

# Green Human Resource Management - Issues and Challenges Confronted By Organizations

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## ABSTRACT

Across the globe, we are moving to industrialization that increases business production, technology and other business activities. This not only increases human convenience, but also increases its standard of living. But on the other side, it also increases ecological hazard that resulted ecological threats to human being. So this is a time Peoples need to use Green practices to save the environment and most important resource of the planet. Green human resource management (GHRM) practices practically have produced a positive result toward the Green environment. The Green Human Resource Management will participate an important role in organizations to help the environment related problems by assuming it, in management philosophy, HR policies and practices, training people and implementation of laws related to Environment safety. This paper focus on role of HR professional and issues & challenges faced by organization while adopting Green HRM and the comprehensive meaning. 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.

**Keywords:** GHRM, HR professional, Green environment, Issues & Challenges

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## INTRODUCTION

### Conceptual Framework

Green HRM is the use of human resource management policies to the promote the sustainable use of resources within business organizations and more generally, to the promotes the cause of environmental sustainability. The purpose of going green is to use products and methods that would not negatively impact the environment through pollution or depleting natural resources. Thus, Green HRM involves environmentally-friendly human resource policies and practices that, on the one hand, will help organizations achieve its monetary goal through environmental branding and on the other hand protect environment from any negative impacts that might cause by the policies & actions by the organizations HRM practices are the actual human resource programs, processes and techniques that actually get implemented in the organization or business unit. Similarly, green HRM practices are the actual green HRM programs, processes and techniques that actually get implemented in the organizations in order to reduce negative environmental impacts or enhance positive environmental impacts of the organizations. The ultimate aim of green HRM practices is to improve the organization's sustainable environmental performance.. Many authors, particularly in the area of HRM, battled that the helpfulness and successful in any management innovation and strategic tools are depending on the quality and facility of their human resources. Green HRM refers to using every employee to support sustainable apply and increase employee responsiveness and commitments on the problems of sustainability. Green HRM has obtained different meaning for different people, **Ashok Ramachandran, Director HR Vodafone Essar Ltd** defines green HR as using every employee touch point to espouse sustainable practices and raise employee level of awareness, **Anjana Nath Regional Head HR, Fortis healthcare ltd** defines Green HR as environment- friendly HR initiatives leading to better efficiencies, lesser cost and heightened employee engagement levels.

It involves undertaking environment friendly initiatives resulting in greater efficiency, lower costs, and better employee engagement and retention which in turn help organization to reduce carbon footprints by the means of "Electronic filling, Car sharing, Job sharing, Teleconferencing, Online training, Flexible working hours and Tele- commuting".

### Significance of the Study

The world now recognizes the necessity of green HRM. The environment and the way of life are driven by each individual's ecological consciousness. Because of this, the broader workforce is intrigued by "green human resource management". The world now recognizes the necessity of green HR practice. Due to its significance and need in the modern

workplace, green human resource management is of interest to all employees. There are various implications that have an impact on our personal and professional lives. The corporate world has the most impact on improving environmental problems requiring corporate solutions that added these risks. This Green human resource management exists because of a social responsibility to the workforce and to give business a competitive edge. Many people think that green human resource management only applies to what a company does for its employees.

### LITERATURE REVIEW

**Dr kulshrestha S Shweta, Srivastava Shruti (2018)** examination the idea of green human asset the executives which assists with supporting our current circumstance and assuming chipped away at that have an extraordinary potential to serve at first the singular them to the general public and to a great extent on the climate alongside the business. The paper center an investigate the significance of the green HRM, justification behind advancing toward greening.

**Arulrojah Anton. A, Dr. Nawaratne N.N (2015)** broke down Green Human Asset The executives rehearses . A survey the goal of this paper to investigate green human asset the board practices of association in light of the existent writing . Investigate the extension and profundity of green HRM in appearing economical ecological execution of association.

**Bangwal Deepak Tiwari Prakash (2015)** investigation Green HRM - An approach to greening the climate. The paper center upon the GHRM, different green Human asset process in becoming environmentally friendly and propose same social ramifications of green HR rehearses for green association.

**Rani Sushma, Dr Mishra k (2014)** analyzed the Green HRM-Practices and key execution in the association. An endeavor has been made to advance the significance a Green Hr includes two fundamental components climate well disposed HR practices and protection of information capital. This study center around Green HRM as an essential drive by the corporate to advance maintainable strategic policies programs that intensely affect reasonable seriousness of the financial business

### Objective of the Study

- To study the concept of Green HRM is more comprehensive manner.
- To analysis the issues and challenges as adopting the Green HRM in the organization.
- To study the Role of the HR professional in environmental management.

### RESEARCH METHODOLOGY

The secondary data has been drawn from various publications and from personal discussions. Research studies conducted in this and related areas in different universities, books and journals dealing with the subject were the other sources of secondary data.

### What Does Green Human Resource Management Really Means

It is basically mean to use of green practices and process into the green HR professionals. It involves in obtaining human capital, accepting, preparing, executing management and rewarding management. These goals will target the overall impression of the organization. The elements of human resource management are generally considered traditional and practice multiple green approaches in all the ways.

### Green Human Resources Planning

It means to take part in estimating the number of employees and sorts of workers, expected to actualize corporate environmental management activities or programs (for example ISO 14001, capable consideration, cleaner creation, and many more).

- Participate in some employees and workers who are expected to perform corporate environmental management activities/plans/exercise (like ISO 14001, clean creation, careful consideration, etc.).
- Participate in the selection of technologies to meet the identified needs of environmental work as selection of experts/experts for vitality or environmental review, etc. (Opatha, & Arulrajah, 2015).

Sets of responsibilities and individual (work) particulars incorporate with social, environmental, and individual in the organizations. For instance, insurance obligations are incorporated, alongside the assignment of environmental detailing jobs and wellbeing and security errands. Organizations may also use cooperation and cross-practical groups as

employment plan procedures to effectively deal with the environmental issues.

### **Green Human Resources Recruitment**

The way reasonable procedure, environmental framework and acquainted with the expressions of protection and supportable environment. Picking up the most inventive and creative workers, expanding the enrolling potential and enlisting quality staffs are extremely urgent. Wehrmeyer (1996) suggests the following:

- The sets of responsibilities should determine the environmental announcing job, wellbeing and security errands, and other environmental effect related jobs.
- The meeting should be customized to measure the potential similarity of the competitor with the organization's green objectives.
- The acceptance program should be intended to give newcomers data about manageable advancement strategies

### **Green Orientation**

The methodology, structure, and practices of corporate natural administration is for picking the competitor for the posts, the associations ought to give the significant directions.. They draft new workers about ecological heading programs express to their vocations. Laborer heading ventures ought to be organized in order to support the blend of new representatives into a culture of green mindfulness

### **Green Human Resources Training and Development**

The green preparation and improvement teach representatives about natural administration and preparing ought to be given for the workers to instruct additionally about energy, diminish squander, and diffuse ecological mindfulness in the financial association. This green preparation and improvement assists representatives with giving an open door to draw in workers in ecological critical thinking.. This study includes in job of human asset practices to foster the administration among troughs through studios and the social capabilities and the collaboration practices will improve among them. Through this instructional meeting, it fosters the eco-accommodating troughs so workers under management can reach them decisively. Through this review, we can reason that we can prepare workers on best strategic policies.

### **Green Performance Appraisal System**

Ecological targets set by the associations are met by the green human asset the executive's framework. It is a persistent method among the chairmen and laborers. It fundamentally happens when the authoritative targets are accomplished. Green HRM integrates with the authoritative systems and natural commitments. It goes to get natural administration. In this way, there is a linkage between green HRM and green work portrayal (Mandip, 2012).

### **Green Learning and Development Programs**

Persistent green preparation and advancement plans are joined with tasks, studios and meetings to empower representatives to make and acquire data about natural administration. It additionally assists with developing green abilities and mindset. The focal point of work in the green undertaking turns into a fundamental profession improvement plan that it tends to be completed by a capable green manager. Readiness materials are be made to grow the capacities of workers and their learning in ecological administration. They can be broadly utilized in network and electronic modules and shrewd media as arrangement gear for natural administration. The wellbeing, imperativeness and viability of the climate, squander the board and reuse can turn into the principal motivation behind green administration. The internet based course materials and situational examinations as opposed to depending on the free printing, accordingly further decrease the utilization of paper.

### **Green Compensation and Reward System**

The salary part can be used to push workers to change behavior to achieve green execution. Salary and reward system promise the green management. The salary package may modify based on the green capabilities and achievements. Monetary and non-monetary-based prizes can be used for employee green achievements. Money-based rewards can be based on commitments to the environmental management. Salary increases, monetary incentives and types of rewards can be considered. For on-monetary rewards as holidays, special holidays, and blessings to workers and their relatives can be included. CEO or senior management will acknowledge and put extensive attention and public recognition and energy to the green efforts.

### **Green Employee Relations**

Workers' interest in green activities provides better green management opportunities for adjusting employees' goals, capabilities, inspiration and observations through green management practices and frameworks. Some experts believe that strengthening will definitely affect profitability and execution, and encourage restraint, reasoning and critical thinking

skills (Renwick et al. 2008). An important way to increase employee contribution to an organization is to find business people with social or biological status within the organization. It is called “eco-business people”. By this way, all employees may stimulate their enthusiasm for environmental issues and use their capabilities. Employees in the human resources department need to put pressure on management to make it a participatory workplace, so that employees can put forward their own ideas on green issues. Because they are actually responsible for implementing ethical corporate behavior in the daily existence of the organization people. This means that the achievement of green results usually depends on the enthusiasm of employees for teamwork because usually the best ideas come from employees who work in a specific area.

### **Issues and Challenges as Adopting the Green Hrm in the Organization**

- Conducting an energy audit - Most local utilities offer businesses free on-site consultations on how they can reduce usage and save money. Frequent suggestions include: Improve insulation, install timers to automatically turn off lights, use energy efficient light bulbs, keep temperatures at comfortable ranges that are not excessively cool in the summer and warm in the winter.
- Going paperless - Encourage e-mailing.
- Conducting annual- It is important to Survey employees to assess how well the organization is doing with regard to implementing green business practices The survey should request suggestions. for becoming a greener organization. This can be a separate survey focused on going green issues only, or it can be added as part of an employee opinion/satisfaction survey. Conducting the surveys annually will enable the organization to assess going green progress and provide information, suggestions and insight for future actions.
- Get employees involved - Create a team to lead the company’s eco-efforts
- Recycle - Recycle glass, paper, plastic, metal trash and manufacturing waste materials. Go through your trash. You’ll get a new sense of how much it costs to buy, store, and dispose of stuff. Eliminate unnecessary photocopying and reuse packaging for shipping
- Reduce commuting - Encourage carpooling by provide preferred parking for carpoolers). Offering transit passes to employees who take the bus or subway, and bike racks for cyclists.
- Buying green - Tell suppliers that you’re interested in sustainable products and set specific goals for buying recycled, refurbished, or used Make the environment, and not just price, a factor when purchasing.
- Detoxify - Many offices have toxic substances, such as used batteries and copier toner, on hand. Talk to suppliers about alternatives to toxics, and make sure
- you properly dispose of the ones you can’t avoid using.
- Rethink transportation - Consider the petroleum it takes to ship and receive products. Evaluate the impact of products you buy or sell, and find ways to mitigate those impacts. Purchase or lease energy-efficient cars and trucks for your employees’ business uses and delivery of products.
- Provide leadership and resources for going greening - Assign a respected executive-level person to head up going Green/Organizational Sustainability initiatives. Including “going green” in company’s mission statement and business plans.
- Get employees involved - Create a team to lead the company’s eco-efforts
- Communicating about Going Green issues - Inform suppliers and customers about your efforts. And get in touch with local regulatory agencies, many of which offer financial incentives to businesses that implement green initiatives. Keep employees and shareholders/ investors informed about going green progress
- Save water - Monitor sinks and toilets for leaks that waste water. Eliminate water waste in manufacturing processes and in watering the company’s lawns.
- Explore opportunities for implementing alternative energy sources- Evaluate opportunities for using solar energy, biofuels, wind power and other alternative energy sources.
- Implement green manufacturing processes - Use energy-efficient equipment, and streamline process
- Es to use fewer steps and less materials and packaging.

### **CONCLUSION**

Green ideas and concepts are beginning to gather pace within the HR space, they are delivering tangible benefits to the business, rather than simply adding a gloss to brand and reputation. These new processes, policies, products and tools are actually helping to ensure compliance and improve productivity too. Here are several areas where companies can incorporate more environmentally conscious strategies like the use of internet or teleconferencing to cut down on business travel, putting employee manuals policies or other company information online to reduce printing. The companies can promote the reduction of paper usage and focus on storage of paperwork electronically, providing recycling trash bins for paper around the office and for bottles and cans in the break area. The companies are focusing on telecommuting/work

from home programs. Institute Ride/Share programs are also successful to introducing greening of business. At most organizations, earth-friendly perks emerge from an overall effort to green the business. As companies begin recycling, upgrade to energy-efficient heating/air conditioning the systems and seek production efficiencies that save energy or reduce carbon emissions, it's natural to consider green benefits. It is high time to make environmental management an integral part of their way of doing business so HR professional can provide a constant calendar of activities. Going green also helps companies enhance their public relations, and improved public relations and positive public perception can have a strong impact on company profit there is an innate limit of Human Resources Management. It works for greening professionals and organizations. From job starting to professional relations, Human Resources Management plays big role in greening organizational goals. HR experts comprehend green human resources management in changing their organizations. Because, it prompts the better environmental organization. Green human resources management is another marvel of Human Resources Management.

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