
AN ANALYSIS OF INDIAN CORPORATIONS' ADOPTION OF GREEN HRM PRACTICES

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ABSTRACT

Green HRM initiatives are an attempt to incorporate environmental management into HRM processes, which is becoming more and more necessary. Green HRM refers to the use of all employee interfaces in a way that supports and upholds sustainable business practices and raises awareness, both of which assist organisations in conducting their operations in an environmentally responsible manner. Therefore, green HRM has two main components: knowledge capital preservation and eco-friendly HR practices. This study's goal is to investigate the state and difficulties of green HRM practices in India, a field that has received little attention. This article focusses on examining the current Green HRM practices that Indian organisations have implemented, as well as their awareness, adoption, and growth rate in the Indian context. The success rate of implementing Green Human is examined in this study. The necessity to investigate green human resource management in developing nations like India is met by this study.

KEYWORDS: Green HRM, Green HRM Practices, Environment.

1. INTRODUCTION

Environmentally sustainable human resource management, or "green HRM," is a relatively new idea that has gained popularity recently. This HRM strategy incorporates sustainability concepts into a number of HR tasks, such as hiring, performance management, training and development, pay and benefits, and employee engagement. By encouraging employee understanding and dedication to environmental issues, cutting resource consumption, and enhancing the organization's overall environmental performance, green HRM seeks to improve organisational sustainability (Deshwal, 2015). The adoption of green human

resource management (HRM) techniques has become more crucial for businesses to show their dedication to sustainability and corporate social responsibility as environmental issues continue to plague the planet.

This essay examines the idea of "green HRM," which is the incorporation of ecologically friendly procedures into HRM guidelines and procedures. Based on an analysis of pertinent literature, the study emphasises the potential advantages of Green HRM, such as increased employee engagement, better environmental performance, and a stronger employer brand. The important elements of Green HRM, including as hiring and selection, performance management, training and development, pay and benefits, and employee engagement, are also covered in the paper. In general, the study indicates that Green HRM possesses the potential to support employee well-being and organisational sustainability, and it demands more study on this crucial issue.

2. LITERATURE REVIEW

Ahmad (2015) noted that Indian corporations are becoming more conscious of the need to go green and implement different environmental management strategies. The paper provides the simple definition of Green HRM and focusses on the many Green HRM approaches that organisations pursue. Green HRM is being incorporated and implemented by organisations worldwide, which will indirectly give them a competitive edge in this rapidly evolving business environment. Since it would necessitate a shift of perspective on current HR procedures, full adoption is not feasible. Mishra (2017) investigated the green HRM practices that Indian corporations now employ, but they discovered that these practices are not properly structured and are not being strictly adhered to. The author carried out the research for the study in two stages. The author carried out the study in two stages: archival research was done in the first phase, and a case study technique was used in the second. The author noted that instead of using formal, often costly methods to raise awareness, organisations are attempting to do it informally. Organisations have not given access to green personalities and abilities any thought during the recruitment and selection process. Overall, it was discovered that the Indian manufacturing industry has a great deal of room to improve its Green HRM practices.

In their study, Peerzadah et al. (2018) investigated whether green HRM practices have a positive impact on an organization's reputation and employee engagement. The authors' study employed the archival approach of literature review and was grounded in secondary sources. They found that implementing green HRM strategies can influence and change the green performance, green behaviours, and green competences of human resources. Employees can be inspired, willing, and

committed to contribute their thoughts and efforts through green HRM, which will aid in the organization's transformation into a green entity. The many green HRM practices that are developing as a result of environmental degradation were covered by Jalaja (2018). Increased greenhouse gas emissions and other factors are leading to acute global warming issues, corporates must readily move forward and act in favour of achieving the “green” in their business missions. When attempting to integrate green practices into their goal and vision statement, HR managers encounter obstacles. Indian companies are still in their infancy. Adopting a green culture will result in more sustainable resource use and less negative effects on the organisation. Majeed & Khan (2019) examined the literature and discussed the necessity of green human resource management. The many approaches that Indian corporations have implemented have been highlighted for the study, and recommendations for putting these principles into effect on a bigger scale have been examined. The study discusses the green practices and its impacts on organizational performance and its management along with the relationship between strategies related to human resource and sustainability of the organizational environment. The study examines the relationship between human resource strategies and organisational environmental sustainability, as well as the effects of green practices on management and organisational performance. updating green knowledge and abilities, developing an eco-friendly mindset in the workforce, training and developing the staff on environmental issues, and formulating strategies while keeping sustainability and "green" in mind. Many corporations have contributed to fostering a culture of sustainability and environmental friendliness among its employees.

According to the review above, additional research is required to fully understand how Green HRM practices can assist organisations and HRM professionals in implementing strategies that promote sustainability and employee well-being. Some studies have examined the implementation of Green HRM practices in particular industries or regions. With this in mind, we have determined that it is necessary to look at green HRM practices in Indian corporations in the present, and our paper will fill this gap.

3. OBJECTVES OF THE STUDY

1. To understand the widely used green HRM techniques.
2. To list a number of initiatives that various Indian corporations have taken.

4. RESEARCH METHODOLOGY

The paper is theoretical in nature and is primarily based on secondary data collected from different databases, websites, journals, and other available sources. The study encompasses

and assembles information regarding green HRM practices in general. Moreover, we have selected 10 companies belonging to different sectors to get a comprehensive overview of the Green HRM adoption by the various sectors in recent times.

5. THEORETICAL OVERVIEW OF GREEN HRM INITIATIVES

Corporates are becoming more aware of the harmful effects of their workplaces. They are moving towards resource-efficient construction methods that reduce the negative effects on the environment, such as using solar power, recycled materials, proper sewage, conserving water, etc. They are also moving towards a paperless workplace, with the IT sector in particular converting official documents to digital format, which reduces natural resource waste and energy consumption. Additionally, companies have begun to use green recruitment and selection practices. By using these strategies, corporations today hope to employ experts who are considerate and cognisant of environmental issues. To take action, people need to be informed of green practices and have a willingness to safeguard the environment. Recycling and waste disposal lowers the amount of waste that is thrown away, conserves energy, and lessens an organization's carbon impact. Many corporations are now using the 3Rs—Reduce, Recycle, and Reuse—to protect the environment and gain a competitive advantage.

In the context of sustainability and environmental responsibility, organisations can monitor and evaluate employee performance using green assessment and performance management strategies. Green appraisal focusses on evaluating employees' performance based on their contributions to environmental sustainability, whereas performance management refers to the ongoing process of setting goals, providing feedback, and assessing employees' performance to ensure they are meeting the organization's expectations and contributing to its success. By incorporating sustainability measurements into performance management, organisations can improve employee engagement and performance while advancing sustainability and environmental responsibility. Green training and development is seen as a method by which businesses give their staff members the information, abilities, and mindsets required to advance environmental sustainability and lessen the company's environmental effect. Education on sustainable practices, like waste reduction and energy conservation, as well as methods for incorporating sustainability into corporate operations and decision-making, may be included in this kind of training. In addition to improving employee motivation and engagement, green training and development can assist businesses in advancing sustainability and achieving their environmental objectives.

Businesses can establish an environmentally conscious culture that is ingrained in their

operations and embraced by their workforce by investing in their workers' sustainability-related skills and knowledge. Furthermore, by raising knowledge and comprehension of environmental issues and encouraging sustainable practices, green training and development can benefit society and the environment more broadly.

All things considered, green training and development is a crucial instrument for businesses looking to improve their environmental performance and create a sustainable future. Employers utilise green rewards and pay as incentives and bonuses to recognise and thank staff members for their efforts to reduce the company's environmental impact and promote environmental sustainability. This strategy can draw in and keep workers that value sustainability while also fostering a culture of environmental responsibility. Examples include recognition initiatives, bonuses for outstanding dedication to sustainability, and extra pay for creative ways to lessen the environmental impact of the company. Green incentives and pay support a company's sustainability efforts and motivate staff to make sustainability a top priority. Sustainability is becoming a more significant factor for businesses of all sizes and sectors in the current business environment. It's obvious that employees are essential to a company's efforts to encourage sustainable practices and lessen its environmental impact. As a result, green employee relations has become a crucial component in encouraging sustainability at work. This entails developing procedures and policies that encourage staff members to participate in sustainability projects, giving them the information and tools they need to make sustainable decisions, and cultivating an environmental consciousness that permeates the workplace. In addition to improving employee engagement and motivation, effective green employee relations can also improve an organization's environmental performance and advance sustainability in general.

1. GREEN HRM PRACTICES ADOPTED BY INDIAN CORPORATES

Table 1: Green HRM Practices Adopted by Indian Corporates

1. Hindustan Unilever Limited (HUL):

- **Sustainable Living Plan:**

This plan integrates sustainability into various aspects of HUL's operations, including green HRM practices like promoting green commuting, energy-efficient measures, and green training programs.

- **Sustainability Vision 2021:**

HUL's vision focuses on three key areas: people, planet, and performance, with specific targets and initiatives for each.

- **Green HRM Practices:**

HUL has introduced initiatives like promoting green commuting through carpooling and bicycle usage, implementing energy-efficient technologies in offices and factories, and providing green training programs to employees to raise awareness about environmental issues.

2. Larsen & Toubro (L&T):

- **Sustainability Vision 2021:**

This vision outlines L&T's commitment to sustainability across its operations, with specific goals and initiatives related to people, planet, and performance.

- **Focus Areas:**

The company focuses on reducing its carbon footprint, promoting water conservation, and engaging employees in sustainable practices.

3. IndusInd Bank:

- **"Hum aur Hariyali" Initiative:**

This initiative focuses on upgrading the bank's CSR activities and publishing a green office manual.

- **Green Banking:**

IndusInd Bank was the first in India to introduce solar-powered ATMs as a green banking initiative.

4. Wipro:

- **The Eco Eye:** Wipro's comprehensive plan to achieve environmental sustainability includes reducing its carbon footprint, minimizing waste, valuing water, and adopting other green practices.

5. ITC Limited:

- **Sustainability 2.0:** This program builds upon ITC's previous sustainability efforts and sets more ambitious goals for reducing environmental impact and enhancing social and economic contributions.

6. Reliance Industries Limited (RIL):

- **Green Commuting and Employee Engagement:** RIL promotes green commuting by encouraging employees to use public transport, bicycles, or carpooling.

7. Godrej:

- **Godrej Green Campus:** This program focuses on reducing the carbon footprint of Godrej's campuses through sustainable design and energy-efficient technologies.

8. TATA Motors:

- **Water Conservation:** TATA Motors focuses on reducing its carbon footprint and freshwater usage in its manufacturing plants through water harvesting techniques and other measures.

9. ONGC:

- **Harit Moksha:** ONGC actively participates in tree plantation across India, particularly in its project areas, as part of the Harit Moksha plan.

6. CONCLUSION

Businesses are adopting environmental efforts in an effort to outperform their rivals. To outperform its rivals, a company must implement green practices in a number of areas. However, as corporates are moving to include environmental concerns in their goal and vision statements, HR managers are confronting enormous hurdles. Corporates can, nevertheless, adapt and attain sustainability. Green human resource management (HRM) enhances working conditions and shifts employees' perspectives towards sustainability and the environment. In the end, green HRM practices would close the gap between an organization's potential human capital and sustainable development.

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