

GREEN HRM: A NEW CONCEPT IN THE DOMAIN OF HRM

Abstract

The chapter deals with the concept and innovative ways to implement Green HRM practices in various organisations. GHRM being a new concept for sustainable development, the concept has to be understood from different perspective and the chapter looks into the different aspect of GHRM.

Keywords: Green HRM, HRM, OECD, HRM Functions.

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I. INTRODUCTION

Environmental issues like increased carbon footprints, pollution, resource depletion, climate change can be dealt with effective strategies undertaken at various level of the organisation. For businesses to be competitive, these issues are to be taken into considerations while building the strategies for effectiveness and efficiency. The green management is such umbrella concept of modern times which takes into account various domain of managing a business and thus alters the various functions. Thus, the intense urge dealing with environmental issues leads to involvement of environmental practices in order to make the company greener and competitive.

Green HRM looks after the management of HRM functions, policies and rules of the businesses. Interest in Green HRM has found its place in last decade while Wehmeyer(1996) brought this new concept to reduce environment footprint to make business more sustainable. Hence, making GHRM practices and strategies to grow exponentially. Green HRM practices helps the companies to adopt environmentally sustainable practices in order to boost up employees' morale and commitment. it also induces effective practices in performing other human resource related activities of the organisation and thus attain organisational effectiveness and productivity. Green management practices aspire to safeguard the natural ecosystem and negate the adverse outcomes of industrialization.

The green HRM build the concept of green culture in the organisation which brings in a holistic concept of organisational effectiveness in the organisation. The concept helps the organisation to bring about greener impact for sustainable development on the employees, their productivity and effectiveness.

Organisations have started to bring about innovative approaches and ways to bring the green change in the organisation. Hence, green HRM can be noted as process innovation to bring about a massive green impact and change in the organisation. green HRM is a new concept which has its origin in the year 1996 and the term was coined by Wehmeyer. Wehemyer in his book “Greening People” argues that if a company has to become environmentally sustainable then its employees are the key to success or failure.

Though these practices were seen in the western countries to reduce carbon foot prints now a days few companies are seen to be innovating various ways to ensure GHRM practices in the organisation,

II. IMPORTANCE OF GHRM PRACTICE

- Environmental protection
- Reduction of carbon footprints
- Less harm to living organism
- s by reducing pollution
- Ease of doing work in the organisation without any harmful changes in the processes.
- Reduce occupational health issues and disabilities among the employees.
- Elevated brand recognition of the organisation.

III. GHRM PRACTICES: INDIAN CONTEXT

There is dearth of green skills among employees of Indian organisation. The concept of GHRM concept flourished in western countries owing to the devastating environmental impact. though it has now come to Asian context with major strike in Indian companies. So, the companies of India in order to sustain themselves they are trying to hire youths with green skills. An OECD (Organisation for Economic Cooperation and Development) report in March found that "a green skills shortage across the OECD is holding back growth in sustainable development jobs and could jeopardise the race to reach net zero by 2050" [6].The sustainability goals India has announced it will meet, both at the government and corporate level, such as net-zero greenhouse gas emissions by 2070 or Reliance Industries setting 2035 as the year by which it will "turn net carbon zero". In order to achieve this milestone, companies should obviously take few steps with great innovation in HRM practices.

- 1. Car-Pooling:** Corporates in India like Infosys, Capgemini, HCL, Flipkart, Amazon, Siemens, L&T, Biocon and HDFC Bank and several smaller companies are running awareness campaigns, setting up digital platforms to help employees plan commutes better, and even rewarding top car-poolers to keep employees engaged and motivated to reduce carbon emissions and traffic jams across cities. Carbon emissions drastically reduces with shared commuting may it be company car-pooling or shared rented taxi. Employees are encouraged by HR managers to opt for such practices so as to achieve the environment friendly goal of the organisation [5].
- 2. Green Recruitment and Hiring:** Attracting new talent towards the organisation and hiring the right talent at the right time has always been a great issue for the companies. Companies are seen to switch to green practice i.e. labelling themselves as "green employer" to recruit and hire the best talent. Green job description with environmental aspects is now being included in the recruitment process. It is the process of hiring individuals with skills, knowledge, competencies that identify environmental management systems within an organisation to maintain organisational goals. The workforce recruited in the system are enthusiastic and passionate about working for an environment friendly "greencompany". Recruiting candidates with green inclination make it easy for firms to induct professionals who are aware with sustainable processes and are familiar with basics like recycling, conservation, and creating a logical world [6].
- 3. Green Performance Management:** Green performance management consists of issues related to environmental concerns and policies of the company. Performance management is dealt with by installing environmental performance standards and green information audits are used to gain information to assess environmental performance. To meet reliability, validity and fairness in effective performance appraisals, such green audits provide useful feedback to employees for development and productivity of the employees.
- 4. Green Training And Development:** This practice educate employees about the value of environment management, train them in methods of conserving energy, reduce waste, build environment friendly ways to do daily work, develop ways to engage employees in environmental problem solving. The practice enables the employees to be environmentally active and enhance the skills to deal with different environmental issues.

5. **Green Compensation Management:** Developing effective monetary incentives can be challenging due to accurate and fair evaluation of environment friendly behaviours of employees. Therefore, strategically implementing elements of green management system in the compensation plan, promotes green behaviour among the employees. Green rewards can be included in the compensation plan like workplace and lifestyle benefits, free bicycles, engage them in decision making more designing agendas to recognise their contribution towards achieving the environmental goals of the organisation.
6. **Electronic Filing and Documentation:** Paperless offices are workplaces where use of paper is either restricted or eliminated by converting important documents and other papers into automated workflows. It reduces expensive and less environmentally friendly ways like copying, printing, storing and time required to search for the hardcopies.

These practices will lead to green innovation in HR department in the organisation which will help the organisation to achieve its goal and hence lead to organisation effectiveness

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