

Green HRM Practices & Environmental Sustainability- An Empirical Study on the IT Industry in Nagpur City.

Prof. Kushal M. Dharmik (MBA & M.Com) &

Prof.Samrudhi A. Churad (M.Sc & MBA)

Kamla Nehru Mahavidyalaya, Nagpur

INTRODUCTION

Nagpur is the third largest city and winter capital of the Indian state of Maharashtra. It is the 13th largest Indian city by population. According to an Oxford Economics report, Nagpur is projected to be the fifth fastest growing city in the world from 2019-2035 with an average growth of 8.41% It has been proposed as one of the Smart Cities in Maharashtra.

Information Technology in India is an industry consisting of two major apparatus: IT services and business process outsourcing (BPO). The IT sector is having largest involvement in India's GDP from 1.2% in 1998 to 7.7% in 2017. In India IT and BPO industries have contributed extensively in the last 20 years, the result we can see is that the massive growth of India economic in term of GDP. According to NASSCOM (National Association of Software and Services Companies), the sector collection of revenues of US\$160 billion in 2017, with export revenue standing at US\$99 billion and domestic revenue at US\$48 billion, growing by over 13%. As an Industry, information technology is the biggest and fastest growing industry in the world.

In many organizations the HR manger in IT sector are now realizing that Green HRM practices in their work place will support the social responsibility among workers and this practice will facilitate to maintain the skilled worker in their firm. Now the scenario in IT firm are focusing and trying to implement EMS (environmental Management System) a strategic tools, to gain passive advantage. This organism will make available superior control over firm's environmental impacts. It has been noted that, the majority of the victorious IT companies such as TCS, Microsoft, ITC and many more had started contributing a lot on corporate Social Responsibility.

OBJECTIVES

1. To study the concept Green HRM initiative exercise by IT companies.
2. To understand how sustainability and Green HRM policies can improve environmental performance (employees) of IT company.
3. To recognize the Green HRM practices adopted by IT company for the sustainable growth.

RESEARCH METHODOLOGY

The researcher's have collected data from various research articles, books, journals, websites, project work, internet, magazine and etc. The study of Green HRM is based on secondary data.

GREEN HRM

The term Sustainability can be defined "as the development that meets the present without compromising the ability of future generations to meet their own needs". Green HRM is the use of HRM policies to support the sustainable use of resources within organizations and more usually helps the reasons of environment sustainability. Human resource department of a IT company is having potential to play a significant role in the formation of their company's sustainability culture. Many researchers, especially in the area of HRM , argued that the efficiency and victorious in any management innovation and strategic tools are depending on the quality and ability of their human resources. Green HRM refers to using every employee to support sustainable practices and increase employee consciousness and commitments on the issues of sustainability.

NEED of GREEN HRM

Last two decades of this century have witnessed a unanimous consensus for the need of a realistic environmental management drive all over the world. The Green HRM literature is largely a western one and, given the importance of Asian economic development for environmental management, this is an important gap for future studies to reduce. Scholars of management around the world are now analyzing various managerial practices that can facilitate the achievements of the goals of GHRM and also have a significant impact on the environmental competitiveness of the organizations

GREEN PRACTICES

1. Recruitment and Selection: Induction for new recruits is needed for ensuring employee's understanding as well as it helps to develop their corporate environmental culture in a serious way.
2. Performance Management System: Using performance management in green HR indicates how to measure environmental performance standards and indicators in performance management and gaining useful data based on the environmental performance of managers. Electronic HR system (e-HR) can be introduced with the help of E-HR management and employees can track their own carbon emissions.
3. Training and Development: In the process of employee training and development programmers, it should cover social and environmental issues. Green orientation programs for the newly hired employees should be an integral part of the training and development process. The training itself should inform the employees about the green procedures and policies including the vision/mission statement of the company. Moreover, green teams can be established in each department, for providing general awareness and specific training about green hr management.
4. Pay and Reward: Compensation is a benefit package provided by the management to motivate the changing behaviors of employee green performance. According to Mandip (2012), organizations are need to develop reward systems for employees in order to produce desirable behaviors in green performance.

5.Green compensation

Rewards and compensation are the major HRM processes through which employees are rewarded for their performance. These HR practices are the most powerful method which links together an individual's interest to that of the organization's. We also assert that incentives and rewards can influence employees' attention to the maximum at work and motivate them to exert maximum effort on their part to achieve organizational goals.

6.Green employee relations

Employee relations are that aspect of HRM which is concerned with establishing amicable employer-employee relationship. The relationship facilitates motivation and morale of the employees as well as, increases the productivity. Basically, employee relations involve employee participation and empowerment activities. It also helps prevent and resolve problems arisen at workplace that may affect the work. In fact, positive employee relations are an intangible and enduring asset and a source of competitive advantage for any organization.

7.Green initiatives for HR

Organizations generally organize HR practices into systems that are consistent with their culture and business strategy. We can say that green initiatives included in HRM manifesto is a part of corporate social responsibility in the long run. Today, organizations are implementing and integrating green initiatives in their agenda with the help of their human resource. Managers make sure that their HR is utilizing green human resource practices in appropriate manner. As an addendum to the statement, several authors have suggested that it is important to promote a great deal of technical and management skills among all employees of the organization in order to implement an effective corporate green management system in companies.

8. Green building

The organizations round the globe are considerably opting for green building as their workplace and offices as an alternative to traditional offices. The phenomenon is quite trend setting as Green buildings fulfill certain criterion for reducing the exploitation of natural resources that are utilized in their construction. Furthermore, green buildings include some enhanced features related to green practices such as energy efficiency, renewable energy, and storm water management. Recent years have witnessed a great upsurge in adoption of green buildings by organizations at a fast pace.

9. Paperless office

Most of the work in the office is managed on paper but, with introduction of IT, the consumption of paper has been reduced. Today E-business and learning have changed the methods and procedures at offices converting them into paperless offices. Paperless office is a work place where the use of paper is either restricted or eliminated by converting important official documents and other papers into automated workflows.

10.Recycling and waste disposal

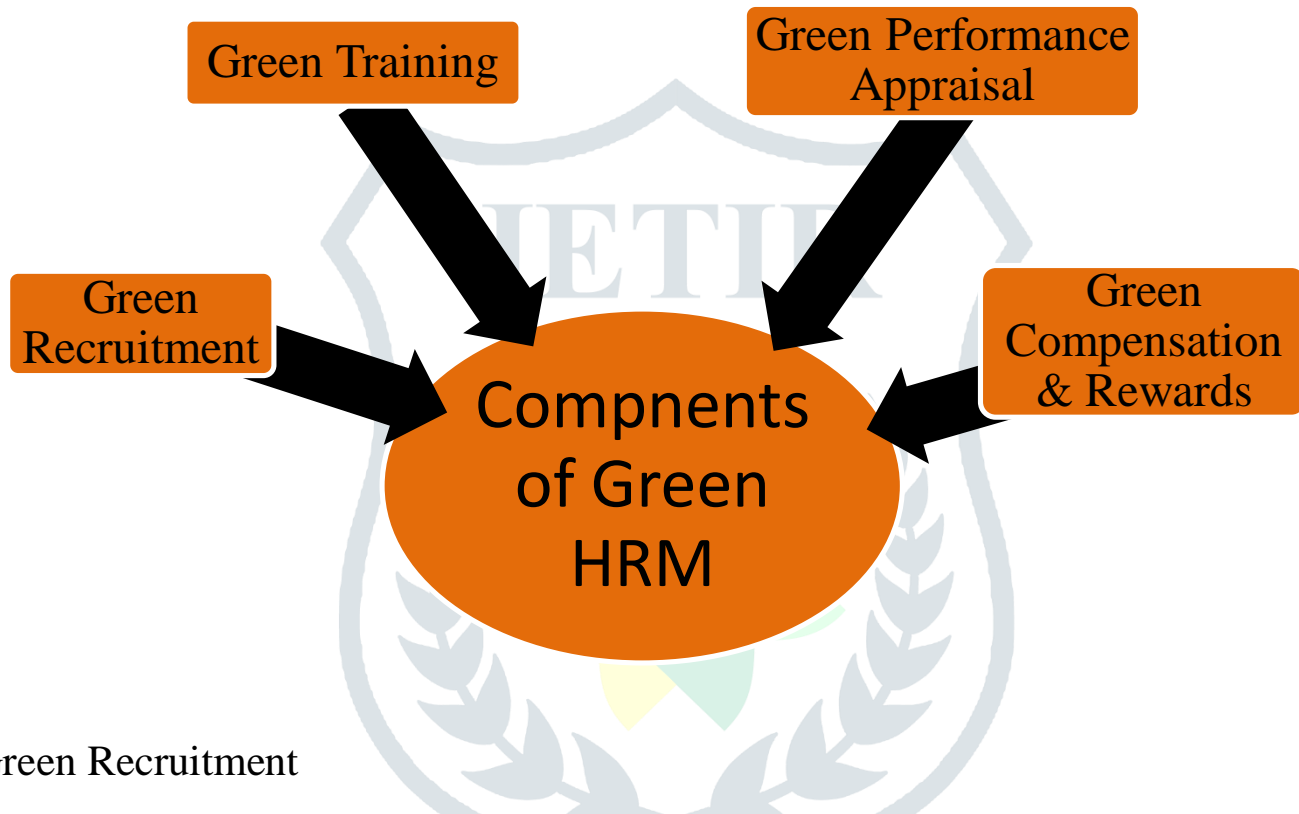
Recycling is the methodology of processing used up materials (waste) into new and useful products. Recycling reduces the use of raw materials that would have been otherwise used to produce new products. Consequently, this practice saves energy and reduces the amount of waste that is thrown into the dustbins,

thereby making the environment cleaner and the air fresher. As a part of their green initiatives, several organizations are implementing recycling program to increase the amount of recycled products and decrease the amount of waste.

11. Conservation of energy

Conservation of energy in the office has the potential for a great environmental impact. In an effort to provide more efficient and eco-friendly services, offices around the world have implemented several energy conservation initiatives to reduce the environmental impact.

COMPONENTS OF GREEN HRM



Green Recruitment

Recruitment is the process of searching prospective employees to apply for the job posting in the organizations and selection is the process of choosing appropriate applicants among the job applicants. In Green HRM now IT organization are focusing towards new method from which the work can be done very fast, cheap and in very easy way to assess.

Green Training

Training is one of the most vital parts of any organization; it helps in making the employees more skillful. Training should be given employees were increase of green management practice are going on. Trainer should use the modern tools like Projector, camera, printed handouts to reduce the paper. If the employees are given training on an periodical time bases than the effectiveness of there working in the IT company will increase.

Green Performance Appraisal

In performance appraisal use of green practices is playing an important role of the key performance area (KPA). Green performance appraisal is motivating employees for the use of green practices in IT organization.

Green Compensation & Rewards

Compensation and rewards system should be used by the IT organization and it should be directly linked to use of green skill. Special bonuses and rewards should be given to employees how are using and implementing the Green HRM practices which is reducing the effort of less carbon foot print.

ADVANTAGES OR BENEFITS OF GREEN HRM

Green HR is the use of HRM policies such a way to promote sustainable use of resources in business organizations to make eco friendly and promote environmental economical sustainability practices to keep healthier environment by increasing employee awareness and commitments on the issues of sustainability. Nowadays companies are implementing EMS (Environmental Management System) a strategic tool, to gain competitive advantage. This system provides better control of firm's environmental impacts. It includes commitment, policy, planning, implementation, measurement and evaluation, review and improvement of HR systems that fit with organization's culture and long-term goals.

Some more benefits are as follows

- It enhancing the employee's self-confidence in the work place of employees
- It improves the brand image in the market.
- It reduced utility Costs.
- It helps the employee to give devotion towards this work.
- It boosts the employee's workforce productivity.
- Motivation the employees for working more effectively.
- Employee retention & reduce labor turnover.
- It helps in saving money & reduces ill-effect on the environment.
- To develop green learning environment in the organization.

CHALLENGES OR LIMITATION OF GREEN HRM

"Going green" refers to making efforts to improve energy efficiency or reduce the pollution produced by your home, business and general living habits. The main purpose of going green is to reduce the potential negative impact that energy consumption and pollution can have on the environment. While environmentally friendly living is a positive ideal, there are several possible disadvantages of going green. Some companies have made an effort to become more environmentally friendly, also known as "going green." Reasons for going green can include achieving better public relations, tapping into the growing green market or even because the company may simply feel it is the right thing to do to help protect the environment. Greening a

company can involve changes to lessen greenhouse gas emissions, use safer, non-toxic chemicals in products, protect ecosystems, or all of the above. However, there can be a number of disadvantages to going green for corporations.

➤ Going Paperless Means Data Risks

For some companies, a common method of going green is to minimize or even eliminate the use of paper. This can pose some disadvantages. For example, if employees lose or experience the theft of laptop computers, sensitive information that would normally be kept in a locked paper file could fall into the wrong hands. If companies don't properly back up their computer files, a system crash could prove disastrous. Paper records, however "nineteenth century" they may seem, still serve as a valuable backup to the electronic documents that dominate record-keeping in the modern era.

- It is very difficult to change the behavior of employees in very short duration
- Motivating each and every employee to use Green HRM tools in their working style, after motivating to each and every employee to work more effectively. Each and every employees will not working according to the Green HRM policy implemented by the IT Company.
- Implementing & developing background of Green HRM in IT Company is not easy.
- It requires high rate of investment at initial stage and the rate of return is very slow.
- It is very hard to evaluate the helpfulness of Green HRM practices in employees behavior

CONCLUSION

The researcher come to the conclusion that practices of Green HRM it will ornamental the confidence of employees. It will improve management and employees and employees-employees relationships by sharing of resources and responsibility by sharing It help in minimizing environmental pollution by encouraging practices like car pooling, video conferencing, e-recruitment, recycling, online training programs, etc. If reward is given for the use of Green-HRM policy/practices then employees will use the Green HRM tools in office more focus should be on paperless office work and in IT Company they are implementing. Use of solar panel at rooftop will safe environment and it will implement several energy conservation initiatives to reduce the environmental impact

REFERENCE

1. Human Resources Management by Ashwathapa-Tata McGraw Hill.
2. Govindarajulu, N. and Daily, Motivating employees for environmental improvement, Industrial
3. Aggarwal & Sharma: Green HRM: Need of the hours. International Journal of Management and Social science Research Review.
4. Ameca International conference proceedings, irbe volume 2, special number 1, February 2018.
Dr. MU. Arumugam & Dr. C. Vijai
Assistant professor in Commerce, Sriram College of Arts & Science, Perumalpattu, Tiruvallur

