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## GREEN HUMAN RESOURCE MANAGEMENT - OPPORTUNITIES AND CHALLENGES FOR INDUSTRIAL SECTOR

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### Abstract -

This article attempts 1. To Study the importance of green Human Resource Management for industrial sector 2. To study the challenges and opportunities about Green Human Resource Management for Industrial Sector. 3. To study the strategic aspects of green of green Human Resource Management 4. Find out solution to minimize challenges.

**Key Words** – Opportunities and Challenges regarding Green Human Resource Management in Industrial Sector.

### Introduction –

GHRM is a new concept and is becoming popular all over the world. It has got different meanings to different people. There is no comprehensive definition of GHRM. It refers to making efforts to improve energy efficiency or reduce the pollution produced by our home, business, and general living habits. The main purpose of going green is to reduce the potential negative impact that energy consumption and pollution can have on the environment.

The growing role of sustainable development in the development of a modern company's competitive edge leads to the popularization of the question of how to incorporate ecological practices into the area of human resource policy – which is often referred to as Green Human Resources Management (HRM).

It involves undertaking environment-friendly HR initiatives resulting in greater efficiencies, lower costs and better employee engagement and retention, which in turn, help organizations to reduce employee carbon footprints by the likes of electronic filing, car-sharing, job-sharing, teleconferencing, and virtual interviews, recycling, telecommuting, online training, energy-efficient office spaces, etc. Therefore, developing a new organizational culture through GHRM practices becomes a manager's concern. Developing a green culture can affect employee behaviour and introduce certain values that build an internal culture. Green behaviour is assumed to be instrumental in the implementation of the green HRM culture and adopting formal environmental strategies.

### Objectives of the Study

Following are the proposed major objectives of the study

1. To Study the importance of green Human Resource Management for industrial sector
2. To study the challenges and opportunities regarding Green Human Resource Management for Industrial Sector
3. To study the strategic aspects of green of green Human Resource Management
4. Find out solution to minimize challenges regarding Green Human Resource Management.

### Reviewed Literature related to Green HRM

Wehrmeyer (1996) was the first researcher who coined the term Green HRM. He threw a light on correlation between Human Resource Management towards environment. He suggested implantation of short training programs towards effective implementations of Human Resource practices directed towards environment.

the book 'Greening People: Human Resource and Environmental Management', the author, Wehrmeyer discussed about a role of personnel in environment management, role of an environmental manager, definition of an environment manager. The role of the environment manager is significant and he brief the employees' participation in environmental success, complex nature of environmental issues needed, good communication skills, to implement these activities.

**Sandra Rothenberg, Fritsk-Pil and James Maxwell (2001)** examine the relationship between the lead productions, environmental performance and emission of volatile organic compounds. 31 automobile industries from America and Japan were surveyed. They divided manufacturing stems into three areas- Buffer minimization, work system and human resource management. Lean model based on the principle of “Kaizen” or continuous improvement. Human Resource Management tested on combination of recruitment and selection, training for experienced employees, induction program for newly joined and compensation. Researcher concluded that human resource supported environmental practices in lean production plants. Workers got more environmental focused training, reuse, and recycle, pollution prevention.

**M. W. Shaikh (2010)** explained the importance of Green HRM in 21st Century. He throws light on benefits of Green HRM. It helps employer for image, branding, reduce pollution, waste management. It is responsibility of HR managers to incorporate green practices in organizations. Conducting environmental audits, using eco-friendly products, eco-friendly technology is the part of greening process. HR can transform from traditional packing material like plastic bags, tin containers to eco-friendly packaging material. E-business, paperless office, e-learning, waste disposal are some practices towards greening.

**Dr. Apoorva Trivedi (2015)**, brief the importance of Green HRM to reduce pollution in industries. Researcher mention some operative capacities where HR can transform the HR functions i.e. Recruitment and selection process, orientation, performance appraisal, training and development, compensation or pay management and corporate environment citizenship etc. in Green style. Researcher suggested some practices like annual energy audit survey, recycling, efficient use of water and electricity, paperless office, cleanliness drive etc. Going towards digitalization, increase use of technology can help to preserve the nature.

**Lenny Christina Nawangsari and Achmad Hidayat Sutawidjaya (2018)** explained the process of green management practice adoption in small and medium enterprises. This study has used the qualitative methods of study. Green human resource management practices are affecting the employees’ motivation to engage in environmental activities in small and medium-sized enterprises. It is found that small and medium-sized enterprises can make themselves greener by making strategic and organizational change because with eco-friendly, innovation and creativity, human resources and cost savings.

**Sathya and JothiJayakrishnan (2019)** stated that green resource practice is a novel concept. Many organizations particularly in the developing countries are implementing these practices for green environment. Organization is required more effort to implementing the green policy. Some organizations have already embraced the concept and have been utilizing and practicing the concept. Generally, the green human resource should be practiced in recruitment and selection, training and development, performance management and appraisal, compensation and reward, empowerment and participation and organizational culture. Human resource management has a major role in helping turn their particular organizations as green.

### Research Methodology

The paper is purely based on secondary data will also be collected from government publications, like HRD Reports, Annual Statistical Reports, and Reports of Economic Survey etc. Various books, Journals, periodicals, newspapers and websites of the concerned authorities have also been used.

### Importance of Green HRM

Last two decades of this century have witnessed a unanimous consensus for the need of a realistic environmental management drive all over the world. This effort was undertaken since the damaging effects of different pollutants among which the industrial wastes being the major culprit that has been deteriorating and depleting our natural resources very fast has been evident. The “Magna Carta” on Human Environment was declared in the first United Nation’s (International) Conference on Human Environment held in June 1972 in Stockholm declared that to defend and improve the human environment for present and future generation have become an imperative goal for mankind. The Green HRM literature is largely a western one and, given the importance of Asian economic development for environmental management, this is an important gap for future studies to reduce. Scholars of management around the world are now analysing various managerial practices that can facilitate the achievements



of the goals of Green HRM and also have a significant impact on the environmental competitiveness of the organizations.

Green HRM is not only beneficial for the individual employee and organization this could be also beneficial for the society.

Despite of these, the study is also important for the following reasons:

1. Green Human Resource Management is significantly gone through a transformation in terms of Environment, Employees Morale, and Employer Employees Relationship over the country, hence, the study would identify ground realities.
2. Major reforms and regulations have been made by government for the development in the Human Resource Management and Environment country so that the study would assess the effectiveness of the same on certain parameters.
3. The area of Green Human Resource Management especially in Industrial Sector are very limited. Hence there is serious dearth of such research.

In this background, the present study will be a great endeavour to evaluate and analyse the opportunities and challenges regarding green human resource management for industrial sector.

### **Advantages of Green HRM**

Green HRM involves undertaking environment-friendly HR initiatives resulting in greater efficiency, lower costs and better employee engagement and retention, which in turn, help organizations to reduce employee carbon footprints by electronic filing, car sharing, job sharing, teleconferencing, and virtual interviews, recycling, telecommuting, online recruitment and training, energy-efficient office spaces, etc.

The Green Human Resource Management plays an important role in the industry to promote the environment-related issues. Organizations must formulate HR policies and practices, train people to increase awareness about the environment, and implement laws related to environmental protection. The Green HRM may also help the employers, manufacturers in building brand image and reputation. Organizations need to conduct an environmental audit, thus changing the organizational culture, thinking about waste management, pollution, and helping the society and its people, those are getting affected by pollution. It will also make employees and society members aware of the utilization of natural resources more economically and encourage eco-friendly products.

- Helping companies to bring down costs without losing their talent.
- Organizations have huge growth opportunities by being green and creating a new friendly environment, which helps in enormous operational savings by reducing their carbon footprint.
- It helps in achieving higher employee job satisfaction and commitment, which leads to higher productivity and sustainability.
- Improved public image. Any time a firm adds a green initiative to its workplace, it can use the event to generate positive public relations. Organizations can promote environmental contributions to the media through press releases to earn the attention of potential customers and possible new sales.
- Promote employee morale.
- Improvement in attracting better employees. Dolan's (1997) study of USA MBA students found that most of the graduates would take a lower salary to work for environmentally responsible organizations.
- Reduction in the environmental impact of the company.
- Improved competitiveness and increased overall performance.
- Increased business opportunities. Some government agencies, commercial businesses, and nonprofit institutions mandate that only businesses that meet specific green standards can bid on their contracts. Some

also mandate that their purchasing departments only buy green products or use products and services sold by companies that meet certain green standards.

- Reduction of environmental damage. Encouraging employees, through training and compensation, to find ways to reduce the use of environmentally damaging materials.
- Today, most educated and affluent consumers look for companies that adopt environmental standards.
- Organizations pursuing environment-friendly human resource policies are also immensely benefitted.
- This may help in arriving at greener products and green savings from waste elimination. The promotion of such values may also indirectly improve consumer satisfaction.

### **Limitation of Green HRM**

While environmentally friendly living is a positive ideal, there are several possible disadvantages of going green. Gregory Hamel has made a review of the disadvantages if an organization is going green. The major disadvantages are listed below;

- Initial costs.
- Inadequate savings.
- Increased capital outlays.
- Uneven competition.
- Marginal impact.
- Employee apathy and reluctance.

### **Challenges Regarding Green HRM For Industrial Sector**

Establishing the crucial awareness of the climate among associations is the main critical test. The need to install a green mindset in people at all stages of life is growing. The climate management framework shouldn't be implemented in an exclusive location or on a "as and when required" basis.

- Increasing green awareness within the workforce and preparing the representatives to embrace a green balance between entertaining and serious activities. The organization has to raise awareness of the problem among its members and promote the adoption of ecologically friendly behaviours.
- Finding employees with green aptitude is a really challenging undertaking. Finding inventive and creative employees through green enlistment is a key HR issue.
- It is ridiculous that each employee is requested to finish the jobs that are in the green colour.
- HR personnel are under pressure since they must choose and assign employees while also carrying out the Green HRM training.
- Seek out opportunities to adapt to a new environment.
- It is anticipated that resources like money and large workforce groups would be used to promote environmental awareness and provide training, payments to the individuals who have phoned for preparation, presenting presentations, and other services
- The structural foundation of every organization association isn't strong enough to handle the new, creative changes that are climate-friendly. Challenges and Impact of Green HRM Practices on Environmental Organizational Performance Sustainability Section
- The workforce's uncertainty and reserve are a significant test. Some workers feel it is not their duty to preserve the environment. They didn't have to be the ones to start putting sustainability into effect.

- The association's income and benefits are reduced by the initial arrangement cost for green practices. For instance, it would require a significant establishment cost to introduce a nearby planet group on the rooftop.

### Conclusions

After all, over the studies it's found that green human resource management is important to enhance organizational performance, reputation and employee's engagement. It's made an opportunity for industrial sector such as cost saving through energy efficiency, innovation in green technologies and improved employee morale and retention. But organizations faced challenges like implementation of GHRM, including resistance to change, lack of awareness or expertise and potential conflicts with traditional HR practices. Now a day's organizations offer strategies for overcoming these challenges such as providing training and development, fostering a culture of sustainability and aligning GHRM with broader organizational goals and its help to growing awareness of environmental issues and increasing pressure of organizations to adopt sustainable practices.

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