

A Study on Green Human Resource Practices in IT Industry

**D. Srinivasan, Asst. Professor, Dept. of B. Com CA & PG Commerce,
AJK College of Arts & Science, Coimbatore.**

Abstract

Now a day's business world is about efficiency, power consumption and applying green policies and practices for making smart business decision making. Going green is becoming increasingly attractive as a business strategy. Green HR Practices not only help for branding but also it increases organization revenue and cost cutting. The main motive of the study is to find out the importance of green HR management and green HR practices in IT industry at Trivandrum. This study also helps to identify employee awareness and perception regarding green HR practices. A survey was conducted to collect data from the respondents of 60 employees by structured questionnaire. The researcher used stratified random sampling for selecting companies and convenience sampling for selecting employees. The major findings of the study are lack of online training programs for employees, management is not providing E-performance management system for measuring employee's environmental performance and also they fail to recruit green employer or employees. The suggestion of the study are management should provide online training programs for employees regarding environmental issues, recruit employees who are aware about green HRM it will increase employee engagement, participation and also reduce employee turnover. It is found that green HR practices play a vital role in employee involvement and participation in environmental management programmes to improve organizations environmental performance.

Keywords –Green HR Management, Green HR practices, Green Environment

I. INTRODUCTION

Being green is not about that people are conscious and aware about the environment; it is a challenge for them to protect the environment and save the planet earth from future disasters. In today's business world, realize that they have to develop a powerful conscience and green sense of responsibility in order to meet the needs and wants of people. Now a day's business world is about efficiency, power consumption and applying green policies and practices for making smart business decision making.

Now a day Green Human Resource Management will play an important role in every industry to resolve environmental related issues by adopting green HR policies, practices and providing training and awareness programs among employees. This make changes in organizational climate and culture and also it reduces waste management, pollution, reduction in carbon footprints etc. It leads to maximum utilization of resources by employees, increases level of awareness among employees about energy conservation, reduction in carbon emission, and also it will inspire and encourage them to use eco-friendly products.

II. GREEN HUMAN RESOURCE PRACTICES

A. 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.

B. 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.

C. 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.

D. 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.

III. STATEMENT OF THE PROBLEM

Being green is not about that the employees are consciousness about the environment, it is a challenge for employees to be aware about green environment. Due to heavy work load and high target employees are not aware about the green environment. There is lack of responsibilities and consciousness among the employees to protect the environment while they are at work. Organization are conducting induction programme for newly hired employees but they are only providing instruction regarding their work and responsibilities, the management are not providing any awareness programmes about green environment and also they fails to provide green orientation programs for employees, so the employees are not aware about the green hr issues such as green working condition, safety and health, green policies and practices etc.

For hiring new employees organization is conducting various tests rather than using E-Selection or telephone interview/video conferencing so on, it will increases the usage of carbon footprints, high costs and required more time to conduct the selection process. Management is not providing online training or web based training modules for employees regarding environmental and social issues, environment management or green hr management aspects like reduction of green house gases, creating green procedures, energy efficiency and recycling. Organization are adopting E-Recruitment for employees but they are failed to recruit the employees who are aware about green hr, by recruiting green employer/employees it will provides staff motivation, engagement etc. E-performance management system are adopted by the organization for measuring employees performance regarding their job activities but they fails to measure environmental performance of employees such as tracking carbon emission done by both management and employees.

IV. REVIEW OF LITERATURE

A. *Society for Human Resource Management: Green Work Place*

In September 2007, The Society for HRM (SHRM): conducted a survey for green work place. The main purpose of the survey is to examine environmentally responsible practices from the perspective of HR professionals and employees: The study briefly explores type of practices undertaken by the organization and also it reveals the perception of HR professionals and employees regarding the implementation green hr practices by the organization.

B. *Green HR: Getting into the Business of Green*

N R. Aravamudhan; article discusses how HR can greenify its process and reduce the carbon footprint at the work place. Now a day's many companies are increasingly greening their processes, not only for cutting down cost, but also for improving employee morale, motivation, engagement, zeal etc. Companies' policy and practices are being shaped by environmental agenda. Companies are adopting words with green suffixes such as green jobs, green buildings, green products, green process and systems so on. They have realized that time is more propitious now to hire talents who are keen on working for green companies. Mortgage Lendus Network USA Commissioned in 2007 reported that 72% of working women preferred to work for green employers. And 64% of the men expressed similar sentiments.

V. OBJECTIVES OF THE STUDY

- ❖ To ascertain green working environment of the organization.
- ❖ To find out whether the organization is providing awareness about Green HR Practices among the employees of IT Industry, Trivandrum.
- ❖ To identify the Green HR initiatives taken by the management and the employees of the organizations.
- ❖ To examine the perception of employees regarding implementation of Green HR Practices in the Organization.

VI. SCOPE OF THE STUDY

Information Technology is one of the most important industries in Indian economy. A good human resource practice would encourage IT professionals to be more productive while enjoying their work. Therefore green environment is becoming an important human resource issues in IT industry. Effective human resource policies and practices are essential to provide an effective green hr environment among IT professionals.

The present study has been designed and planned to find out the importance of green HR management and green HR practices in IT industry, to promote the environment related issues by adopting it. This study also helps the management and the employees to think about harmfulness which happens to environment, society and its own people due to pollution. It will create awareness among employees and society members how to utilize natural resources effectively.

Green HR initiatives also help the organization to find alternative ways to cut down cost and also reduce usage of papers by implementing digital processes. This will helps in huge cost and energy savings.

VII. RESEARCH METHODOLOGY & DATA COLLECTION

A. Methodology

Technopark consists of 290 companies out of which 4 companies have been taken by the researcher through stratified random sampling. Among these 4 companies 2 are BPO and 2 are software companies. The data for the present study was collected from a sample of 60 employees of IT industry. The researcher used convenience sampling for selecting employees from these 4 companies, out of which 30 employees are from BPO and 30 from software companies. In this research, the researcher followed descriptive research to solve the research problem. In the present study the researcher used chi-square test, two-way anova, correlation and weighted average method for analyzing and interpreting the data.

B. Data Collection

The data has been collected from Primary data and Secondary data.

Primary Data

The primary data is collected through printed form of structured questionnaire. Primary data is collected from employees of IT Industry, Trivandrum.

Secondary Data

For getting different views from other researchers and authors secondary data are collected for the study. Secondary data is collected through books, journals, articles, websites and previous theses reports.

VIII. HYPOTHESIS OF THE STUDY

1. **H₀**: There is no association between age and employee awareness about green HR practices.

H₁: There is association between age and employee awareness about green HR practices.

2. **H₀**: There is no association between employee experience and E- Selection adopted by the organization for hiring employees.

H₁: There is association between employee experience and E- Selection adopted by the organization for hiring employees.

3. **H₀**: There is no significant relationship between employee awareness and employee performance.

H₁: There is significant relationship between employee awareness and employee performance

4. **H₀**: There is no significant relationship between green working environment and employee performance.

H₁: There is significant relationship between green working environment and employee performance.

5. **H₀**: (a) Employees are not aware about green HR management and green HR practices.

(b) Employees awareness about green HR practices do not influences on employee qualification.

H₁: (a) Employees are aware about green HR management and green HR practices.

(b) Employees awareness about green HR practices influences on employee qualification.

ANALYSIS AND INTERPRETATIONS

A. Weighted Average Method

1) To ascertain green working environment of the organization.

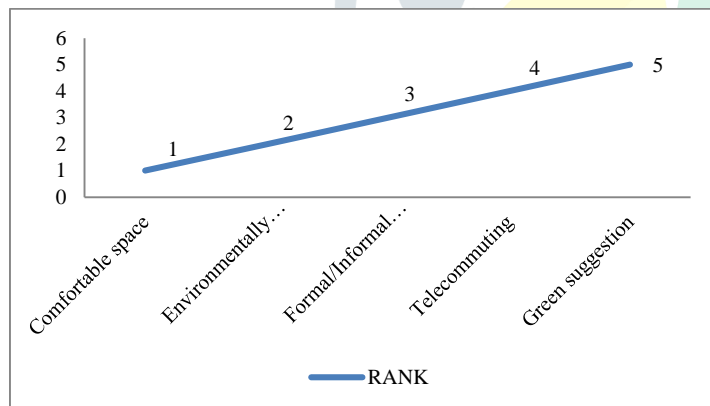
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Weighted average table showing the working environment of the organization.

TABLE NO I. Green Working Environment.

S.N O	PARTICU LARS	S A	A	N	D	SD A	$\sum w$ ixi/ 15	RA NK
1	Comfortabl e space	2 3	3 3	4	0	0	17. 2	1
2	Environmen tal friendly	2 4	2 9	4	3	0	17	2
3	Formal/Info rml policy	1 9	3 2	8	1	0	16. 6	3
4	Telecommu ting	1 5	3 6	8	0	1	16. 2	4
5	Green suggestion	8	2 5	4	1 1	12	12. 4	5

Source: Primary data



Source: Primary data

Fig. 1. Green Working Environment.

- Management provides a very comfortable and relaxed space for employees to have their lunch. This factor secured first rank with mean score 17.2.
- Management encourages employees to work more environmentally friendly. This factor secured second rank with mean score 17.
- Organization following a formal or informal environment responsibility policy. This factor secured third rank with mean score 16.6.

- Organization allows its employees to work at home or telecommuting. This factor secured fourth rank with mean score 16.2.
- Employees are encouraged by the management to participate in green suggestion scheme regarding green hr issues. This factor secured fifth rank with mean score 12.4.

2) To identify the Green HR initiatives taken by the management and the employees of the organizations.

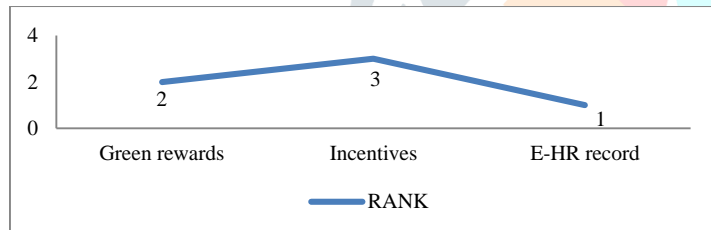
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Weighted average table showing the green HR initiatives taken by the management

TABLE NO II. Green HR Initiatives.

S . N O	PARTICULARS	S A	A	N	D A	SD A	$\sum wi$ $xi/15$	RA NK
1	Green rewards & incentives	2	25	10	15	8	11.8	2
2	Incentives	3	10	10	18	19	9.3	3
3	E-HR record & technology	13	40	50	0	2	16.1	1

Source: Primary data



Source: Primary data

Fig.2. Green HR Initiatives.

- Organization provides green rewards and incentives to encourage and motivate employees regarding their environmental performance. This factor secured first rank with mean score 16.1
- Management provides incentives for employees to buy hybrid cycle/car. This factor secured second rank with mean score 11.8.
- E-HR records and E-HR information technology were used by the organization. This factor secured third rank with mean score 9.3

3) To find out whether the organization is providing awareness about Green HR Practices among the employees of IT Industry, Trivandrum.

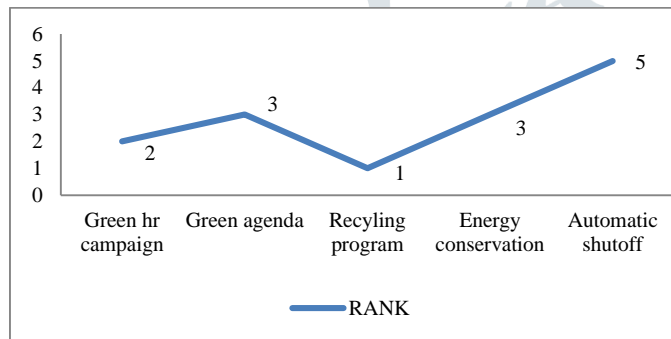
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Weighted average table showing the level employee awareness regarding green HR practices.

TABLE NO III. Employee Awareness about Green HR Practices.

S . N O	PARTICULARS	S A	A	N	D A	SD A	$\sum wi$ $xi/15$	RANK
1	Green HR campaign	7	27	15	11	0	14	2
2	Green agenda	10	24	7	15	4	13.4	3
3	Recycling program	10	35	12	3	0	15.4	1
4	Energy conservation	5	26	18	7	4	13.4	3
5	Automatic shutoff	3	7	20	18	12	10.6	5

Source: Primary data



Source: Primary data

Fig. 3. Employee awareness about green hr practices.

- Management offering recycling programs for office products. This factor secured first rank with mean score 15.4.
- Organization is conducting green hr campaign programmes for employees to provide awareness about green hr issues. This factor secured second rank with mean score 14.
- Job description and the corporate website of the company support green agenda. This factor secured third rank with mean score 13.4.
- Energy efficient lighting systems and equipments were used by the management for energy conservation. This factor secured third rank with mean score 13.4.
- Automatic shutoff is used for equipments by the management for energy conservation. This factor secured fifth rank with mean score 10.6.

B. Chi-square Test

1) Association between age & employee awareness regarding green HR practices

Green human resources make employees to promote sustainable practices as well as increase employee awareness and commitments on the issues of sustainability. For undertaking environment-friendly HR initiatives like better employee engagement, lower cost, reduction in carbon footprints etc

management should provide awareness programs among employees based on their age because employees outlook or perception regarding green HR practices may vary according to the age of employees.

Hypothesis

H₀: There is no association between age and employee awareness about green HR practices.

H₁: There is association between age and employee awareness about green HR practices.

TABLENO IV. Association between Age and Awareness.

Employee awareness Age	S A	A	N	D A	SD A	TOT AL
Below 25	3	12	7	3	0	25
25 – 35	2	12	6	8	0	28
35 – 45	2	3	2	0	0	7
45 – 55	0	0	0	0	0	0
Above 55	0	0	0	0	0	0
TOTAL	7	27	15	11	0	60

Source: Primary data

Application of Chi-square test between Age & Employee Awareness

O	E	O - E	(O - E) ²	(O - E) ² /E
3	2.91	0.09	0.0081	0.0028
2	3.26	-1.26	1.5876	0.4869
2	0.816	1.184	1.401856	1.7179
12	11.25	0.75	0.5625	0.05
12	12.6	-0.6	0.36	0.0286
3	3.15	-0.15	0.0225	0.0071
7	6.25	0.75	0.5625	0.09
6	7	1	1	0.1428
2	1.75	0.25	0.0625	0.0357
3	4.58	-1.58	2.4964	0.5450
8	5.13	2.87	8.2369	1.6056
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0

4.7124

The calculated value of chi-square test = 4.7124

Critical value (0.05), 16 = 26.296

Calculated value < Table value, 4.7124 < 26.296

Since the calculated value of chi-square is lesser than the table value, so the null hypothesis is accepted and it shows that there is no association between age and employee awareness regarding green hr practices. It is clearly stated that employees' age has no influence on the awareness regarding

green hr practices because employee awareness is stable and is extremely based on the information which they have gained.

2) Association between employee experience & E- Selection.

Now a day's E- Selection has become popular among all organizations, with the firms conducting various tests on-line and also conducting interviews through audio-conferencing and video-conferencing. Thus it eliminates inconveniences among employees and also reduces time and cost required for selection process.

Hypothesis

H_0 : There is no association between employee experience and E- Selection adopted by the organization for hiring employees.

H_1 : There is association between employee experience and E- Selection adopted by the organization for hiring employees.

TABLE NO V. Association between Employee Experience and E- Selection.

E- Selecti on Experi ence	Fresh er's	Experie nced Employ ees	Both Fresher 's & Experie nced Employ ees	Not Follo wing	TOT AL
Below 5	6	10	8	6	30
5 – 10	2	3	3	2	10
10 – 20	3	5	3	9	20
20 – 30	0	0	0	0	0
TOTA L	11	18	14	17	60

Source: Primary data

Application of chi-square test between employee experience & E- Selection

O	E	O - E	(O - E) ²	(O - E) ² /E
6	5.5	0.5	0.25	0.045
2	1.8	0.2	0.04	0.022
3	3.6	-0.6	0.36	0.1
0	0	0	0	0
10	9	1	1	0.1
3	3	0	0	0
5	6	-1	1	0.16
0	0	0	0	0
8	7	1	1	0.142
3	2.3	0.7	0.49	0.213
3	4.6	-1.6	2.56	0.556
0	0	0	0	0
6	8.5	-2.5	6.25	0.735

2	2.8	-0.8	0.64	0.228
9	5.6	3.4	11.56	2.064
0	0	0	0	0

4.365

The calculated value of chi-square test = 4.365

Critical value (0.05), 9 = 16.919

Calculated value < Table value, 4.365 < 16.919

Since the calculated value of chi-square is lesser than the table value, the null hypothesis is accepted and it shows that there is no association between employees' experience and E- Selection adopted by the organization for hiring employees. It is clearly stated that employee selection is not based on employee experience because management will select the right person for the right job based on employee's qualification and their knowledge towards job.

C. Correlation

1) Relationship between employee awareness & employee performance.

By providing awareness program among employees regarding green HR, will increases employees performance as well as commitment. It makes employees to develop a powerful conscience and green sense of responsibility in order to meet organizations' goals and objectives.

Hypothesis

H₀: There is no significant relationship between employee awareness and employee performance.

H₁: There is significant relationship between employee awareness and employee performance.

TABLE NO VI. Relationship between Employee Awareness and Performance.

x	dx	dx ²	y	dy	dy ²	dx dy
7	-5	25	2	-10	100	50
27	15	225	25	13	169	195
15	3	9	10	-2	4	-6
11	-1	1	15	3	9	-3
0	-12	144	8	-4	16	48
$\sum x = 60$	$\sum dx = 0$	$\sum dx^2 = 404$	$\sum y = 60$	$\sum dy = 0$	$\sum dy^2 = 298$	$\sum dx dy = 284$

Source: Primary data

$$r = 284 / 346.97 = 0.8185$$

Thus the coefficient of correlation between x and y is positive. It is clearly stated that the alternative hypothesis is accepted. It reveals that there is significant relationship between employee awareness and performance. When the employee's are aware of the green practices they tend to ignore or neglect the old methods they have been following and effectively implement the green practices which in turn lead to the improvement in performance.

2) Relationship between green working environment & employee performance.

A good working environment makes employees to perform their job effectively and efficiently. By establishing and maintaining a sound organizational structure and desirable working condition among employees will eliminates fatigue, monotony etc and also it leads to better performance among employees as well as reduce employee turnover.

Hypothesis

H₀: There is no significant relationship between green working environment and employee performance.

H₁: There is significant relationship between green working environment and employee performance.

TABLE NO VII. Relationship between Green Working Environment and Employee Performance.

x	dx	dx ²	y	dy	dy ²	dx dy
24	12	144	2	-10	100	-120
29	17	289	25	13	169	221
4	-8	64	10	-2	4	16
3	-9	81	15	3	9	-27
0	-12	144	8	-4	16	48
$\sum x = 60$	$\sum dx = 0$	$\sum dx^2 = 722$	$\sum y = 60$	$\sum dy = 0$	$\sum dy^2 = 298$	$\sum dx dy = 138$

Source: Primary data

$$r = 138 / 459.156 = 0.30$$

Thus the coefficient of correlation between x and y is positive. It is clearly stated that the alternative hypothesis is accepted. It reveals that there is significant relationship between green working environment and employee performance. From the analysis it is found that if proper working environment is provided, the performance of the employees can be achieved in a higher level.

D. Analysis of variance in two - way

1) Variance between qualification & employee awareness.

Hypothesis

H₀: (a) Employees are not aware about green HR management and green HR practices.

(b) Employees awareness about green HR practices do not influence on employee qualification.

H₁: (a) Employees are aware about green HR management and green HR practices.

(b) Employees awareness about green HR practices influence on employee qualification.

TABLE NO VIII. Variance between Employee Qualification and Employee Awareness.

Employee awareness \ Qualification	SA	A	N	DA	SDA	TOTAL
B.Sc	0	2	1	1	0	4
M.Sc	2	6	4	2	0	14
BE	2	7	5	4	0	18
ME	1	6	2	1	0	10
MCA	2	6	3	3	0	14
TOTAL	7	27	15	11	0	60

Source: Primary data

ANOVA TABLE

Source of variation	Sum of squares	Degree of freedom	Mean square = Sum of squares/d.o.f	F - Ratio
Between Awareness	SSC = 80.8	4	20.2	F _c = 26.064 F _r = 7.225
Between Qualification	SSR = 22.4	4	5.6	
Residual (Error)	SSE = 12.8	16	0.775	
Total	116	24	26.575	

(a): The computed value of $F_c = 26.064 >$ Table value of F at $\alpha = 0.05$ level of significance, with the degree of freedom (4, 16) = 3.01. It clearly states that alternative hypothesis is accepted. It reveals that Employees are aware about green hr management and green hr practices.

(b): The computed value of $F_r = 7.225 >$ Table value of F at $\alpha = 0.05$ level of significance, with the degree of freedom $(4, 16) = 3.01$. It clearly states that alternative hypothesis is accepted. It reveals that Employees awareness about green hr practices influences on employee qualification.

X. FINDINGS OF THE STUDY

A. *Employee Awareness*

- ❖ Organization is conducting green HR campaign programmes for employees to provide awareness about green HR issues. About 34 percent of employees say that they are aware about green HR issues.
- ❖ Employees reveal that they are aware and conscious about green environment and green HR practices (41 percent).
- ❖ Most of employees reveal that management offering recycling programs for office products (45 percent).
- ❖ Energy efficient lighting system and equipments were used by the management (31 percent).
- ❖ Organization is not adopting automatic shut off for electronic products (31 percent). Management are not using star labels for electronic products,
- ❖ Organization is not having green teams to educate, inspire and empower employees regarding green issues (36 percent).
- ❖ There is no association between employee age and employee awareness regarding green HR practices.
- ❖ There is significant relationship between employee awareness and employee performance.
- ❖ Employees are aware about green HR management and green HR practices. Employee's awareness about green HR management and green HR practices influences on employee's qualification.

B. *Green Working Environment*

- ❖ Management provides a very comfortable and relaxed space for employees to have their lunch (56 percent).
- ❖ Management encourages employees to work more environmental friendly (53 percent).
- ❖ Management allows employees to work at home or telecommuting (51 percent).
- ❖ About 34 percent of employees reveal that by recruiting green employer/employee it will increases employee motivation. 20 percent suggest that it helps to increase employee engagement, 2 percent says that it will reduces labor turn over again 2 percent feels that it will increases work force.
- ❖ Employees are encouraged by the management to participate in green suggestion scheme regarding green HR issues.
- ❖ There is significant relationship exists between green working environment and employee performance.

C. *Employee's Perception*

- ❖ Employees reveal that there are barriers for implementing green HR practices. 22 percent of employees feels that main barrier for implementing green HR practices is due to lack of support by management , 17 percent feels that lack of support by employees and 11percent feels due to cost of maintaining programs 10 percent feels due to cost of implementing programs.
- ❖ About 17 percent reveal that management encourages double-sided photocopies among employees for effective environment management and 16 percent says management encourages reduction in carbon footprints.
- ❖ Most of employees reveal that organizations adopted E-selection for hiring experienced employees.
- ❖ Employees reveal that organization is not providing E-performance management system for measuring employee's environmental performance (35 percent).

- ❖ Employees reveal that organization advertises job vacancies through websites (60 percent).
- ❖ There is no association between employee experience and E- Selection adopted by the organization for hiring employees.

D.Green HR Initiatives

- ❖ About 39 percent of employees reveal that management is not conducting online training programs for employees regarding green environment.
- ❖ About 27 percent of employees reveal that organization provides green rewards and incentives for employees.
- ❖ Most of employees reveal that management is not providing incentives for employees to buy hybrid cars/cycles (37 percent).
- ❖ Employees reveal that organizations were using E-HR records and E-HR technology (53 percent).
- ❖ Green HR practices are followed by management. 22 percent of employees reveal that organization following recycling programs, 19 percent reveals that organization using eco-friendly products, 17 percent reveal organization adopting green building concept.
- ❖ Green commuting habits is followed by the employer and employees in the organization, such as car sharing, video conferencing, telecommuting etc.

XI SUGGESTIONS OF THE STUDY

❖ *Automatic shutoff*

Management should install star labels for electronic products. By installing star labels it will automatically shut off the system when it is not in use. It will reduce cost by being energy efficient

❖ *Green Employer*

Organization should recruit green employer or employees who are aware about green environment and green HR practices. Management should recruit them at right time and at right place. By recruiting green employer, which may improve employer branding as well as staff motivation, employee engagement, increases workforce and reduces employee turnover.

❖ *Green Team*

Creating green teams among employees will helps to identify green issues and also it provides specific solutions for the problems, this makes organization to operate more environmentally sustainable. Such teams will educate, inspire and empower employees regarding green environment and green issues.

❖ *Green Office Products*

Management should use power strip for electronic products, that can be turned on and off at frequent intervals. By using remanufactured ink, toner cartridges and PCR papers, this gives savings in operational expenditure as well as reduces cost by being energy conservation.

❖ *E- Selection*

Management should adopt E- selection for hiring employees. It will reduce usage of carbon foot prints and also reduces cost & time. Management should conduct green orientation programs for newly hired employees, this will create environmental awareness among newly hired employees.

❖ *E- Performance Management*

For measuring environmental performance of employees organizations should use E- performance management system and E- HR system for tracking out carbon emission done by both management and employees.

❖ *Online Training programs*

Management should provide online training and development programmes for employees regarding environmental and social issues such as waste management, elimination of plastics, creating green products, reducing carbon emission etc.

❖ *Incentives and Energy Conservation*

Management should provide incentives for employees to buy hybrid cars/cycles. Organization should use solar power and alternative fuels to reduce carbon emission and also for the effective energy conservation.

❖ *Green Commuting Habits*

Management should encourage green commuting habits among employees such as job sharing, electronic filling and also provide free transportation for employees.

XII.CONCLUSION

Going green is becoming increasingly attractive as a business strategy. Green HR practices is not only reducing carbon foot prints and carbon emission but also it helps to increase cost savings or cost cutting, energy conservation and also increases profitability of an organization.

- ❖ Credit as a good corporate citizen helping the environment
- ❖ Increases savings in operational expenditure.
- ❖ It helps to reduce cost by being energy efficient.
- ❖ Energy conservation (Saving Power)

From this study it is found that green HR practices plays a vital role in organizations to promote environmental related issues as well as social issues. It will also increase morale and performance of employees and also provide benefits for both the employees as well as to the organizations. It is also found that by recruiting green employer/employees, which may improve employer branding and employee engagement, online training programs such as reducing carbon emission, recycling programs, energy conservation etc, will create awareness among employees regarding green environment.

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