**GREEN HUMAN RESOURCE MANAGEMENT (HRM)**

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**Abstract**

The field of GHRM is less experienced as compared to GM (Green Management) and though certain initiatives have been taken up by companies for availing green component in management system, still the very concept relating to GHMR is at infancy stage.

GHRM will aid organizations to bring carbon footprints of employees down. It aims to deal with securing Green Movement — i.e., environment protection and preservation of planet Earth from potential disasters.

GHRM also deals with the events and processes that occur within organizations are related, firstly, to each other i.e., organizational activities affecting the natural environment; secondly, through design, development, implementation and effect of Human resource systems. The present chapter provides deep insights on GHRM Process & the need for GHRM Practices to be implemented in companies.

**Keywords:** GHRM (green human resource management), carbon footprints, environment, GHRM process, GHRM Practices, green initiatives.

**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

Green HRM is the idea of Greening consciousness into the workers in order to adapt this ecofriendly system on organizational level. It is green HR when the field of human resource, extends its function to support an organization in reducing carbon footprints by following energy-efficient electronic filling, employing carpooling & virtual interview etc.

To establish, maintain, and develop Greening in each employee is the goal of GHRM, which is defined as the policies, practices, and systems that turn workers inside the company green for the good of the business, society, and the environment.

**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**

**GREEN HRM PROCESS:**

1. Green Recruitment & selection:

Hiring people whose knowledge, abilities, attitudes, and actions align with an organization's environmental management systems is known as "green recruitment." Green hiring and selecting is a process that emphasizes the value of the environment and makes it a central component of the business.

1. Green Training & development:

Green education and training Employees should be made aware of the value of going green, trained in energy-efficient and waste-reduction techniques, and given the chance to participate in environmental problem-solving within the company.

1. Green Performance management & Appraisal:

Environmental problems and company policy are the focus of green performance management. Additionally, it focuses on how to employ environmental obligations. When it comes to managers' performance reviews, green goals, duties, and obligations including raising employees' understanding of environmental issues and motivating them to take part in the business's green initiatives can also be taken into account.

1. Green Compensation & Reward:

The goal of green incentive and compensation management is to recognize employees' dedication to creating a more sustainable company. These rewards can be in the form of - monetary, non-monetary, and recognition-based.

1. Green Employee Empowerment & Participation:

Employee participation in green projects improves the likelihood of improved green management by aligning employees' goals, capabilities, motivations, and perceptions with green management methods and systems. Eco-friendly suggestions should be embraced from all employees, regardless of their position, to stimulate their interest in environmental issues and make the greatest use of their skills.

1. Green Management of Organizational culture:

Green Human Resource Management (GHRM) is positively correlated with a green organizational culture. This correlation fosters environmentally friendly behaviors within the workplace, which in turn enhances the green organizational culture of the organization. Furthermore, a green organizational culture plays a moderating role in relation to green social capital and green values, while also mediating the relationship between workplace environmental behavior and having a direct impact on green recruitment, training, and development initiatives.

**Need for Green HRM**

Green Human Resource Management (HRM) practices can foster motivation, readiness, and dedication among employees to share their insights and efforts towards enhancing the sustainability of their organization and society at large. The ecological imbalance is escalating daily due to human actions. Implementing Green HRM practices will help eliminate harmful products from the environment. It is essential for organizations to embrace structured environmental practices (Daily and Huang, 1992). There is a pressing need to incorporate environmental management into Human Resource (HR) functions, which is referred to as 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.
* Businesses can offer green incentives to workers & lifestyle benefits like credit equalizers, free bicycles etc.
* Promoting the reduction of paper usage.
* Encouraging remote working.
* Organizations can arrange cleanliness & waste management initiative in the workplace to create awareness.
* Businesses are advocating for their staff to adopt better travel and commuting behaviors by limiting the use of official vehicles, utilizing public transit for work-related travel, and engaging in carpooling.
* Encouraging the use of eco-conscious grocery items and enforcing a ban on bottled water and plastic usage in the office environment.
* The office environment incorporates fluorescent light bulbs and a range of other sustainable energy technologies.
* Engage with the IT team to implement a shift from desktop computers to laptops, given that laptops utilize as much as 90% less energy.

**Importance of Green HR in corporate industry**

The role of Green HRM in the industry is crucial as it fosters awareness and action regarding environmental 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:

* Significant cost reductions achieved through the minimization of their carbon footprint.
* Financial incentives, including tax breaks and rebates, are simplifying the process of adopting sustainable solutions.
* 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, a global leader in the automotive industry, has experienced remarkable success since its establishment in Japan. In 2007, it surpassed General Motors to become the largest automobile manufacturer in the world.



POLICY: Sustainability

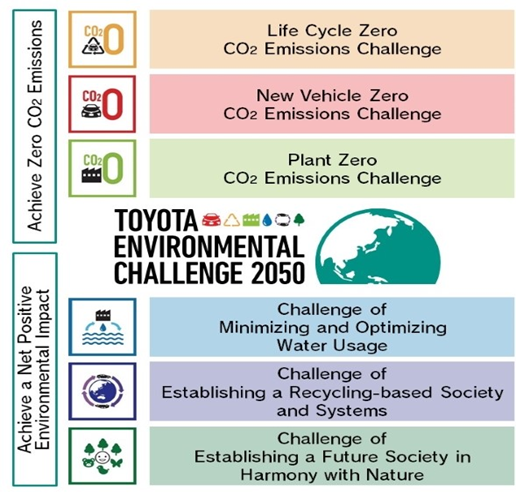
AIM: REDUCE THE ENVIRONMENTAL FOOTPRINT.

Foster strong, collaborative partnerships with individuals and organizations dedicated to environmental conservation.

INITIATIVE**: TOYOTA EARTH CHARTER**

TOYOTA MOTOR CORPORATION has unveiled an environmental charter titled "Earth Charter," which takes a holistic approach to addressing global environmental issues.

This charter is designed to provide a structured framework for intensifying efforts to protect the natural environment. With a strong emphasis on safety and environmental responsibility, Toyota aims to implement the principles of this charter across all operational stages, from product design and development to manufacturing, marketing, and end-of-life disposal.



**Companies following green HRM Practices:**

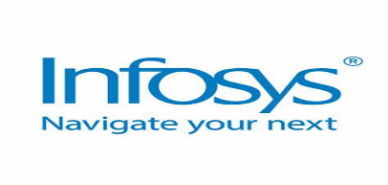
Firms such as Google, IBM, Honda, Goldman Sachs, Starbucks, and General Electric have demonstrated considerable commitment to Green Human Resource Management and sustainability initiatives.

* GOOGLE:



Google offices are designed with innovative strategies aimed at reducing water and energy consumption. The heating and cooling systems in these offices operate with minimal energy by utilizing renewable resources and recycled materials. All Google offices and data centers are constructed using non-toxic materials. Additionally, Google collaborates with research institutions and government agencies to raise awareness about harmful substances present in building materials.

* INFOSYS:



Infosys made history in December 2019 by being the first Indian company to receive the UN Global Climate Action Award in the "Climate Neutral Now" category, acknowledging its efforts in achieving carbon neutrality. The organization utilizes an E-recruitment staffing solution and has designed its Hyderabad campus with naturally lit workstations. Furthermore, Infosys has upheld its ability to manage 100% of organic waste, encompassing food and garden waste, within its campus facilities.

* WIPRO:



The green initiatives at Wipro include its internal operations, eco-friendly products, green computing solutions, and take-back services for customers. They also promote e-waste legislation. Wipro is the first Green Electronic company in the world, evolving from leaders to green leaders. The campus recycles 32% of its water, and 83% of its waste is recycled and reprocessed, both on and off the premises.

* SBI:



SBI Green Fund focuses on supporting activities that help the environment, like planting trees, building bio toilets, and supplying solar lights and panels. SBI has also set up rainwater harvesting systems and energy-saving practices to lower our carbon footprint.

* GSK:



GSK is working on a product life cycle analysis to minimize the carbon footprint of its products. The company has a goal to reach net zero climate impact by 2030. They intend to reduce carbon emissions by 80% from all areas based on 2020 figures, while offsetting the remaining 20% through investments in quality nature-based solutions.

**Conclusion**

Green HRM is becoming a prominent topic among organizations, reflecting the growing emphasis on sustainability from executive leadership. In response, businesses are adopting environmentally friendly practices and establishing HR policies that encourage initiatives for effective environmental management.

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. The implementation of Green HRM practices aids organizations in advancing their environmental and financial performance. GHRM not only fosters employee well-being but also plays a crucial role in driving overall organizational success. The role of the HR department is pivotal in the execution of the go green strategy in organizations. Green initiatives contribute to building employee loyalty and elevating morale across the team.

There is an imperative need today to safeguard the planet and its natural resources from excessive waste and pollution.

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