

Competitive Advantage of Going Green and Green HR Practices

¹Gagandeep Singh, ²Kewal Singh Paneser

Assistant Professor, Department of Business Management¹, Professor in Department of Mechanical Engineering²
Northwest Group of Institutions, Dhudike, Moga, India, 142053

Abstract:- We live today in a better environmentally acceptable world than yesterdays and we all know our duties of contributing to the maximum possible extent to the protection of our environment. In recent years there has been noticed growing concern in business organizations the relevance of going green and following various environment management methods. Ever since the concept of globalization has been in place over the years, the businessmen are experiencing a transition from a conventional profiteering organization to a new capacity-based economic entity which is ready to investigate green economic facets of the enterprise. These days, Green Human Resource Management (GHRM) has also become an essential business way for the principal organizations in which Human Resource Departments play an important role in going green. The Green Tribunals are also all set to impose heavy penalties to organizations and institutions ignoring environmental protection.

Keywords:- Green Human Resource Management, Green Organization, Human Assets, Enterprise Environment.

I. DEFINING & DESCRIBING GREEN HRM

Green HRM can be described as “*the incorporation of business environmental activities into personnel management*”.

Today, the level to be achieved for many Green HRM activities has become benchmark for many corporations. The following are of particular interest:

- The use of telephone- and interviewing over video for screening the incumbents, for keeping to the lowest extent the impact of travel on the environment.
- Avoiding, as far as possible, providing information in print form and making use of using recycled printed paper.

Other illustrations of Green Management and Green HRM

- Providing bicycles free of cost to employees for reaching the workplace for avoiding driving (which is common in advanced economies).

- Pooling the use of vehicles (Many organizations in advanced economies is encouraging this activity).
- Purchasing computers from firms which are making use of recycled components in some way.
- Purchasing goods from vendors who are close by. This will reduce the addition of CO₂ emissions added to the atmosphere while driving vehicles for longer distances.
- Some organizations go to the extent of basing the performance appraisal of the employees also on the use the gross amount of pages printed by one during his/her services during the appraisal period.
- We should also encourage use of certified recycled office furniture.

Therefore, we should visualize *Green HR as all possible employee activities which help promote the sustainability of the practices of the organization and the related objectives*

Obviously, awareness for making all activities Green should be a component of this activity also.

II. AUTHORIZING GREEN HR

Personnel Management ought to have a better meaning, association and prospect for (re)defining and contributing to the Green Agenda of the organization. Noticeably, Human beings always carry out all possible Green Policies of the organization. It commences with provision of environmental education training both to the managerial and non-managerial members of the staff. Many organizations go to the extent of imparting environmental awareness workshops for the families of their staff members and some also impart environment education to their customers.

It should be made sure that we have trained all our Salespersons in our organization about the green aspects of all our goods and services.

As a matter of fact, we should *start incorporating our environmental objectives and policies in all our Advertisements and related literature for Human Recruitment.*

After you, being HR Manager, have trained your entire workforce in the Green Practices, should make sure that all *the Managers in your organization have set green goals and green targets. Also are to be identified the Key Performance Indicators and duties for their Departments or Units or Divisions.*

You should make sure that *'Green Incidents' are recorded and analyzed. They should also provide lessons to be learnt and followed as best Practices.* There should be active follow up of the actual accomplishment of all your environment policies. The responsibilities should be relegated while authority delegated. It should be confirmed that the outcomes and positive changes are translated into new clearly defined policies for all the employees.

Making a forecast of the count of employees and their disciplines that our organization requires for implementing all visible listed organizational activities & initiatives for environmental management is a Green HR Activity & Functional Duty.

III. ILLUSTRATIONS OF SOME GREEN HRM INDUSTRY OBSERVATIONS

- Employees are happy working in an organization only if they feel that it adds to their profile value. Of late, the job seekers have started appreciating the necessity of protecting the environment and they strongly expect that the initiatives taken for protecting the environment by the organizations remarkably advance their brand image. (Kathleen and Barbara (1994).
- In 2009, an American provider of human capital and consulting services, namely Hewitt Associates, found out that over 6/7th of employees at organizations with high engagement stated that they were happy to work for the employer who was environmentally accountable”.
- This very Study also discovered that: *“Green HR practices help in improving the image and reputation of the organization. It also contributes to better and continuous employee engagement thus eliminating waste and reducing the bad effect on the environment”.* Many similar investigations confirmed the same observations.
- Green HR policies assist in advancing well being of the workforce in the organization only by bettering the environment at the workplace but also by meeting the requirement of higher environmentally aware workforce. It also helps in contributing positively to both employee as well as corporate performance to attain the objectives and goals for organizational sustainability (Gill Mandip, 2012)
- *Green staffing in vogue-* it involves recruiting individuals having skills, mindsets and behavior and personality for Environment Management. Many corporate houses in India have now started promoting Green Employment.
- Rewards help in motivating and increasing commitment from workers to be environmentally and socially

responsible. Besides, rewards make employees conscious to environmental protection and preservation. They will discourage undesired behaviors at the same time reinforcing desired ones.

- *Remuneration Related to Green Performance-* This practice has been a reality for many years now. Many companies in the advanced economies base part of their executive compensation and bonus system for Middle & Senior Managers on active, established and quantifiable environmental active participation practices. High Bonuses can be given if the manager *“develops an environmentally caring product for or a non-polluting good or service”.*

IV. GREEN HEALTH and SAFETY ENGINEERING

S Customarily Safety of Employees at the place where he is working is a Human Resource concern of accountability. This has to be taken care of even if this organizational function is outsourced internally.

- The officers which used to be called *'Health and Safety Engineers'* are all now designated *'Health, Safety and Environmental Engineers.* This implies that activities of the management of environment including protection of environment of a business entity have been amalgamated into their roles.
- It has now been approved that Green workplace is described as a place of work which is sensitive environmentally, whose resources are efficient and which is socially accountable. Many organizations in the United States have discovered that their policies, practices and activities for environmental management have helped in making improvements in employee- workplace health, better local civic- health, improved corporate picture and better customer service relationship benefits. There will also be observed better Industrial relations.

All the establishments which have installed a lucid HRM Agenda with Green activities and which has been passed on to all the employees do not have to fear complaints by anyone to the government agencies. It is important to understand that appropriate and relevant support in the form of training has to be imparted to the employees.

It should be kept in mind that young Indians, particularly those born in this millennium, are very sensitive to the environmental issues. They are bound to prove to be our best friends in helping establishment and incorporation of all Green Agenda activities because they already understand the importance of preservation of earth and detrimental effects of environmental degradation.

It has also to be appreciated that the however impressive the policies may look, they are just theoretical and must be put into practice, exercised, and connected related to planned forthcoming activities. These should also be clearly conveyed to all concerned. It has to be borne in

mind that there has to be ample support from all the management and administration. The implementation has also to be monitored and from time to time reviewed in context of quality and quantity of implementation.

There is no universal rule for Green Human Resource Management. Each organization has to develop its own system which is suitable to that institution.

V. THE INDIAN PERSPECTIVE, THE TOP TEN GREEN COMPANIES IN INDIA

A. WIPRO

WIPRO From Leaders to Green Leaders. Wipro is #1 Green Electronics Company in the World.

B. THE SUZLON ONE EARTH Building

THE SUZLON ONE EARTH Building is a inimitable corporate head office sprawled over 4 hectares in Hadapsar, Pune. This corporate building is the most efficient building from energy consumption point of view.

C. ITC

ITC is the exclusive organization of similar size world over which is not emitting *carbon*, not discharging polluted *water*, and not discharging any solid waste into the environment. It utilizes *Ozone treated elemental chlorine free Bleaching technology*.

D. HCL TECHNOLOGIES

Some of the important drivers in going Green at HCL Technologies include *Green Product Development, Green design, Improved product life cycle, Green supply chain management/ Eco partnership, Green Production, Disposables Management. Their philosophies/ policies warrant "Going Green"* and message for all "Do not destroy this Planet. Such unique planets are almost impossible to find".

E. TATA CONSULTANCY SERVICES

It is the eleventh World's Greenest Company. TCS iON is an important unit of Tata TCS, recently made an announcement of having taken an initiative of converting its Digital Zones into clean energy efficient Zones. Under this design, the company has commissioned its first solar powered rooftop project in Moradabad. In the clean energy imperative, it intends to convert its 251 owned units to solar powered zones. This is expected to contribute to saving more than a quarter of TCS iON Digital Zone's total electricity consumption across the nation.

F. ONGC

It is amongst the world's top ten Greenest Companies. ONGC has six registered CDM (Clean Development Mechanism) projects (a unique feat amongst Central Public

Sector Enterprises) with a total saving of over 2 lakh tons of CO₂ every year for the next ten years. Six more such projects are being designed which will substantially add to the portfolio of ONGC's carbon rating.

G. ADITA BIRLA GROUP: HYDROGEN AS A FUEL FOR THEIR TELECOM TOWERS

Aditya Birla Group has taken the initiative of putting in place the idea of using hydrogen as a fuel for powering Idea Cellular's telecommunication towers. This initiative was inaugurated in Nagda for supplying continuous power to company's telecommunication towers, which otherwise would consume diesel for running its generators in the absence of supply from the line.

H. INDUS IND BANK

They have taken the initiative in Going Green by installing solar powered ATMs.

I. TAMILNADU NEWSPRINT & PAPER LIMITED

TNPL's mission is to become the market leader in manufacturing of world-class eco-friendly paper by adopting new technologies for sustainable development. The organization has received about 30 awards including the three of Water Stewardship Award 2018, Excellent Water Management Unit Award and Excellent Energy Efficient Unit.

J. TATA METALIKS

Tata has a vision of becoming the pioneer in its industry by providing visible value to all its stakeholders concurrently ensuring responsible environmental preservation. Environmental issues besides the economic maintainability are being looked into with a definite directive and direction. The focus areas include *Energy consumption, Water conservation and management, Waste Management, Reduction in carbon emissions*.

VI. CONCLUSION

Green movement is the basis of Green Human Resources Management. It is related to the preservation of the environment and to save our Earth from natural and man-made disasters. Defending and improving the human environment for the existing and next generation has become an essential objective and mission for the mankind. The organizations illustrated in this presentation are leaders in their respective fields of functioning and they strive towards green business management. As a matter of fact, not only in these corporate houses, but increasingly in other organizations as well, Green HRM is all set to increasingly play an important role in the industry for promoting the environment related activities by adopting it, in management philosophy.

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