



## Strategic Green HRM: A Necessity of 21<sup>st</sup> Century

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### Abstract

*Green Human Resource management is a new evolving thought in today's setting. Increasing unease for global environment and the enlargement of international benchmarks for environmental Management has generated a demand for business to embrace environmental policies and programmers Organizations nowadays have become more cognizant about the mounting significance of Combination of environmental Management and Human Resource Management. We are joining in a green economy and so the impression of our daily activities on environment and our desire to go green has expanded from just individuals to organizations. Organizations today consider that employees must be exceptional, enabled and environmentally aware of greening in order to carry out green management proposals.*

*The Green Human Resources Management is grounded on green association is related to Strengthening of Environment and protects the planet Earth from future adversities. The "Magna Carta" on Human Environment was acknowledged in the first United Nation's (International) Conference on Human Environment held in June 1972 in Stockholm confirmed that, to preserve & develop the human environment for current and future cohort has become an essential objective of manhood. The Green HRM will also benefit the employers, creators in appearance and brand building and by resolutely executing the ISO 14000 standards, environmental audit, consequently altering the organizational culture, rational about waste management, pollution and assisting the civilization and its own people, those are becoming stimulated by pollution.*

*In this paper an effort has been made to encourage the importance of Green HRM in polluting industries various other activities to go green and green initiatives in some functional areas*

**Keywords:** *Green HRM, Clean HRM, Protective Environment, corporate environmental citizenship, Green Work Life Balance.*



## **I. Introduction**

In the development of the past two eras, a widespread consensus has begun to emerge around the need for optimistic environmental management. Green human resource accomplishments do not inevitably have to occur within the possibility of environmental management systems. All establishments or firms who endeavor for environmental security are well directed to pay consideration to their human resources. The green work-life balance impression is professed as a ground-breaking methodology in Green HRM.

Green HRM is the prerequisite of 21st century .It comprises two elements environmentally friendly HR undertakings and the conservation of knowledge capital. Green HRM associates less printing of papers, online registrations, e-mails, cleanliness drive etc.

## **II. Literature Review**

The idea of green management for enduring expansion has different meanings all of which usually, seek to clarify the essential for equilibrium between industrial progress for wealth conception and maintaining the natural environment so that the forth coming peers may flourish (Daily and Huang, 2001). Yet, the subject of how an separate organization or entire society attains sustainability from the green management movement is still controversial and uncertain. Therefore research on how corporation may organize their services to improve for sustainability beyond green management creativities seems supreme.

Implementation of corporate green management proposals needs a high level of technical and management skills among employees due to the evidences that the company will grow novelty – dedicated environmental advantages and programme that have a important effect on the sustainable modest of the firms (Callenbach et. al., 1993).

In this respect, the application of hard recruitment and selection of employees, performance-based appraisal system, the overview of training programmes intended at rising the employees' ecological consciousness and sequences concentrated to the enlargement of original technical and management proficiencies have a elementary rank for nurturing environmental inventions(Renwick et al., 2008).

HR practices that are consumed individually or in remoteness, SHRM investigators look more generally at packages of HR practices or HR systems that are applied in amalgamation (Paawe and Boselie, 2003; 2005).



### **III. Objectives**

- The aim of the study is to unfold the knowledge amongst the industries, throughout the country on Strategic Green HR, thus serving the organizations and its people, to appreciate the environmental connected issues and decrease environmental glitches, hazards and pollutions.
- The study also showcase the significant works on Strategic Green HRM , integrating environment management and HRM, and to group them so as to categorize gaps, issues, and scope for future.

### **IV. The Green HR**

The Green Movement across the world gave birth to Green HR. Human Resource Management is responsible for managing, advancing and preserving employees in the organization. 19th and 20th Century was an period of industrialization, particularly in Europe the Industrial Revolution began in 19th Century, industrialized large quantity of consumer goods, the factory system and necessitate for various products, the progress of technology put lot of heaviness on the natural resources of planet Earth e.g. exploitation of resources like air, water, exploitation of flora and fauna. E.g. timber, minerals, chemicals comprising animals and forest for profitable wants of the society. Huge number of human being departed their old-fashioned business of farming, trained themselves and were employed by industries. Likemines, textiles, chemicals, pharmaceuticals, etc. The result of industrialization was that the world communal began conferring about raw materials, pollution, ecological imbalance and bio-diversity. As the power of industrial workers augmented a distinct department or cell was shaped to grip the employees, it was preliminary called as Personnel Department and now Human Resource. The errands given to this department was to safeguard and get right person for the right job, trained them, retain and improve them as per the obligation of industry.

### **V. Strategic Green HRM**

Strategic Green HR exercises can benefit companies to find different ways to bring fuzz cost without losing their aptitude. Numerous companies are accepting Strategic Green HR practices which assist in dipping carbon impression over less printing of paper, video conferencing and interviews, etc. Strategic Green HR has to be implanted in the mind of everybody in the organization for this the organization should interconnect a lot to instruct the idea towards inspiring all to apply and swagger this Strategic Green Human Resource is nothing but to use the E-Machines instead of Manual Machines. It directs in falling the stationary Trash (Notebooks,



Pen, marker etc.) which benefits in preserving the stable economy as well the Green Environment for students, instead of taking classes on the White / Black Board, Lecturers can endure the classes on Projectors/ can use Soft copies and corporate can Preserve the Soft Copies instead of Hard Copies and Take the back up of each significant worth.

## **VI. Green Thinking In The Organizations**

HR plays an vital role in Management of people, which is considered as an Resource of an organization. The people in the organizations must understand the significance of Green Movement, Green HR and Green Audit. The accountability of the present generation HR Managers is to incorporate the Green HR Philosophy in corporate mission statement, HR-Policies. It should also spread it with the help of training programmes, in recruitment, etc

## **VII. Strategic Green Management Initiatives**

Formerly, sound economic functioning of the firm was projected to agreement corporate achievement by companies and its shareholders, but now it is no longer legal economic and financial consequences need to be attended by minimization of ecological footprints and enlarged contemplation to social and environmental features. This perception becomes a strategic overriding subject for businesses, particularly multinational initiatives functioning their business universally.

In summary, green management denotes to the management of corporate collaboration with, and impression upon, the environment, and it has gone elsewhere monitoring submission and requests to comprise intangible tools such as pollution inhibition, product stewardship and corporate social accountability. Business firms play a crucial role in the issues of environmental management subsequently they are part of our society and cannot be secluded from the environment, and in detail they subsidize most of the carbon paths in the past Application of pioneering technology could improve the environmental deterioration by developing, for example, the biotech products and by searching for substitute energy to decrease the use of limited natural resources. The outcome was that these employees engaged started using natural resources as a raw material to manufacture entailed goods or products, subsequent in industrial wastage and polluting the surrounding climate or environment.



## VIII. Strategic Green HR Practices In Functional Areas

The operative capacities where HR can have a green style are as follows:

- **Recruitment and Selection Process**

Use of contemporary and sophisticated technology, organization desires less paper in all stages of recruitment and selection process. Companies offer job related communication on their websites and resumes are succumbed online, which benefits to considerably decrease waste generated from printing and mailing resumes. Assignment, purposes and rules of the company and information about publicized posts on company's website helps in the alignment of new employees.

- **Orientation**

Orientation programs for employees should be planned in such a way as to streamline the combination of new employees into a society of green perception. Introduction programs should such that it gives evidence about green working circumstances. Training should be given by creation use of projectors, laptops.

- **Performance Appraisals**

Performance management systems should be intended to include green targets in the key functioning areas . This can be interpreted into Green operation standards and Green behavior values which should aid as measures in performance appraisal of employees at all levels. Green targets, objectives and accountabilities should be recognized for managers and accomplishment of managers in completing Green results should comprise in appraisals.

- **Training and Development**

Training, development and learning programs, workshops and meetings should be future in such a way that assistances employees to advancement and obtain information in environment man green skills, green targets and attitude. Job rotation in green transfers should become an necessary part of career development plans. Contents of training should be designed to increase employee competencies and knowledge in Environment tools for all functional areas. Environment- related aspects such as health, safety, energy efficiency, waste management and reprocessing should cover in green training. Training in charge should make use of on online course factual and case studies in training conferences rather than on printed handouts.



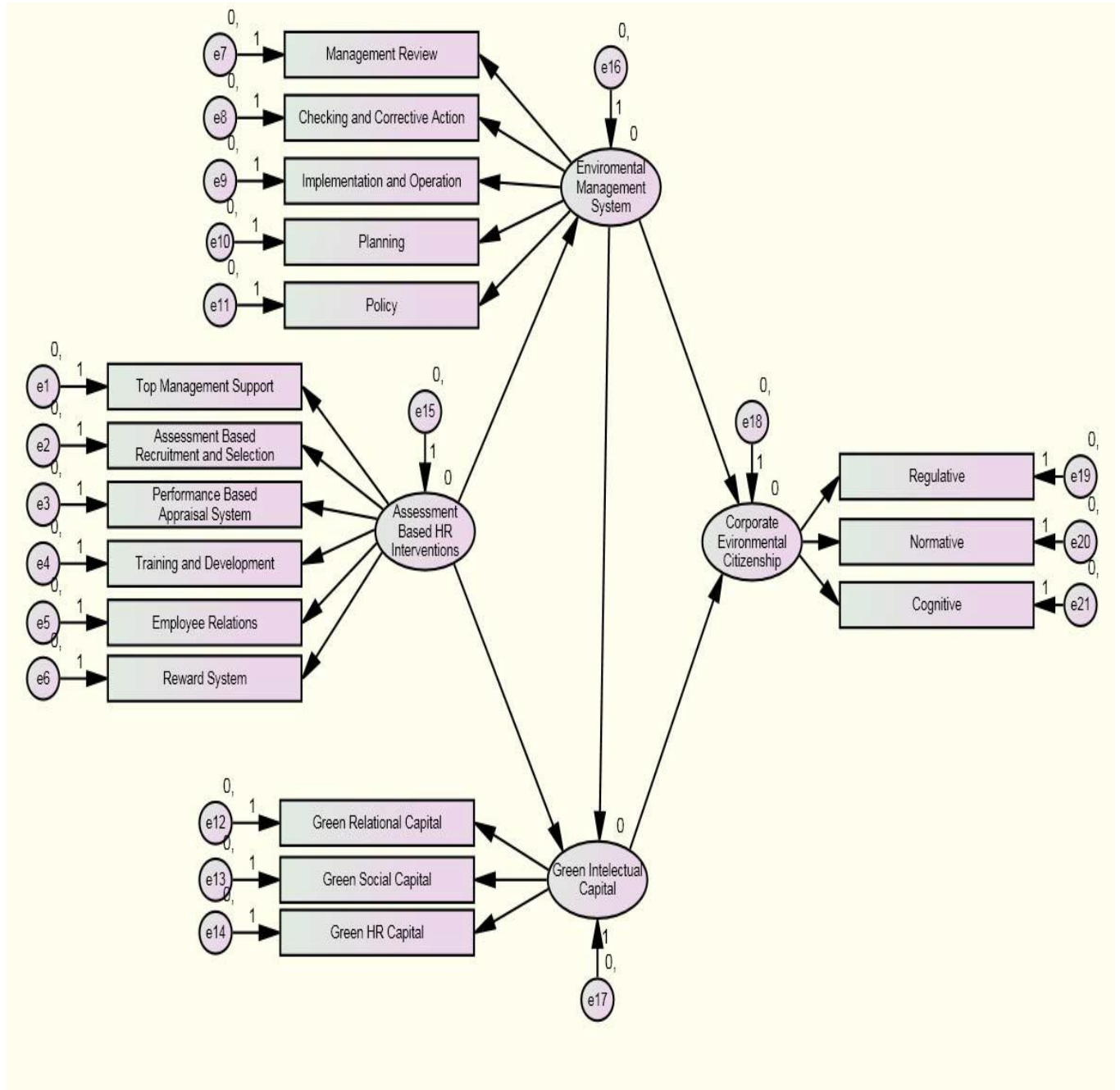
- **Compensation or Pay Management**

Compensation management should verify involvements of employees in green management. Compensation packages should be intended to recompense green skills attainment and accomplishments by employees. Monetary based, non-monetary based and recognition based plunders can be expended for green accomplishments of employees. Monetary based rewards in the procedures of salary increase, cash inducements and bonuses while non-monetary rewards may contain special leave and gifts to employees. Recognition based honors can bring emphasis on green contributions of employees through advertising and appreciation of green efforts by top managers

- **Corporate Environment Citizenship**

Corporate environmental behaviour has been investigated as an endeavor to explicate the heterogeneity of organizational rejoinder to the environment related institutional burdens. The Study is regarding with the specific issue have usually familiar that companies are focus to robust institutional heaviness in the form of normative societal prospects, forced guidelines, tight public policies, media and non governmental organizations scrutiny . Environmental strategies of organizations within emerging countries differ from unprincipled observance to voluntaries Henceforth, the idea of CEC has been explained as all of the protections and procedures corporations need to execute in direction to diminish the threats that they give to the environment.





Source 2011 International Conference on Sociality and Economics Development, Singapore



**IX. Endeavors To Go Green**

- Annual energy audit survey.
- Recycling go across the trash for recycling glass, plastic, metal trash and any other waste materials. By recycling you will detect a new sense of how much it costs in purchasing, storing and disposing off stuff. Pointless photocopying should be removed and packaging should be reclaimed for shipping.
- Recommending transportation facilities Transportation facilities should be supported by delivering transportation passes to employees who take subway or bus and bike racks for cyclist and also by delivering preferred parking for carpoolers.
- Conserve natural resources for cohort of electricity solar panels on the rooftop should be consumed. Toilets and sinks should be checked frequently for associations that indications to water consumption. Wastage of water should be rejected to manufacturing practices and in watering the lawns.
- Go paperless by inspiring e-mails.
- Communicating form customers and suppliers about your green creativities and take aid by the local supervisory activities and keeping employees and investors knowledgeable about your green campaign.
- Save fuel plummeting business travel and using teleconferencing should be stimulated Deliberate the transportation cost of shipping and getting products. Impression should be assessed of invention you are buying or selling and discovery ways to alleviate those influences. Energy well-organized media should be used for employees, business uses and transfer of products.
- Connecting employees should be complicated by creating a team to chief the company's green initiative power by transmission a respected decision-making level person.
- Purchasing products by purchasing sustainable products putting exact goals for procurement reprocessed or used. Use of toxic substances like batteries and copier toner should be avoided and talk to suppliers about substitutions.





- Usage of energy well-organized gear and studying chances and executing substitute sources of energy like bio fuels wind power and any other substitute energy source.
- Cleanliness drive.

## X. Conclusion

The best attempts of Green HRM are the consumption of computerized human resources information systems, applicant tracking systems and online applications for recruitment which benefits in dipping paper practice and decrease in costs as well. Human Resource department should establish Green initiatives like recycling campaigns, paper drives and educational programs. The greening and inspiration of employees as human beings can only be efficacious if environmental aspects are considered in all core business procedures.

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