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Green Human Resource Management (GHRM)

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Abstract

The field of GHRM is less explored, and while some companies have taken steps to incorporate green management, the idea of GHRM as a concept is still in its Infancy.

GHRM helps companies to reduce employee carbon footprints. It is focused on the green movement, which is concerned with environmental conservation & the preservation of the planet Earth from potential disasters.

GHRM is defined as phenomena relevant to understanding relationships between organizational activities that impact the natural environment & the design, evolution, implementation and influence of HRM systems. The present chapter provides deep insights on GHRM Process & the need for GHRM Practices to be implemented in companies.

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Introduction

“Green HRM is the use of HRM policies to promote the sustainable use of resources within organizations and, more generally promotes the causes of environment sustainability.”

- Marhatta & Adhikari

GHRM is directly responsible in creating green workforce that understands, appreciates, and practices green initiative and maintains its green objectives all throughout the HRM process of recruiting, hiring, training, compensating, developing, and advancing the firms human capital. The concept of Green HRM is to create awareness among employees & make them to practice the ecofriendly system in an organization. Green HR is when the field of HR focuses on expanding its role to support the organization in the pursuit of sustainability to reduce carbon footprints by electronic filling, carpooling, virtual interview etc.

GHRM refers to the policies, practices & systems that make employees of the organization green for the benefit of the individual, society, natural environment and the business – To create, enhance and retain Greening within each employee.

Review of Articles

Fauzia Jabeen, Mohd Nishat Faisal, Khalid Mehmood, in the article titled “Prioritizing green HRM practices from policymaker’s perspective” published in “International Journal of Organizational Analysis” in 20 May 2021. The citation provided a review to identify & prioritize green human resource management practices from the policymaker’s perspective in the United Arab Emirates (UAE)- based manufacturing & service sectors to facilitate sustainable environmental performance. This research provides an AHP framework that can be used to conceptualize and prioritize GHRM practices, which aids in a firm’s green decision making and transition toward sustainable green growth. The study shall help organizations operating in emerging countries adopt the best GHRM practices toward green goal agendas.

Jyoti Kamboj in the article titled “Mapping the green human resource management practices; a systematic scoping review and its implications for employees’ well-being” published in the “Journal of Human Systems Management” in 21 June 2024. This literature review explores the role of GHRM in fostering sustainable practices, employee well-being, and engagement between organizations. This article aims to provide the need to understand impact if GHRM and the transition from traditional HR practices to eco-friendly approaches, paving the way to new paradigms.

Conceptual Framework

Need for Green HRM

Green HRM practices can develop inspiration, willingness and commitment among employees to contribute their ideas, efforts for the greening of their organization and society. The ecological imbalance is rising day-by-day because of human activities. Green HRM practices will make the environment free from detrimental product. It is necessary for companies to adopt formal environmental practices (Daily and Huang, 1992). There is a need of integration of environmental management into Human

Resource (HR) called Green HRM.

Green HRM Practices

- The use of Company job sites for recruiting.
- Environmental sustainability should be included in the company's Mission statement as part of CSR.
- Promoting the reduction of paper usage.
- Businesses can offer green incentives to workers & lifestyle benefits like credit equalizers, free bicycles etc.
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- Companies encouraging workers to improve their travel & commuting habits by minimizing official car trips, using public transportation for businesses travel, carpooling.
- Using ecofriendly grocery & prohibiting the use of bottled water, plastic in the workplace.

- Organizations can arrange cleanliness & waste management initiative in the workplace to create awareness.
- In the office, fluorescent light bulbs & other energy saving green technologies are used.
- Work with IT to switch to laptops over desktop computers since laptops consume up to 90% less power.
- Encouraging remote working.

Importance of Green HR in Corporate Industry

The Green HRM plays an important role in the industry to promote the environment related issues.

- Sustainable Development & Eco-Friendly Practice.
- Reduce Ecological / Carbon Footprint.
- Focus on Environmental & Social factor.
- Better employee Engagement.
- Rebates and Tax Benefits.
- Improve in the Retention Rate of the employee.
- Employees are Motivated & Satisfied.

Pros and Cons of Green HRM

Advantages

- Huge operational savings by lowering their carbon footprint.
- Tax breaks, tax incentives & rebates making it easier to go green.
- Lessening the impact on the climate.

- This can aid in the development of greener goods & the reduction of waste.
- Ecological Balance
- Healthy work environment.

Disadvantages

- The more Initial Investment.
- Insufficient savings.
- Unbalanced Rivalry.
- Increased Capital outlays/ expenditure.
- Employee apathy and Apprehension.
- Effect on the margins.

Case study on TOYOTA: Implementation of GHRM

Toyota Motor Corporation is a multi-national vehicle manufacturer that has enjoyed unprecedented success since its formation in Japan. In 2007 it become the world's largest motor vehicle producer, overtaking general-motors.



Figure 1

Policy: Sustainability

Aim: REDUCE THE ENVIRONMENTAL FOOTPRINT.

Build close, corporative relationships with individuals and organizations involved in Environmental Preservation.

Initiative: TOYOTA EARTH CHARTER

TOYOTA MOTOR CORPORATION has introduced an environmental charter entitled “A comprehensive approach to Global environmental issues: Earth Charter”.

TOYOTA have prepared this Earth Charter as a framework for stepped-up efforts in the name of safeguarding the natural environment.

Careful attention to safety and the environment is one of the guiding principles of Toyota, and the company intends to work within the new charter to protect the environment at all stages of operations, from product development and design to manufacturing, marketing, and final disposal.

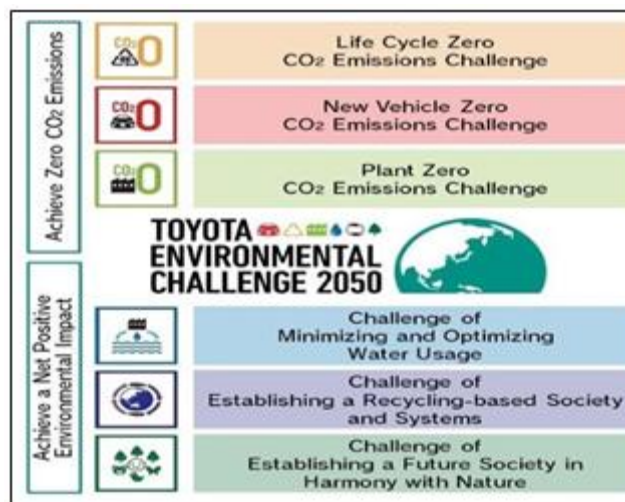


Figure 2

Companies Following Green HRM Practices

Companies such as Google, IBM, Honda, Goldman Sachs, Starbucks, and GE have already made significant efforts towards Green HRM and general sustainability.

1. Google



Figure 3

Google offices are created with design ideas and strategies to cut water and energy use.

Cooling and heating offices is done with minimum energy used by turning to renewable resources and recycled materials. All Google offices and data centers built from toxin free material. Google works closely with research institutions and government agencies to bring awareness about the forbidden substances in building materials.

2. Infosys

Infosys is the first Indian corporate to receive the UN Global Climate Action Award in “Climate Neutral Now” category in December 2019 for its carbon neutral programme.



Figure 4

It uses E-recruitment staffing solution. Hyderabad campus of Infosys is naturally lit work station. Infosys continued to maintain capacity to treat 100% organic waste including food and garden waste within campuses.

3. Wipro



Figure 5

The scope of Wipros' green practices included in its internal infrastructure and operations; eco-friendly products, green computing products and take-back services for its customers; as well as advocacy for e-waste legislation. It is the first Green Electronic company in the world from leaders to green leaders. 32% water used in the campus is recycled. 83% of waste is recycled and reprocessed, both within premise and outside.

4. SBI



Figure 6

SBI Green fund aims to promote activities which directly contribute to sustainability such as plantation of trees, construction of bio toilets, providing solar lights/panels. SBI have implemented rain water harvesting systems, and energy efficient measures to reduce our carbon footprint.

5. GSK



Figure 7

GSK conducts a product life cycle analysis in order to reduce the carbon footprint of its products. GSK has set out a carbon ambition to have a net zero impact on climate by 2030.

They aim for 80% carbon reductions across all scopes, against a 2020 baseline, with the remaining 20% offset through investment in high quality nature based solutions.

Conclusion

Green HRM is the latest buzzword in organizations today. With a lot of emphasis and focus of the top management on sustainability. Green practices are being adopted & corporations today are developing HR policies for promoting environment management initiatives.

Green HRM is a method that focuses on greening organizations by identifying new ways & strategies that include people in order to have greater greener effect. Green HRM activities help the organization improve both its environmental & financial performance .GHRM has the ability to increase employee well being as well as organizational success. HR department plays vital role in implementing go green concept in organizations .Green initiatives create a sense of loyalty among the employees, boost up employees morale.

It is the crucial need of the present time to save the earth and natural resources from wastage and pollution.

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