

A Study on Implementation of Green Human Resource Practices in the Manufacturing Industries in Kolar District

Dr. Kiran Reddy¹ and Mr. Vikram M²

Research Guide, AIMS Centre for Advanced Research Centre University of Mysore, Mysore, Karnataka, India¹
Research scholar, AIMS Centre For Advanced Research Centre University of Mysore, Mysore, Karnataka, India²

Abstract: *In today's scenario, environmental concern is depleting by the day, and while the entire organisation is focused on monetary benefits, non-monetary benefits are being neglected. This has a direct impact on many organisations. As a result, a number of environmental issues arise, with dreadful consequences for the environment. To address this issue, the concept of green human resource management has been introduced. This paper investigates how these Green HR practices are implemented in organisations and how they contribute to the preservation of a sustainable environment in the industries in kolar district. This paper also focuses on the organization's current Green HR trends.*

Keywords: Environment, Green Human Resource Management, Green HR practices, manufacturing industries

I. INTRODUCTION

Human beings live in both natural and social world. Our technological development has strong impact on the natural as well as the social components. When we talk of development, it cannot be perceived as development only for a privileged few who would have a high standard of living and would derive all the benefits. Development also does not mean an increase in the GNP (Gross National Product) of a few affluent nations. Development has to be visualized in a holistic manner, where it brings benefits to all, not only for the present generation, but also for the future generations. There is an urgent need to interlink the social aspects with the development and environment.

Growing environmental awareness has transformed previous trends of achieving corporate financial stability into Social, Economic, and Environmental sustainability, which is now considered a highly recommended activity for any organization. Companies that are unaware of eco-friendly practices, as well as those that are unable to implement Eco-friendly production technologies, lag behind their competitors in today's competitive environment. Furthermore, organizations are motivated to engage in go-green initiatives to align their business strategies with sustainable development goals by adhering to global environmental protection standards (e.g., ISO 14000, ISO 14001, ISO 26000) and Corporate Social Responsibility (CSR) practices. As a result, traditional business practices have overwhelmingly adapted to eco-friendly techniques in green marketing, green accounting, and green human resource management, with the goal of achieving organizational sustainability. However, the role of employees' values, beliefs, attitudes, and behavior in achieving modern organizations' sustainable development goals remains a serious concern.

II. GREEN HUMAN RESOURCE MANAGEMENT

Human Resource Management (HRM) is a vital management function that deals with the most valuable asset of an organization which is human resources. The entire context of HRM is currently being considered in the context of sustainability. Expanding the statement, we contend that Green Human Resource Management is the most significant element of sustainability. Green Human Resource Management (GHRM) is where Human Resource Management (HRM) is engaged in managing the environment within an organization. Green HRM uses HRM policies to encourage the sustainable use of resources within business enterprises and promote the cause of environmentalism which further boosts employee morale and satisfaction. Green HRM can be defined as the use of HRM policies, philosophies, and practices to promote the sustainable use of business resources. Green human resources refer to the use of every

employee interface to promote sustainable practices and raise employee awareness and commitment to environmental issues.

Sustainable development is concerned with meeting people's needs today without negatively affecting future generations' ability to meet their own needs. Companies now recognize the importance of developing a strong social conscience and a green sense of responsibility, with corporate responsibility becoming more than just a brand-building tool to have, but a factor essential to business development. Green human resource management has become a key business strategy for the present eco-friendly environment and global warming environment. The human resources department has been instrumental in making the office more environmentally friendly.

People's green awareness within the organization has made a significant contribution to the green environment. Waste management, recycling, reducing the carbon footprint, and using and producing green products are the best green practices. The majority of the employees strongly feel about the environment and they exhibit greater commitment and job satisfaction towards the organization. It demonstrates that everyone is prepared to go green. Green human resource management practices are multifaceted, and their potential impact on human resource management issues must be constantly monitored. Green human resource management necessitates the implementation of specific policies and practices. The basic pillars of the organization's sustainability are environmental, social, and economic balance.

III. GREEN HUMAN RESOURCE MANAGEMENT PRACTICES

3.1 Green Recruitment

Green recruitment is a process of recruiting new talented persons who are aware of the sustainable process, environmental system and familiar with words of conservation and sustainable environment. Green recruitment makes them familiar with the green practices and environmental system that will support effective environmental management within the organization (Wehrmeyer, 1996). Recruitment practices can help to improve environmental management systems by ensuring that environmental culture and values are very well clear to the recruits. Job applicants are very conscious about the organization's environmental management practices and their decision for employment depends on it (Stringer, 2009).

3.2 Green Human Resource Planning

Lado and Wilson (1994) define green human resource planning as a set of distinct but interrelated activities, functions, and processes that aim to attract, develop and maintain a firm's green. Boselie, et. al., (2001) stated that green initiatives included in human resource management as a part of corporate social responsibility in the long run.

3.3 Green Job Description

Job descriptions can be used to specify the number of environmental protection-related tasks, duties, and responsibilities (Wehrmeyer, 1996, Renwick, et. al., 2013). Nowadays, some companies have incorporated environmental and social tasks, duties, and responsibilities as far as possible in each job to protect the environment. In some companies, each job description includes at least one duty related to environmental protection and also specifically includes environmental responsibilities, whenever and wherever applicable (Renwick, et. al., 2013).

3.4 Green Selection

In the selection context, when making a selection for the job vacancies, the organization considers the candidate's environmental concern and interest as selection criteria. When interviewing candidates or evaluating them for selection, environmental-related questions are asked by the organization (Revilla, 2000).

3.4 Green Induction

WEHRMEYER (1996) stated that the firm conducts the induction program for new employees to ensure that they understand and seriously approach their corporate environmental culture. Organizations can adopt two approaches in respect of green induction namely general green induction and job-specific green induction (WEHRMEYER, 1996).

3.5 Green Training and Development

Green Training and development is a practice that directs a great deal of attention to the development of employees' skills and knowledge related to specific useful competencies, environmental training also prevent the decline of environmental management skill, knowledge, and attitudes (Zoogah 2011). Green training means, train the employee working methods to reduce waste, proper utilization of resources, conservation of energy, and reducing the causes of environmental degradation.

3.6 Green Health and Safety Management

Green health and safety management is really beyond the scope of the traditional health and safety management function of human resource management. It is including the traditional health and safety management and some more aspects of environmental management of an organization (Chinander, K.R., 2001). Nowadays many organizations are redesigning the post of health and safety manager as, health, safety, and environmental manager.

3.7 Green Employee Relations

The evolution of green human resource management has penetrated the employee relations and union-management activities towards green organizations. Employee relations and union support are critical in implementing corporate environmental management initiatives and programs. Joint consultations, gain sharing, recognizing union are the key factors for the stakeholder in environmental management.

3.8 Green Performance Management

Performance management is an ongoing process between supervisors and employees that occur throughout the year. It includes the issues related to the policies of the organization and environmental responsibilities. There is a need for the integration of environmental management into a performance management system to improve the quality and value of environmental performances (Renwick, et. al., 2013).

IV. REVIEW OF LITERATURE

Wehrmeyer (1996) was the first researcher who coined the term Green HRM. He threw light on the correlation between Human Resource Management towards the environment. In the book 'Greening People: Human Resource and Environmental Management, the author, wehrmeyer discussed the role of personnel in environment management, the role of an environmental manager, definition of an environment manager.

Sandra Rothenberg, Fritsk-Pil and James Maxwel (2015) - Lean, green, and the quest for superior environmental performance examines the relationship between lead productions, environmental performance, and emission of volatile organic compounds. 31 automobile industries from America and Japan were surveyed. The researcher concluded that human resources supported environmental practices in lean production plants. Workers got more environmental-focused training, reuse, and recycle, pollution prevention.

Kathak Mehta (2015) - Green HRM in Pursuit of Environmentally Sustainable Business: The paper intends to explain the concept of Green Human Resource Management, the companies' approach towards Green HRM, its advantages, policies, and practices. The paper discusses the current trends of Green HRM practices in companies based on findings from a few studies, survey reports, and secondary data from companies' web resources. It also brings out the role of HRM function towards creating a 'green' culture in companies.

Anton Arulrajah (2015)- Green Human Resource Management Practices: A Review

The findings of the review have identified and highlighted several Green HRM practices under the 12 functions of HRM such as job design, job analysis, human resource planning, recruitment, selection, induction, performance evaluation, training and development, reward management, discipline management, health and safety management, and employee relations. The contribution of this paper lies in extending the scope and depth of Green HRM in materializing sustainable environmental performance of organizations.

Parul Deshwal (2015) - Green HRM: An organizational strategy of greening people: The research shows that Green HRM encompasses two major elements: environmental-friendly HR practices and the preservation of the knowledge capital which helps the industry people to become conscious of their business and corporate social responsibilities in a better way.

V. OBJECTIVES OF THE STUDY

1. To study the Green Human resource practices followed in the Kolar district.
2. To know the impact of green practices on employees.

VI. RESEARCH METHODOLOGY

According to this study, the methodologies will be formed based on the sample size and homogeneity of the research. In this research, the main intention is to cover the sample size to the maximum extent so it is better to use the Descriptive methods of research.

VII. RESEARCH DESIGN

For this study, the research design is done by considering the core factors like Green Recruitment, Green Selection, Green Induction, Green Training and Development, Green Health and Safety Management, Green Employee Relations, Green Performance Management. Along with these factors, some other factors like employee involvement and other employee traits are considered for the study.

VIII. DATA ANALYSIS AND INTERPRETATION

Data collection is an essential component of any study. Data for this study were gathered from 47 respondents working in various sectors in the Kolar district of Karnataka. The sampling method used was random sampling, which ensured that all respondents had an equal chance of being chosen. Using SPSS software, data is analyzed using descriptive statistics methods. Out of 47 respondents, 11 respondents, or 23.4%, say that GHRM is not implemented in their organization. And 36 respondents, or 76%, say that GHRM is being implemented in their organization. As a result, GHRM is used in the majority of organizations.

Statistics		
Implementation		
N	Valid	47
	Missing	0

Implementation of GHRM in the Industries of Kolar					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	23.4	23.4	23.4
	yes	36	76.6	76.6	100.0
	Total	47	100.0	100.0	

IX. CONCLUSION

The main intention of this study is to find out whether GHRM is implemented in the industries of the Kolar district. With the help of data, we have found that the majority of the employees that is 76.6% agreed that GHRM is followed in the organization. And is evident that there is scope for improvement in following green practices in the future.

REFERENCES

- [1]. Likhitar, P., & Verma, P. (2017). Impact of green HRM practices on organization sustainability and employee retention. International journal for innovative research in multidisciplinary field, 3(5), 152-157.
- [2]. Jyoti, K. (2019). Green HRM–people management commitment to environmental sustainability. In proceedings of 10th international conference on digital strategies for organizational success.
- [3]. Mehta, K., & Chugan, P. K. (2015). Green HRM in pursuit of environmentally sustainable business. Pursuit of Environmentally Sustainable Business (June 1, 2015). Universal Journal of Industrial and Business Management, 3(3), 74-81.
- [4]. Aktar, A., & Islam, Y. (2019). Green human resource management practices and employee engagement: Empirical evidence from RMG sector in Bangladesh. Available at SSRN 3363860.
- [5]. Murthy, U. N. 1 Karnataka State Pollution Control Board, Bangalore.

- [6]. Vasa, S. R., & Thatta, S. (2018). Green work life balance & green HRM: A new replica for organisational triumph. Available at SSRN 3163083.
- [7]. Patil, J. S., & Sarode, A. P. (2019). Contribution of Employees: Engagement and Participation of Employees in Green HRM to Achieve Sustainability. *International Journal of Human Resources Management (IJHRM)*, 8, 13-18.
- [8]. Wen, J., Hussain, H., Waheed, J., Ali, W., & Jamil, I. (2021). Pathway toward environmental sustainability: mediating role of corporate social responsibility in green human resource management practices in small and medium enterprises. *International Journal of Manpower*.
- [9]. Sathya, C., & Krishanan, J. J. (2019). A Study On Green Hrm-An Recentresearch Trend In Hr Practices. *Recent ReseaRch*, 44.