases to earn the eye of potential customers and possible new sales.
7. Promote employee morale.
8. Improvement in attracting better employees.

9. Reduction in the environmental impact of the company.
- 10.Improved competitiveness and increased overall performance.
- 11.Reduction of utility costs significantly. Even small businesses can significantly reduce their utility costs by using technologies that are energy-efficient and fewer wasteful.
- 12.Rebates and Tax Benefits. Going green is simpler with the help of governments, local municipalities, water system authority, and electric companies that provide tax incentives and rebates.
- 13.Increased business opportunities. Compulsion from the Government companies, commercial businesses and NGO s. Some also mandate that their purchasing departments only buy green products or use products and services sold by companies that meet certain green standards.
- 14.Reduction of environmental damage. Encouraging employees through training. Finding ways to reduce the use of environmentally damaging materials.

Today, most educated and affluent consumers search for companies that adopt environmental standards. Organizations pursuing environment-friendly human resource policies are also immensely benefitted. This may help in arriving at greener products and green savings from waste elimination. The promotion of such values can also indirectly improve consumer satisfaction.

DISADVANTAGES OF GHRM:

While environmentally friendly living is a positive ideal, there are several possible disadvantages of going green. Perhaps the greatest disadvantage of going green is that it often requires a high initial cost.

The aim of going green in many cases, such as building an energy-efficient home or purchasing a hybrid vehicle is to reduce environmental impact while saving money in the long term.

Green buildings and vehicles tend to use less energy, so initial costs can often be recouped over time through energy savings.

The problem is that the savings generated by going green are often less than expected; they do not make up for the initial cost quickly enough to make them economically viable.

Some green conversions require an initial cash outlay that decreases the firm's bottom-line performance while the investment is paying for itself. This can decrease the earnings or annual profits of a firm.

In the business world, going green can be an attractive goal to gain goodwill and consumer support, but unless green improvements are economically viable, it can put a business at a competitive disadvantage.

While going green is focused on reducing harm to the environment, the impact that any specific individual can have on the environment by going green is often negligible.

The theory is that if everyone were to go green, it would have a significant and noticeable impact, but not everyone can be convinced to go green, and many believe that doing so has no real impact outside of the economics. This makes going green a personal choice for many.

Many employees feel that it is not their responsibility to protect the environment while they are at work. But the newly educated workforce is emphasizing on environmental management consciousness when they choose their employers.

IMPLEMENTATION OF GREEN HRM:

1. Recruit and select people committed to the environment;
2. Train and evaluate employees' performance based on environmental criteria;
3. Implement ways of rewarding individual and collective environmental performance in remunerated and non-remunerated ways;
4. Stimulate continuous education in environmental management;
5. Treat environmental aspects as values of corporate culture; and
6. To promote interaction between teams to deal with environmental problems and strive for continuous improvement of environmental management activities.

7. HR plays a vital role in making the environmental responsibility of the organization as a part of the corporate mission statement.

The responsibility of the HR managers is to create awareness about the Green HRM, the Green movement, and the utilization of natural resources, helping the corporate to maintain the proper environment and retain natural resources for future generations among young and working people.

A green job is employment that directly works with strategies, information, materials, and technologies that contribute to minimizing environmental impact and requires specialized knowledge, skills, training, or experience in these areas.

Green HR polices emphasis on group and individual capabilities to convey green behavior. The goal or objective of such policies is to create a corporate environmental culture.

The focus of Green HRM concentrates on employee's environmental behavior in the working place, which in turn, employees can practice such kind of behavior in their private life.

There is no doubt that organizations are the main cause of environmental problems. They should, therefore, play a large role in addressing environmental management issues.

SOURCING AND ACQUISITION OF HUMAN RESOURCES:

As higher-level executives have more responsibility for green initiatives, green targets should be included in the managerial job description. As the requirement of employees, environmental consciousness can be included in the competency model of the organization.

GREEN RECRUITMENT AND SELECTION:

Company websites can be used to invite applicants to apply for vacant positions. Resumes can be submitted online to reduce wastage of printed materials.

Companies can also use web portals for on boarding documentation like offer letter, credentials, and testimonials regarding qualifications and experiences and acceptance letter of selected applicants.

Environment-friendly firms receive better qualified and motivated job applicants. Some applicants are preferred to sacrifice salary potential to work for environmentally responsible organizations.

Some Job descriptions of an announced position and other information about the company can post on its website, which helps in the orientation of the new employees.

Again several environmental aspects can be mentioned in the job description. Green issues should be specified in the job description.

Such type of job description includes environmental reporting roles, health and safety tasks, harmful elements/probable radiations for staff, and then match worker's attributes according to the environmental competencies.

An organization can set "Green awareness" as a preferential criterion to select employees. Firms recruit employees who are green aware.

The employee induction program should be planned in such a way-as to enable the induction of new employees into a culture of green consciousness.

Employers should highlight the concern for green issues of employees like their health, safety, and green working conditions in the orientation program.

Learning, training, and development policies can include programs, workshops, and sessions to facilitate employees for improving and acquiring knowledge in environment management, green skills, and attitudes.

CONCLUSION:

It is evident from the discussion so far made that GHRM promises potential benefits for both organizations and those employed by them. For the organization, there is some evidence that better environmental performance is also associated with improved financial performance outcomes; the so-called 'Green pays' argument. The GHRM practices identified in this section may have a role to play in improving not only the environmental performance but also the financial performance of the organization. Equally, the GHRM practices analyses

here are likely to improve employee wellbeing in the workplace, not least through improving the working environment and satisfying the needs of an increasingly environmentally aware workforce. In sum, we believe that GHRM has the potential to contribute positively to both employee wellbeing and improved organizational performance. Green HR helps in achieving greater efficiency and lower costs within a process, reducing and eliminating ecological wastage and refurbishing HR products, tools, and procedures. Being environmentally conscious, organizations are starting to integrate green attempts into their regular work environment with society. Green HR attempts to create better employee involvement in a working environment, which helps the organization to work in an environmentally sustainable fashion. The employers and specialists can establish the usefulness of linking employee involvement and participation in environmental management programs to improved organizational environmental performance, like with a specific focus on encouraging green practices and help green management change and develop. Unions and employees can help employers to adopt Green HRM policies and practices that help safeguard and enhance worker health and wellbeing.

As organizations are the main cause of environmental problems, they should, therefore, play a large role in addressing environmental management issues. And so that Green HRM should be promoted and implemented by the organizations.

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