



GREEN HUMAN RESOURCE MANAGEMENT PRACTICES (GREEN HRM)

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KEYWORDS :

INTRODUCTION

The term 'GREEN HR' is often used to refer to the contribution of HR policies and practices towards the broader corporate environmental agenda of protection and preservation of natural resources. When we talk about Green HR, two essential elements have to be considered: environmentally friendly HR practices and the preservation of knowledge capital.

The impact of our daily activities on the environment and the desire to go green has expanded from just individuals to organizations. More organizations are volunteering to operate in a more environmentally responsible way.

The Green Human Resources Management is based on green movement related to Protection of Environment and save the planet Earth from future disasters caused by the organizations in order to achieve their sole objective of profit maximization.

The Green Human Resource Management will play an important role in industry to promote the environment related issues by adopting it, in management philosophy, HR policies and practices, training people and implementation of laws related to Environment Protection.

Green HRM will also help the employers and the organization in building a good corporate image and brand in the market by strictly implementing the ISO 26000, environmental audit, thinking about waste management and pollution. Even the new Companies Act 2013 make it mandatory for the companies having a net worth of more than 500 crores and annual turnover of 1000 crore or more to contribute towards the betterment of society.

Because of the excess consumption of natural resources as a raw material by the industries and other commercial organization there is tremendous pressure on the natural resources of planet Earth which has led to discussions on topics such as ecological imbalances and bio diversity. Many companies are adopting green HR which helps in reducing carbon footprint through less printing of paper, video conferencing and interviews, etc.

Benefits of Green HR Initiatives

Green HR initiatives help companies find alternative ways to cut cost without losing their top talent. Green HR refers to the contribution of people management policies and activities towards this broader agenda. It's an important issue for HR because it is clearly an important issue for all employees, as well as customers and other stakeholders. It's also one in which HR can have a big impact without causing much expenditure, good environmental management can improve sales and reduce costs, providing funding for green benefits to keep staff engaged.

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 makes 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.

Green HR Practices:**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.

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.

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.

Need For Green HRM

Today the need for green human resource management is important for all over the world. The ecological consciousness of each human drives the living style and environment. The general employees are interested in green human resource management because of its important and need in the current workplace. Our personal and professional lifestyle is affected due to many consequences. The corporate world is the most significant in enhancing the environment issues and the corporate has to give solution to this hazards.

Green HRM is a Part of CSR Activity

To implement any corporate environmental program, several units of an organization such as human resource, marketing, finance, operations are put together. But the major part lies to the human resource department as corporate social responsibility (CSR). Though the green HRM is the wider program of corporate social responsibility. In the organization, human resource and their systems are the basic foundation of any business. The green human resource management consists of two major parts of an organization

Green Recruitment

Green recruitment means paper free recruitment process with minimal environment impact. Green recruiting is a system where the focus is given on importance of the environment and making it a major element within the organization. Firms are now beginning to recognize the fact that gaining reputation as a green employee is an effective way to attract new talent. The green recruiting is a system

where the focus is given on importance of the environment and making it a major element within the organization. Complementing this the recruits are also enthusiastic and to some extent passionate about working for an environment friendly green company. Recruiting candidates with green bend of mind make it easy for firms to induct professionals who are aware with sustainable processes and are already familiar with basics like recycling, conservation and creating more logical world. Through the statements we can conclude that green recruitment provides the employer with an opportunity to stand ahead of the crowd and further increase their chance of attracting the candidates and retain them after induction. Recently the green trend makes the recruitment as environmental friendly issues. The recruiting makes the employee green in achieving the environmental goals and how they perceive the job and parameters of sustainability as claimed. For example the recruiting can be done as paper less interviews, eco-friendly locations and also other practices in the recruitment portfolio. The recruiters can carry out the green policies as well as the corporate policies in the management in establishing green policies to achieve the goals of the company.

Green Employee Relations

In human resource management, the employee relations are one of the important aspect to establishing good natured employer and employee relationship. Through this employee relations, the motivation and morale of individual employee will increase and it enhance the empowerment activities. The green human resource management also helps to recover and determine the troubles arisen at place of work that may influence the effort. In detail, optimistic employee relations are an indescribable and continuing advantage and a source of aggressive improvement for any organization. Employee contribution in Green initiatives increases the probability of superior green management as it aligns employee's goals, motivations, and perceptions with green management practices and systems. Several workers in their learning concluded that person empowerment optimistically influences efficiency and presentation, and facilitates self-discipline, individual philosophy, and problem-solving. The practice of green human resource management will help in by creating awareness and new ideas about the eco-friendly practices in an organization.

For hiring new employees organization is conducting various tests rather than using E-Selection or telephone interview/video conferencing so on, it will increase the usage of carbon footprints, high costs and required more time to conduct the selection process. 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.

Conclusion

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 program for newly hired employees but they are only providing instruction regarding their work and responsibilities, the management are not providing any awareness programs 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.