



A STUDY ON GREEN PRACTICES AT CONDUENT COMPANY, BANGALORE.

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ABSTRACT

The corporate world is going global, and the business environment is also changing globally and dynamically from an ancient financial perspective to a competency based, strategic outlook to explore more green economic facets of the business. Green practices in the organization became a vital issue to have a friendly environment behaviour. It emphasizes the need for the practices on environmentally friendly and the carbon footprints from activities carried out in the corporate world. It has been observed, human activities have a deep negative impact on our surroundings, environment on individuals as well as organizations. The impact of such activities on the environment has become intense. The result of this impact forced more organizations to go green practices voluntarily, ready to operate in an environmentally responsible way as they understand the significance of business practices to the society and the environment. This research papers tries to explore the practices, strategies and perception on Green Practices. The results revealed that the Green Practices are mostly performed in the organization are Health and safety management, Employee's Green Workplace Environment, Recycling and reuse program in workplace. It is also found that the strategies followed in Green Practices are Go virtual in the workplace, provide work from home facility, Organized Green audits in the workplace with regard to in the organization employees strongly agreed to the perceptions are Green Practices are trend Nowadays, Green Practices are necessity.

INTRODUCTION

Green practices mean the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout the life-cycle of a development, including buildings, from siting to design, construction, operation, maintenance, renovation and deconstruction. Green Practices expand and complement the classical building design concerns of economy, utility, durability and comfort.

Sustainability is a balancing act. It is the ability to successfully perform tasks in the present, while also doing what is necessary to protect the future. Sustainability in regards to the environment includes reducing your carbon footprint and changing operations to be more environmentally friendly. Companies that choose to practice sustainability face many challenges. While many organizations are in agreement that sustainability is important, few have found a way to successfully implement sustainable practices. Change towards sustainability starts with the organizational level but is executed at the individual and group level. Organizational behaviour needs to change on all three levels in order to be successful. The idea of introducing green initiatives into the workplace can feel a little daunting at first. And while it may feel overwhelming trying to figure out where to start, there are actually lots of ways we can be greener in the office without bringing the whole forest inside, without huge cost implications and with long-term benefits to your

company, employee well-being and future spend. Implementing a few simple changes for a more sustainable, green workplace can be really effective in reducing your business' impact on the environment.

Green workplace initiatives are:

- Install and encourage the use of a recycling bin
- Only boil as much hot water as you need
- Switch off the lights or power when not in use
- Invest in eco-friendly bean bag fill
- Introduce green challenges for employees
- Choose can instead of glass
- Swap to plastic-free milk
- Go paperless
- Introduce compostable options to replace plastic.

REVIEW OF LITERATURE

- Wehrmeyer, 1996; Renwick et al, 2008 and 2013 observed that these days, some companies have incorporated environmental and social tasks, duties and responsibilities as far as possible in each job in order to protect the environment. In some companies, each job description includes at least one duty related to environmental protection and also specifically includes environmental responsibilities whenever and wherever applicable.
- Crosbie and Knight, 1995; Wehrmeyer, 1996; North, 1997; Revill, 2000 found that in the selection context, when making selection for the job vacancies some companies consider candidates' environmental concern and interest as selection criteria. When interviewing candidates or evaluating them for selection, environmental-related questions are asked by those companies. Really, these are some of the good green selection practices any organisation can adopt to select environmentally friendly people in addition to the normal selection criteria relating to the specific duties of the job being concerned.
- Wells et al, 1993, Carpenter, 1994, Schwalm, 1994, states that the aim of an environmental management information system is to effectively monitor the large number of pollutions, resource usage, energy and regulatory requirements an organisation encounter. Green performance evaluation, in order to sustain good environmental performance, organizations must establish Environmental Management Information Systems (EMIS) and environmental audits. Many organizations have established environmental management information systems.
- Milliman and Clair (1996), state that when an EMIS has been developed, it is important that it is not just used for reporting purposes, but should also be integrated with performance appraisals of managers as well as employees. Incorporating corporate environmental management objectives and targets with the performance evaluation system of the organisation is a must for any organization nowadays.
- Cook and Seth, 1992, and Jackson et al, 2011, observed providing environmental training to the organizational members (non-managerial employees and managers) to develop required skills and knowledge is an important function of green HRM. This will be helpful to implement corporate environmental management programs of the company. Providing training to encourage recycling and waste management, supporting flexible schedules and telecommuting, and reducing long-distance business travel are very useful to reduce the negative environmental impacts of the organisations.

On the whole, review of literature reveals that though studies are made on Green Practices, there is a gap in the literature with regard to standardized practices, strategies followed in an organization. At this context the present study has been taken to know the practices, strategies, overall perception of the employee on Green Practices in the organization.

OBJECTIVES OF THE STUDY

- To identify the Green Practices in CONDUENT Company.
- To study the strategies of Green Practices adopted at CONDUENT, Bangalore
- To study the employee's perception towards Green Practices.

NEED OF THE STUDY

The business environment in the present-day degrading and resulting in imbalance in the ecosystem. Though steps are undertaken to introduce green practices in the organization, there are not at satisfactory level with regard to strategies and practices to follow in the organization. Hence there is a need to identify practices, strategies, perception towards employees on Green Practices.

SCOPE OF THE STUDY

This study covers employee's perception about Green Practices at Conduent company at Bangalore branch.

RESEARCH METHODOLOGY

To achieve the above objectives the present study made based on primary data collected through structured questionnaire in online survey with a sample of 142 using simple random table to select the respondents. The tools used are charts, graphs, percentages, 5-point Likert scale.

LIMITATIONS OF THE STUDY

- The study is only limited to CONDUENT, Bangalore.
- The reliability of information which is going to collect is purely depends upon genuineness of respondents.
- The study is confined to 45 days.

DATA ANALYSIS AND INTERPRETATION:

Green Practices

Green practices are differed from organization to organization therefore it is tried to know the agreeability on green practices in the selected company has been analysed with seven practices viz., Recycling and reuse program in your workplace, Office has wide policy for electricity management, Energy efficient lighting, Purchases from environmental responsible companies, Energy efficient vehicles and fuelling options, Employee's Green Workplace Environment (go paperless, plants, choosing cans instead of using plastic products), Health and safety management. The results are presented in table 1.

TABLE 1: Green Practices in the CONDUENT Company

(N= 142)

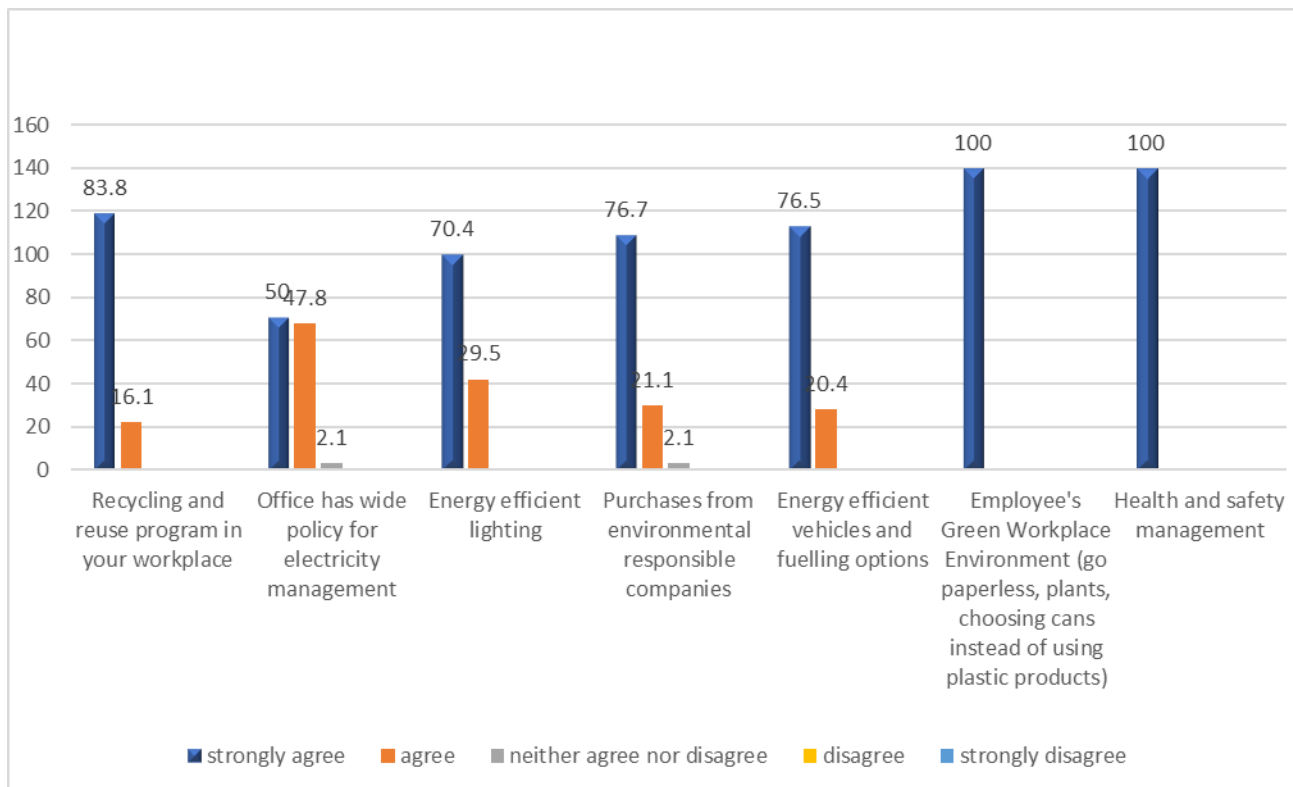
The agreeability on Green Practices in the organization	5. Strongly agree	4. Agree	3. Neither agree nor disagree	2. Disagree	1. Highly Disagree
1. Recycling and reuse program in your workplace	119 (83.8%)	23 (16.1%)	-	-	-
2. Office has wide policy	71 (50%)	68 (47.8%)	3 (2.1%)	-	-

for electricity management					
3.Energy efficient lighting	100 (70.4%)	42 (29.5%)	-	-	-
4.Purchases from environmental responsible companies	109 (76.7%)	30 (21.1%)	3 (2.1%)	-	-
5.Energy efficient vehicles and fuelling options	113 (76.5%)	29 (20.4%)	-	-	-
6.Employee's Green Workplace Environment (go paperless, plants, choosing cans instead of using plastic products)	142 (100%)	-	-	-	-
7.Health and safety management	142 (100%)	-	-	-	-
Total	796 [80%]	192 [19%]	6 [1%]		

Source: online survey

NOTE: Figures in () indicates percentage of N

Figures in [] indicate percentage of row total responses

CHART 1: Green Practices in the organization

INTERPRETATION

From the above table reveals that it is observed that the graph represents about the agreeability on Green Practices in the organization. The agreeability of Green Practices is strongly agreed on equal basis of health and safety management and employee's Green Workplace Environment (go paperless, plants, choosing cans instead of using plastic products) with 100%. Whereas Recycling and reuse program in workplace with 83.8%, Purchases from environmental responsible companies with 76.7%, Energy efficient vehicles and fuelling options with 76.5%, Energy efficient lighting with 70.4%, Office has wide policy for electricity management with 50%. The agreeability of Green Practices is agreed to Office has wide policy for electricity management with 47.8%, Energy efficient lighting with 29.5%, Purchases from environmental responsible companies with 21.1%, Energy efficient vehicles and fuelling options with 20.4% and Recycling and reuse program in the workplace with 16.1%. The agreeability of Office has wide policy for electricity management and Purchases from environmental responsible companies are very negligible.

Strategies of Green Practices

Green practices are differed from organization to organization therefore it is tried to know the agreeability on Strategies adopted in the company with nine viz., Organized Green audits in the workplace, Offer green products, services and technology, Use electricity and water resources judiciously, Buying Eco-friendly products, Choose public transport and go for car-pooling, Use of renewable resources and afforestation, Reduce carbon footprints, Go virtual in the workplace, Provide work from home facility the result is presented in table 2.

TABLE 2: The strategies of Green Practices adopted at workplace

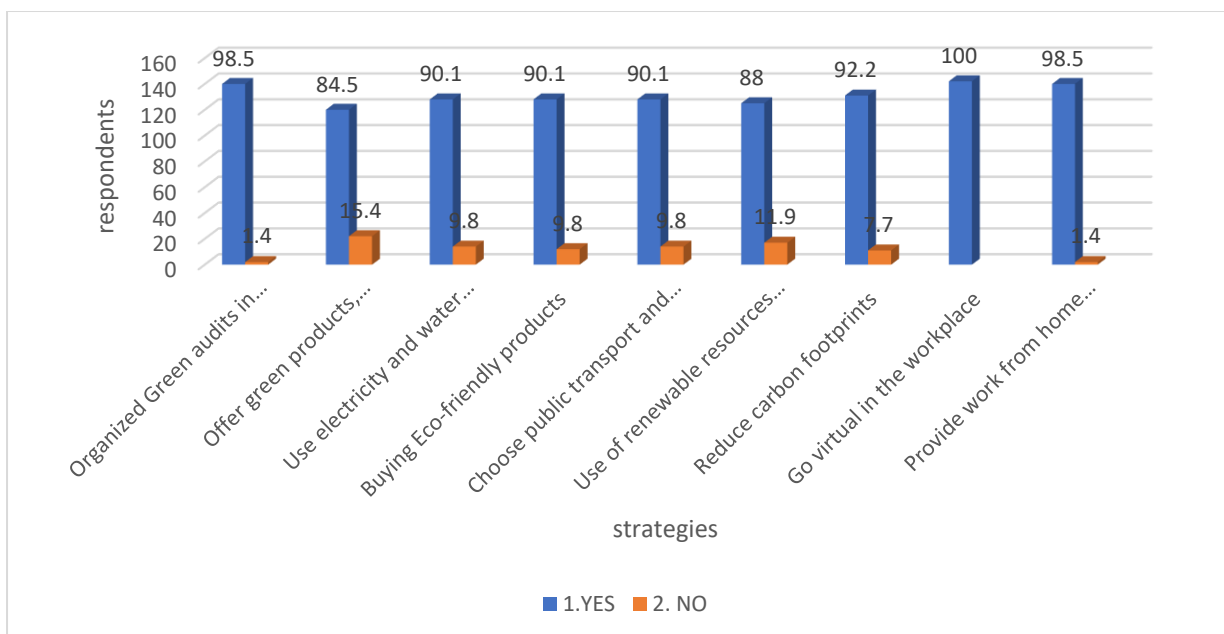
(N= 142)

Strategies adopted in the company	1. Yes	2. No
1.Organized Green audits in the workplace	140 (98.5%)	2 (1.4%)
2.Offer green products, services and technology	120 (84.5%)	22 (15.4%)
3.Use electricity and water resources judiciously	128 (90.1%)	14 (9.8%)
4.Buying Eco-friendly products	128 (90.1%)	14 (9.8%)
5.Choose public transport and go for car-pooling	128 (90.1%)	14 (9.8%)
6.Use of renewable resources and afforestation	125 (88%)	17 (11.9%)
7.Reduce carbon footprints	131 (92.2%)	11 (7.7%)
8.Go virtual in the workplace	142 (100%)	-
9.Provide work from home facility	140 (98.5%)	2 (1.4%)
Total	1042 [91%]	96 [8%]

Source: online survey

NOTE: Figures in () indicates percentage of N

Figures in [] indicate percentage of row total responses

CHART 2: Strategies adopted in the company**INTERPRETATION**

From the above table shows that, it is observed the graph represents about the strategies adopted in the company. The strategies adopted in the company which are more accepted by the employees are Go virtual in the workplace with 100%, Provide work from home facility and Organized Green audits in the workplace is 98.5%. Reduce carbon footprints with 92.2%, Use electricity and water resources judiciously, Buying Eco-friendly products, Choose public transport and go for car-pooling are 90.1%. Use of renewable resources and afforestation are with 88%. The strategies adopted in the company are not accepted by some of the employees are Offer green products, services and technology with 15.4%, Use of renewable resources and afforestation with 11.9%. Use electricity and water resources judiciously, choose public transport and go for

car-pooling and Buying Eco-friendly products with 9.8%. Reduce carbon footprints with 7.7%. Organized Green audits in the workplace and Provide work from home facility with 1.4% which is depicted in the graph also.

Perception towards Green Practices.

Green practices are differed from organization to organization therefore it is tried to know the agreeability on perception of the employees in the selected company has been analysed with three factors viz., Green Practices are trend Nowadays, Green Practices are Need of the hour, Green Practices are necessity the results are presented in the table 3.

TABLE 3: Employee's perception towards Green Practices

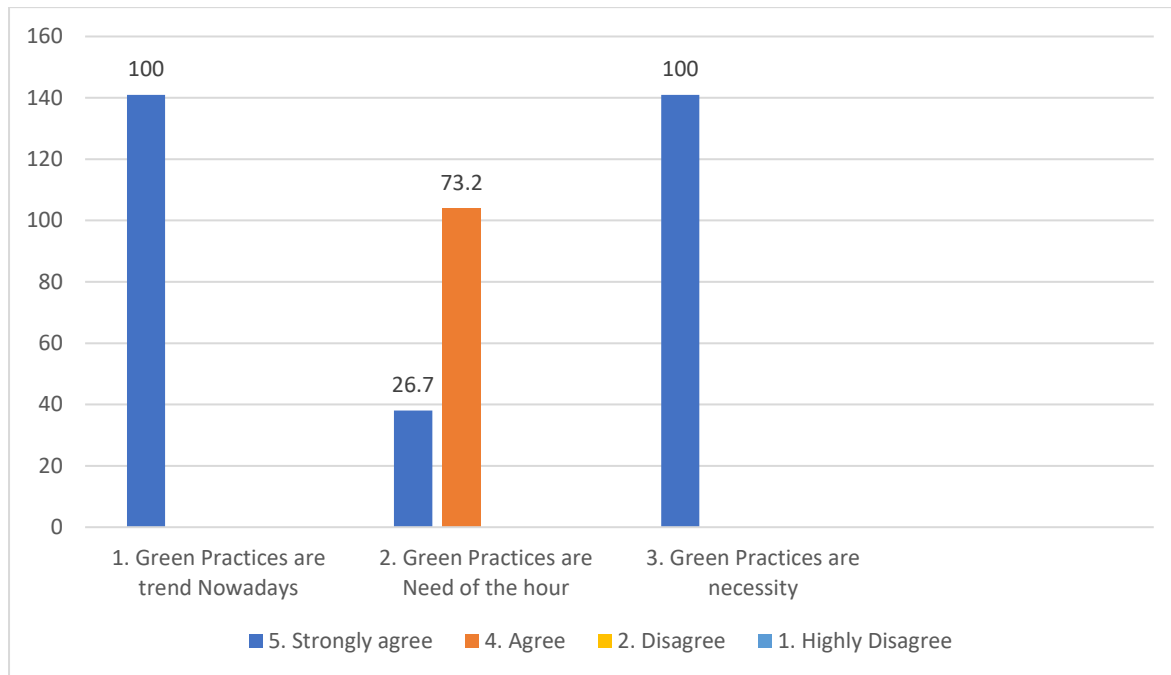
(N= 142)

Level of agreeability on Green Practices in the organization	5. Strongly agree	4. Agree	3. Neither agree nor disagree	2. Disagree	1. Highly Disagree
1. Green Practices are trend Nowadays	142 (100%)	-	-	-	-
2. Green Practices are Need of the hour	38 (26.7%)	104 (73.2)	-	-	-
3. Green Practices are necessity	142 (100%)	-	-	-	-
Total	322 [75%]	104 [24%]			

Source: online survey

NOTE: Figures in () indicates percentage of N

Figures in [] indicate percentage of row total responses

CHART 3: Perception of Green Practices in the organization.

INTERPRETATION

From the above table shows, graph represents the level of agreeability on Green Practices in the organization. The Green Practices are trend Nowadays and Green Practices are necessity with 100%. Green Practices are Need of the hour with 26.7% strongly agreed.

FINDINGS

- The agreeability of Green Practices is strongly agreed to health and safety management and employee's Green Workplace Environment (go paperless, plants, choosing cans instead of using plastic products) with 100%. Recycling and reuse program in your workplace with 83.8%, Purchases from environmental responsible companies with 76.7%, Energy efficient vehicles and fuelling options with 76.5%, Energy efficient lighting with 70.4%, Office has wide policy for electricity management with 50%.
- The strategies adopted in the company which are more accepted by the employees are Go virtual in the workplace with 100%, Provide work from home facility and Organized Green audits in the workplace is 98.5%. Reduce carbon footprints with 92.2%, Use electricity and water resources judiciously, Buying Eco-friendly products, Choose public transport and go for car-pooling are 90.1%.
- The Green Practices are trend Nowadays and Green Practices are necessity with 100%. Green Practices are Need of the hour with 26.7% strongly agreed.

CONCLUSION

Business organizations are aware of the importance of adopting green management practices in strengthening the public image and the reputation of the business. Therefore, energy-efficient products and processes that reduce wastage are becoming popular among the organizations. The study found that adopting green management practices results in Employee's green workplace environment, health and safety management. Green practices enhance organization's profitability as a result of improved public image. The strategies performed in the organization by the employees are going virtual in the workplace, organized green audits and reduced carbon footprints in the organization. Lastly, green management practices help in better utilization of employee resources and the employee's perception of green practices are trend Nowadays and are necessity. To conclude that organizations have started acting in an environmentally responsible way and the employees also understand the significance of adopting green practices.

SUGGESTIONS

- Now a days Green Practices are emerging trends in the MNC's. There is a greater need for establishing a proper channel to help in adoption of green management practices at the organizational level.

- From the observed analysis most of the respondents are following the green practices. But remaining doesn't following those practices. So, the organization should provide some awareness programmes about these green practices which are beneficial for the organization growth.
- By conducting the awareness programmes, employees will perform the practices by using strategies. That will change the environment of the organization.

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