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## Challenges & Opportunities Before Indian Business Environment

### Green HR – Recent Emergence Towards ECO Focus

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#### ABSTRACT

Green HR, recent way used in organization which refers to use every employee interface to promote sustainable practices, the HR function nowadays become the driver of environmental sustainability within the organization by aligning its practices and policies with sustainability goals reflecting an Eco -focus. In this paper, researcher tries to find the latest environmental solutions to survive Green in specific HR function. The efforts are made to collect data on secondary basis. It is found in the research that hardly few organizations are aware and implementing Green HRM in HR function. The study concluded need to focus on emphasis the use and implementation of Green HR concept in organizations.

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## 1. Introduction

In recent scenario, with globalization Green HR is an emergence in HR field. The concept, which focus on using every employee touch point/interface to promote sustainable practices and increase employee awareness and commitments on the issues of sustainability. The HR function nowadays become the driver of environmental sustainability within the organization by aligning its practices and policies with sustainability goals reflecting an Eco -focus .Green HR which is undertaking environment friendly HR initiative result to greater efficiency,

low cost with better employee engagement and retention which leads to reduce employee carbon footprints by the likes of electronic filing, car-sharing, job-sharing, teleconferencing and virtual interviews, recycling, tele- commuting, online training, energy-efficient office spaces. Typical green activities include video recruiting, or the use of online and video interviews, to minimize travel requirements. In this paper, researcher tries to find the latest environmental solutions to survive Green in specific HR function.

The green world refers to the green HR or people management function which has sustainability at its core as part of its people management and talent management focus which ensures the organizations engage with the society by aligning their agendas with social responsibility.

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Not only this Green HR is to focus on green rewards instead of fringe or infringe rewards, it focuses on Green rewards i.e. the use of workplace and lifestyle benefits, free bicycles, to engage people in the green agenda, while continuing to recognize their contribution.

In organization, which focus on green HR policies pay consideration to promote the use of resources within business organization and ensure safe contribution and benefit to all stakeholders (from employee to shareholder).

### **1.1. What is Green HRM?**

The term 'Green HRM' is most often used to refer to the contribution of people management policies and practices towards the broader corporate environmental agenda. While many employees often feel it is not their responsibility protect the environment while they are at work, the new work-forces of millennial are emphasizing environmental consciousness as they chose their employers. There is also a broader opportunity to engage the workforce given that more and more people seek meaning and self-actualization in their jobs. Other simple green actions include minimizing the amount of printed materials used in performance management, salary reviews and so on. While there is definitely a substantial amount of 'green washing' occurring in reducing waste, there are many opportunities here too. However, HR is never going to have a truly significant impact on a business through the improvement of HR processes alone so the greater opportunity is to contribute to the green agenda of the business as a whole.

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## **2. Structure**

### **2.1. Problem of study**

To identify awareness about Green HR among organizations and the extent of implementation of green HRM in HR function.

### **2.2. Objective of study**

To find the latest environmental solutions to survive Green in specific HR function

### **2.3. Data collection tool**

The efforts are made to collect data on secondary basis. In this study researcher collect data from various research journals, websites and articles to understand the concept of green HR.

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## **3. Initiative of Green HR in HRM**

Practically, it is very hard to use less of consumables such as paper, plastic, envelope and ink toner as they are integral part of our basic HR operations and the concern here is to be ecological, economical and practical at the same time. The following are the recent environment-friendly measures to stay Green in the HR functions, in addition to the general green office practices.

### **3.1. Green Printing**

It is inevitable to reduce the usage of Paper and toner consumption in those organizations with huge numbers of staff having their own habits and preferences regarding usage. Excess printing naturally results in increase in paper consumption, toner wastage and emission of carbon dioxide. With the advent of latest technology solution to solve this problem has been chalked out. The new software "Preton Saver" can reduce paper demand by up to 20% and demand of toner and ink by up to 50% without affecting the output image quality. The toner reduction rate can be set by the department, and it also helps in managing printing jobs by consolidating departmental print logs. Moreover, the printing page allowance for those departments can also be set which do not require much printing.

### **3.2. Green Design for Payroll and Taxation Forms**

To stay Green in our daily operations the thrust is not only on the Technology. There are few environmental friendly solutions for example by just switching to Green design products like sealer forms. It is a perfect way, used these days for preparing pay rolls and taxation forms. It is a form which can be folded into a self-contained envelope, so a single piece of paper can serve the purpose of both the form and an envelope; 'Sealer Solution' enables automatic printing of individual information and form sealing in a secure manner. Its speed can be as fast as 3400 pieces per hour in a comparatively silent mode as compared to traditional payroll printing method by Dot Matrix. This way it increases the efficiency of the indoor working environment in the HR Department

### **3.3. Green Manufacturing & Disposal of Staff ID Card**

The issuing of ID card is most common operation of HR department. Generally, the material used in formation of these cards is PVC which is harder to recycle and which causes more pollution. In terms of ecology PETG is a better material to produce plastic cards and is 100% recyclable. It creates less water pollution and air as it does not produce any toxic fumes. The use of 'Disposal Service' can be made to dispose such cards containing personal information. These measures can help to reduce wastage and environmental impacts in the routine HR operations and makes operations more economical and ecological.

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## **4. Impact on Performance Management System**

They should also be with challenges in environment, green HR emergence plays an important role. The challenges of how to measure environmental performance standards across different units of the firm and gaining useful data on the environment performance of managers. One way in which PM systems can be successfully initiated in an organization is by tying the performance evaluations to the job descriptions mentioning the specific green goals and tasks.

### **4.1. Green HR Sustainability Effect on organization**

Green HR affects sustainability of environment of an organization. Green HR involves two essential elements: environmentally-friendly HR practices and the preservation of knowledge capital. Emergence of human

resource management systems in organizations striving to achieve environmental sustainability. The green HR initiatives of organization enable to make HR policies environmental friendly. The influence of social, economic, market and other external forces on the approaches to environmental management adopted by firms. Workforce development needs created by increasing demand for employees in the newly emerging green economy. Green HR ensure the extent HR policies and practices to improve the environmental performance of organizations.

#### 4.2. HR Role towards Eco focus

A key role for HR environmental executives could be to guide line managers in terms of gaining full staff co-operation towards implementing environmental policies which means HR needs to nurture supporters and create networks of problem-solvers willing to act to change the current status quo. This can only take place if the company establishes formal and informal communication networks with their employees highlighting the company's green efforts for e.g., in the company newsletter and website. Some other ways could be to share research, model green behavior, working with internal marketing staff to circulate informational and inspirational articles, columns and other materials to employees on a regular basis. HR focus as knowledge management, employment screening, training, redundancy, reducing status differentials, and management style can be integrated together to produce environmental improvements for the firm. In addition, HR can generate an environmental report that includes a policy statement, targets, progress measures, overall impact which will encourage line managers and employees to take pride in sustainability initiatives

### 5. Conclusion

It is concluded that the future of Green HRM appears promising for all the stakeholders of HRM. The employers and practitioners can establish the

usefulness of linking employee involvement and participation in environmental management programs to improved organizational environmental performance, like with a specific focus on encouraging green practices and help green management evolve and develop. It is found in the research that hardly few organizations are aware and implementing Green HRM in HR function. The need to focus on emphasis the use and implementation of Green HR concept in organization.

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