



Green HRM Requirement of 21st Century

Prof. Hirlikar N.N.

Brahmdevdada Mane Institute of Technology, Solapur.

ABSTRACT

The Green Human Resource Management is based on green movement related to Protection of Environment and save the planet Earth from future disasters. The topic of environmental sustainability is attracting increased attention. Green human resources refer to using very employee interface to promote sustainable practices and increase employee awareness and commitments on the issue of sustainability. It involves undertaking environmental friendly HR initiatives resulting in greater efficiencies, lower costs and better employee engagement and retention which is in turn help organizations to reduce employee carbon footprints by the likes of electronic filing ,car sharing, job sharing and teleconferencing and virtual interviews, recycling, telecommuting, online training, energy efficient office spaces etc.

Efficiency created by Green HRM can lower operational costs and enables the industry professionals to realize their Corporate Social Responsibility in a better manner. The Green HRM will also help employers, manufacturers in image and brand building and by strictly implementing ISO14000 standards, environmental audit and thus changing the organization culture and thinking .It will make employees and society members aware of the utilization of natural resources economically.

In this paper attempt has been made to promote the importance of Green HRM in polluting industries and to study the latest environmental friendly solutions to stay Green in the Human Resource Function.

KEYWORDS

Green HRM, Environmental friendly solutions, Protective Environment, Natural Resources

INTRODUCTION

The Green HRM is the requirement of the 21st century as day in and day out, it is reported in the newspaper that because of the excess consumption of natural resources as a raw material by the industries and other commercial organization there is tremendous pressure on the natural resources of planet Earth. The situation is so alarming that the scientist and the environmentalist are discussing the issues of ecological imbalances. Green human resources refer to using every employee interface to promote sustainable practices and increase employee awareness and commitments on the issue of sustainability. Lee said green management to be the strategy which is adapted by an organization in order to organize the environmental management strategies for protecting and measuring environmental aspects.

The HR function will become the driver of environmental stability within the organization by aligning its practices and policies with sustainability goals reflecting an eco-focus. Green HR is the use of HRM policies to promote the sustainable use of resources within the business organization s.

Green initiatives within the HRM form part of wider programs of corporate social responsibility. Green HR involves undertaking environmental friendly HR initiatives resulting in greater efficiencies, lower costs and better employee engagement and retention which in turn help employee carbon footprints by the likes of electronic filing ,car sharing, job sharing, tele conferencing and virtual interviews, recycling, telecommuting ,online training ,energy efficient office spaces.

The responsibility of the present generations, HR managers is to create awareness amongst the youngsters and among the employees about the Green HRM, Green Movement, utilization of natural resources and helping the corporate to maintain proper environment, and retain the natural resources for our future generation.

OBJECTIVES

- Attempt to spread the awareness amongst the industries, across the country on Green HR thereby helping to understand environment related issues.

- To elaborate on various green practices that can be incorporated for building a Green Workplace.
- To reduce environmental problems, hazards and pollutions by the organizations by going green.
- To identify how corporations today develop human resource policies for promoting environment management initiatives.

RESEARCH METHODOLOGY

Secondary Data:

The data was collected from various research journals, websites and articles to detailed understanding of the subject authenticity of information.

What is Green HRM?

The Green movement across the world gave birth to Green HR. Human Resource Management is responsible for managing, developing and retaining employees in the organization. 19th and 20th Century was era of industrialization, Large quantity of consumer goods, demand for different products, the advancement of technology put lot of pressure on natural resources of Planet Earth. The result was the community started discussing about natural resources, pollution, ecological imbalance and bio diversity. As strength of industrial worker increase a separate department was created to handle employees, it was Personnel Department and now Human Resource. There employees recruited by the HR cell started using natural resources to manufacture goods or services resulting in natural stage and polluting the surrounding climate .

Impact of Industrialization on Environment

Industries Effecting Natural Resources

Sr.No.	Industry	Natural Resources used	Products	Impact
1	Paper	Plant & Trees	paper	Forest
2	Pharma	Plants & animals	Medicines	Flora and fauna Biodiversity
3	Automobiles	Petroleum products	Cars, Trucks	Air pollution
4	Food products	Plants animals & water	Human consumption products	Air, water pollution
5	Chemicals	Soil, ores ,minerals	Agricultural products, Industrial products	Pollutes environment (air, water)

Green HRM helps in following activities

- Workforce development needs created by increasing demand for employees in the newly emerging green economy.
- Discussions of how and what extent HR policies and practices can improve the environmental performance of organizations.
- Specific HR philosophies, policies and practices that support and inhibit change around environmental issues.
- Role played by trade unions and employee representatives in environmental management.

Introduction of Green Thinking In the Organization:

HR plays an important role in Management of people which is regarded as asset of an organization. The responsibility of the present HR managers is to incorporate the Green HR Philosophy in corporate mission statement, HR –Policies.

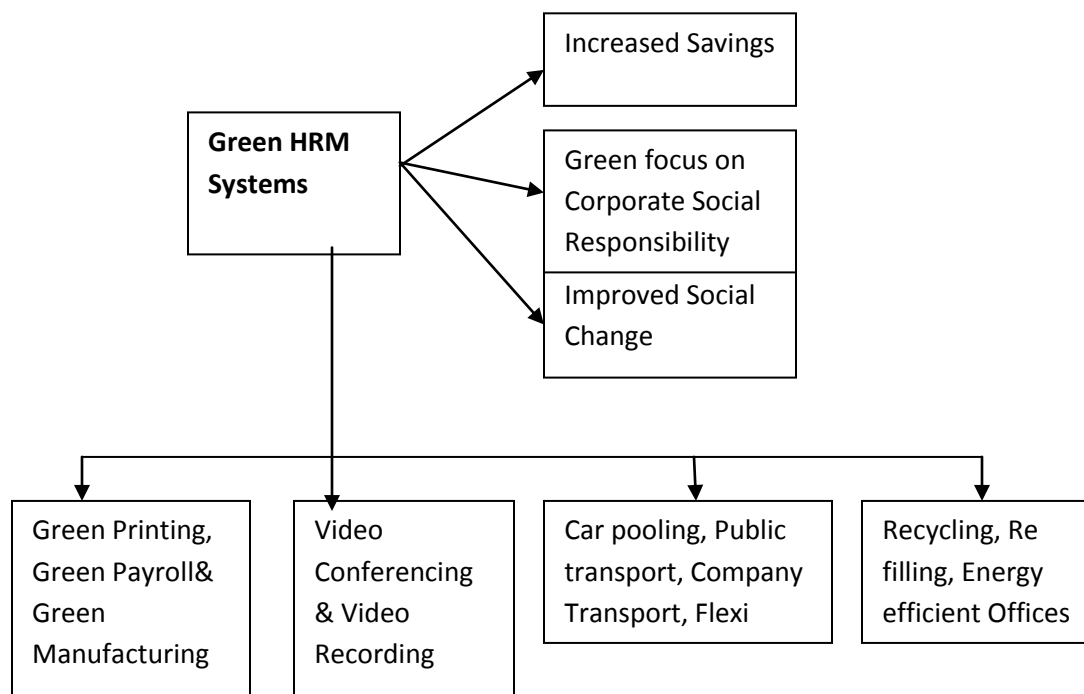
The HR Role:

Indeed many organizations are adopting an integrated approach to implement Environment Management programs .But achieving this integration of HR and Environment Management involves importantly changing the approach of some HR staff themselves to green issues as well as changing the unsustainable practices that all levels of staff may have learned over decades.

Towards Clean HR:

Operation requires lot of consumables –paper, plastic, envelope and ink toner.ISO 14000 environmental management standards exists to help companies to minimize the operational affects on natural resources and environment. Taking a step towards clean HR many manufacturing companies are shifting from old packing material like tin containers, plastic bags to ecofriendly packing material.

Fig. Depicts some Green Practices and their possible outcomes in organization implementing Green HRM



Apart from general green office practices, mentioned below are some latest environmentally –friendly solutions to stay Green in the HR functions.

1. Green Printing:

More printing of paper leads to increase in paper, toner wastage and carbon dioxide emission. Proton Software is software which can reduce paper demand by up to 50% without degrading the output image quality. According to the actual case reference, a company with 1000 employees may reduce its toner consumption by around 350 cartridges per year and will reduce its carbon footprint by around 1.68 tons of CO₂ annually.

2. Green Design for Payroll and Taxation forms:

Sealer Solution enables automatic individual information printing and form sealing in a secure manner. Its speed is 34000 pieces per hour while operating in a silent mode. It can not only reduce manpower but also enhance the indoor working environment in the HR department.

3. Green Manufacturing & Disposal of Staff ID card:

ID card issued by HR department are made of PVC and hard to be recycled. PETG is better material to produce plastic cards in terms of ecology, it is 100% recyclable, does not produce noxious fume and creates less water and air pollution. Moreover when such cards that contain personal information need to be disposed of, 'Disposal Service can be made' which enables the waste plastic cards to be securely transferred for recycling.

Few CASES are mentioned below where the traces of Green Human Resource Management and CLEAN HR are seen

1. Indian Oil Corporate Social Responsibility has been the corner stone since the year 1964. Its mission is to enrich the quality of life of the community and preserve ecological balance and heritage through a strong environment conscience.
2. In Bhopal Gas Tragedy of December 2-3 of 1984 leak of Methyl isocyanate gas and other chemicals has led to 3787 deaths, 38478 temporary partial and 3900 severely and

permanently disabled. This has forced the Government to take necessary steps by amending the laws like The Factories Act,1948.

3. The Green Building Movement spearheaded by C11 Godrej since 2001 has come a long way ,LEED India New Construction a fully indigenous rating to suit the National context has been launched defective .1st Jan 2207 ,LEED India CS (Core &Shell) has also been launched defectively in Sept 2007.The Indian Green Building Council would administer the LEED India rating system.

Features of Green Building are

- Minimal disturbance to landscape and site conditions
- Use of recycled and environmental friendly building material
- Use of non Toxic and recyclable materials.
- Use of Renewable energy
- Efficient use of water cycling.
- Use of energy and eco friendly equipment

CONCLUSION

The paper has reviewed the literature on Green HRM and few Green Practices and offered a model in Green HRM. More than half of the employers practice strategic environmental management, according to new survey conducted by M/s Buck. Consultants in US in 2008.A key finding of the Green HR survey indicates that 54% organizations, incorporated environmental management in their business operations, 74%used web to reduce travel,76%promote reduction of paper use and 60 implement wellness programmes for employees. The future of Green HRM appears promising for all stakeholders of HRM Unions and employees an help employers to adopt Green HRM policies and practices that help safeguard and enhance worker health and well being. Green HR involves reducing the carbon footprint via less printing of paper. To conclude

one can say that HR has a role in the pursuit of greener business practices, a role to save planet Earth and recruit new employees and enforce greener working practices and change environmentally unfriendly behaviors..HR has significant opportunity to contribute the green movement and motivate employee /people to work for greener practices. A report published in DNA paper on March 27, 2010.”Corporations are going the green mile, points out that number of consultancy and corporate taking initiatives on Green HR and Green Movement e.g.Gensol Consultants (P)Ltd ,the Hyatt Regency ,id 8Media Solutions adopted Green lifestyle. Lastly, the giant PepsiCo has reduced its water use by 15%.

REFERENCES

- [1] Environmental Management by G.N Pandey –Vikas Publishing house.
- [2] Environmental Management by TM Joseph.
- [3] Environmental Law by P.S Jaswal, Nishitha Jaswal-Pioneer Puubliation-IstEDition 1999 reprint 2000
- [4] Banerjee, S(2001) ,Managerial Perceptions of corporate environmental misinterpretation from industry and strategic implications for organizations, Journals Of Management Studies, Vol 38,No.4,pp489-513.
- [5] International Journal of Management Voume2,Issue 1,2011,pp 69-78.
- [6] www.greenhr.com.