GREEN HUMAN RESOURCE MANAGEMENT PRACTICES OF SELECTED IT COMPANIES IN CHENNAI

Dr. P. Rani Chandrika

Assistant professor, P.G & Research Centre of Commerce, G.T.N. Arts College, Dindigul.

Dr. S. Srikala

Assistant professor, P.G & Research centre of Commerce, G.T.N. Arts College, Dindigul.

Dr. P. Padma Priya

Assistant professor, Department of Commerce Parvathy's Arts & Science College, Dindigul, Mail Id: padmapandi80@gmail.com.

Dr. M. Amutha

Assistant Professor, Department of Commerce, Government Arts & Science College, Vedasandur, mmudharsu@gmail.com.

Dr. V. Prabakaran

Guest lecturer, Department of Business Administration, Govt. Arts College, Udumalipet.

ABSTRACT

Green HRM is the use of Human Resource Management policies to promote the sustainable use of resources within business organizations and more generally, promotes the cause of environmental sustainability. Objective of the Study is to study the various Green Human Resource Management practices followed by the IT sector across the globe and to know the level of awareness among the HR managers in Chennai on Green HRM It is a descriptive method based on both primary and secondary data. Green HRM encompasses all activities aimed at helping an organization carry out its agenda for environment management to reduce its carbon footprint in areas concerns on boarding and acquisition of human resources, their induction, performance appraisal & management, training and development and pay and reward management. This is only possible by the effective implementation of green HRM within the organization. These practices would result in improving employee attitudes and corporate social responsibility within the organization.

Keywords: Human Resource Management, Green HRM, IT Sector, Environment, HR Practices.

1. INTRODUCTION

Human resource management (HRM) is an important function of management that deals with the most valuable assets of an organization which is human resource. The successful management of an organization's human resource is an exciting, dynamic and challenging task, especially at a time when the world has become a global village and economics are in a state of flux. The scarcity of talented resources and the growing expectation of the modern day worker have further increased the complexity of the human resource function.

Recently, there has been observed an increasing awareness within business communities on the significance of going green and adopting various environment management techniques.

944

As the corporate world is going global, the business is experiencing a shift from a conventional financial structure to a modern capacity-based economy which is ready to explore green economic facets of business. Today, Green Human Resource (GHRM) has become a key business strategy for the significant organizations where Human Resource Departments plays an active part in going green at the office.

Green HRM is the use of HRM policies to promote the sustainable use of resource within organizations and, more generally promotes the causes of environment sustainability. GHRM refers to the benefit of the individual, society, natural environment, and the business.

2. EVOLUTION AND DEVELOPMENTS OF HRM

The history of development of HR management in India is comparatively of recent origin. But Kautilya had dealt with some of the important aspects of human resources management in his "Arthasastra," written in 400 B.C. Government in those days adapted the techniques of HRM as suggested by Kautilya. In its modem sense, it has developed only since independence. Though the importance of labour officers was recognized as early as 1929, the appointment of officers to solve labour and welfare problems gained momentum only after the enactment of the Factories Act of 1948. Section 49 of the Act required the appointment of Welfare Officers in companies employing more than 500 workers. At the beginning, Government was concerned only with limited aspects of labour welfare. The earliest labour legislation in India dealt with certain aspects of Indian labourers (Regulation of Recruitment, Forwarding and Employment) sent to various British colonies in 1830. Important phases of evolution of HRM are presented in Exhibit:

Period	Development Status	Outlook	Emphasis	Status
1920s-1930s	Beginning	Pragmatism of capitalists	Statutory, welfare Paternalism	Clerical
1940s - 1960s	Struggling for recognition	Technical, Legalistic	Introduction of Techniques	Administrative
1970s	Achieving	Professional	Regulatory, conforming, Imposition Standards on other Functions	Managerial
1980s	Sophistication	Legalistic, Impersonal		
1990s	Promising	Philosophical	Human values, productivity through People	Executive

(Source: C.S. Venkataratnam and B.K. Srivastava, Personnel Management and Human Resources, TATA Mc-Graw Hill, New Delhi, 1991, p.5.)

3 .GREEN HR PRACTICES

1. Going paperless – This involves replacing the age old tradition of paper documentation by paperless office which can be achieved by encouraging e-mailing.

2. Conducting annual surveys – Separate surveys can be conducted among employees to assess how well the organization is doing with regard to implementing green business practices and to gather suggestions and insight for future actions with respect to environment friendliness.

3. Conducting an energy audit – In order to reduce wastage and save money companies can improve insulation, install timers to automatically turn off lights, use energy efficient light bulbs, air conditioners etc. and keep temperatures at comfortable ranges that are not excessively cool in the summer and warm in the winter.

4. Recycle - Recycling of glass, paper, plastic, metal trash and manufacturing waste materials should be adopted. Food canteens should adhere to zero wastage policy. Eliminate unnecessary photocopying and reuse packaging for shipping.

5. Reduce commuting - Employees should be encouraged to use carpooling by providing preferred parking for carpoolers. Companies can offer to provide transit passes to employees who take the bus or subway, and bike racks for cyclists.

6. Communicating about Going Green issues – The organization should try to inform suppliers and customers about its go green efforts. It can also get in touch with local regulatory agencies which may offer some financial incentives to companies that implement green initiatives. Efforts should also be made to keep employees and shareholders/investors informed about the progress of green HRM initiatives.

7. Provide leadership and resources for going greening - This can be done by assigning a respected executive-level person to head up going Green/Organizational Sustainability initiatives. "Going green" should also be incorporated in the company's mission statement and business plans.

8. Detoxify - Many offices have toxic substances, such as used batteries and copier toner on hand. Steps can be taken to dispose them safely and non- toxic alternatives should be sought from the suppliers.

9. Rethink transportation - Alternative ways to transportation and delivery of goods should be thought about. For example - Purchase or lease energy-efficient cars and trucks for your employees' business uses and delivery of products.

10. Buying green - Suppliers should be informed that the company is interested in sustainable products and set specific goals for buying recycled, refurbished, or used materials. Make the environment, and not just price, a factor when purchasing.

11. Involve Employees - Create a team of dedicated employees to lead the company's eco-efforts and encourage them to take initiatives on their own.

12. Reducing business travel – Teleconferencing and videoconferencing should be preferred over traveling. Online training programs should be given preference. For must-go trips, keep track of the miles driven and flown and buy carbon offset from a non-profit like Carbonfund.org to make up for the greenhouse gas emissions.

13. Save water - Wastage of water in manufacturing processes and in watering the company's lawns should be completely eliminated. Water wastage due to leakage in sinks and toilets must be carefully monitored.

14. Explore opportunities for implementing alternative energy sources - Opportunities for using alternative sources of energy like solar energy, bio-fuels, wind power etc. should also be evaluated.

15. Implement green manufacturing processes – His can be done by using energy-efficient equipment, and streamlining processes to use fewer steps and reduce materials and packaging involved in products.

16. Hiring eco -friendly talent – As a part of Green HRM organizations must attract employees

946

who are concerned about the environment. They must focus on preservationists and conservationists.

17. Green printing - Printing papers leads to increased usage of paper, toner wastage and carbon dioxide emission. Companies are now adopting "pre-ton" saver, a software which can reduce paper demand by 20% and toner and ink demand by 50% without degrading the quality of output image or printout.

18. Green rewards – Companies can introduce green rewards for employees and departments who contribute to innovative initiatives and green contribution by reduction of wastage, energy and resources.

19. Green promotion - Organizations provide loan discounts on fuel efficient cars and energy saving home improvements, and discounts at local green merchants.

4. STATEMENT OF THE PROBLEM

Information Technology is one of the most important industries in Indian economy. A good human resource practice would encourage IT professionals to be more productive while enjoying their work. Therefore green environment is becoming an important human resource issues in IT industry. Effective human resource policies and practices are essential to provide an effective green HR environment among IT professionals. The present study has been designed and planned to find out the importance of green HR management and green HR practices in IT industry, to promote the environment related issues by adopting it. This study also helps the management and the employees to think about harmfulness which happens to environment, society and its own people due to pollution. It will create awareness among employees and society members how to utilize natural resources effectively. Green HR initiatives also help the organization to find alternative ways to cut down cost and also reduce usage of papers by implementing digital processes. This will helps in huge cost and energy savings.

5. OBJECTIVES OF THE STUDY

1 To study the various Green Human Resource Management practices followed by the IT sector across the globe.

2 To know the level of awareness among the HR managers in Chennai on Green HRM.

6. NEED AND SCOPE OF THE STUDY

The study focuses on the Green HR practices that are followed by the management which is the best initiative for the going green that helps the organization in enhancing their sustainability among others in the market. The study highlights the importance of eco-friendly HR practices which helps in creating a responsible green workforce that understands, appreciates, and practices green initiative and maintains its green objectives all throughout the HRM process of recruiting, hiring, training , compensating, developing, and advancing the firm human capital. The study considers that the Green HR practices makes both the employees and employers of the organization green for the benefit of the individual, society, natural environment, and the business.

7. RESEARCH METHODOLOGY

7.1 Data collection

The study is an empirical study based on survey method. Both primary and secondary data have been used in this study. Primary data have been collected from Selected IT Company in Chennai with help of a questionnaire schedule. Secondary data have been collected from the books, articles, Journals.

947

7.2 Research Design

The research design of present study is descriptive and causal in nature since the study identifies the opinion of employees about their satisfaction level.

7.3 Study Area

The study has been carried out in Selected IT Company at Chennai.

7.4 Sample Size

The sample size for the present study has been limited to 46.

7.5 Sampling Design

For the present study, proportionate convenient sampling has been used. The required sample for the study has been taken from the Selected IT Companies in Chennai. The employee working in the Selected IT Companies has been taken from the Chennai.

8. REVIEW OF LITERATURE

Aravind S and Mohanamanojk (2017) [1] conducted a study on Green HRM: A Novel Approach to Environmental Sustainability. The Green Human Resources Management (Green HRM) has emerged from organization's engaging in practices related to protection of environment and maintaining ecological balance. The strategy lies in implementing environment-friendly changes in different areas of HR like recruitment, training appraisal, and compensation etc.. This paper discusses the concept of Green HRM, its organizational role and the HR areas that could be manipulated in favor of the environment. It also covers the path to sustainability through Green HRM practices. This conceptual paper focuses on the Green HRM practices and sustainable development, Implementation of green initiatives is only possible through employee engagement and participation and that is only possible through strong HR. the future of green HRM appears promising in the near future with complete participation of employees, stakeholders and management.

Haridas P.K and Dr. R Chitra Sivasubramanian(2018)[2] presented a paper on Green Human Resource Management Practices And Sustainability: A Review Of Literature Explained about the current competitive business environment, many HR managers in organization identified and implemented Green Programmes in their work place that can promote the social responsibility among employee's and help to retain the skilled workers. The objective of this conceptual paper is to explain the concept of Green HRM practices and to make a literature review on Green Human Resource Management Practices and Sustainability. The result of this study provides a contribution for Green Human Resource Management and Sustainability literature and also for the organizations to invest more Green HRM policies and activities. This study conclude, the sustainable development and organization environmental performance a can be maintained by different Green HRM practices and policies.

9. DATA ANALYSIS AND INTERPRETATION

9.1 INDEPENDENT SAMPLE T-TEST:

The independent sample t-test compares the mean scores of two groups on a given variable .In independent sample t-test dependent variables must be measured on an interval or ratio scale.

H_0: There is no significant difference between Green HR practices and awareness.

Table: 1. Green HR Practices

Statements	Mean	Std. Deviation	Std. Error Mean
Video Conferencing	4.74	.612	.090
Telecommuting	4.52	.691	.102
Eco Friendly Paper Bags	2.30	1.331	.196
Rain Water Harvesting	1.30	.756	.112
Online Leave Application	4.20	1.147	.169
Use of Recycled Paper in Office	4.22	.987	.146
Plastic Free Zone	4.65	.640	.094
E-Recruitment	3.85	1.333	.197
Electronically Record Keeping	4.74	.575	.085
Green HR Campus	3.96	1.074	.158
Paperless Work	2.78	1.685	.248
Online Training	3.30	1.227	.181
Induction Program For Greening	3.87	1.046	.154
Training Section for Current Environmental Issues	3.41	1.469	.217
Training For knowledge about Greening	3.85	1.053	.155
Participation of Employee in Green Training	4.78	.554	.082
Training Program Carried Out Paperless	4.83	.486	.072
Encourage Conferences, Seminars	4.00	.894	.132
Create New Eco Friendly Practices	4.52	.691	.102
Encouragement of HR Manager	4.74	.575	.085
Trained Managers to Implement Green Hr	4.59	.652	.096
Online Performance Feedback	3.63	1.306	.193
Online Performance Appraisal	3.76	1.196	.176
Celebration of Success	3.63	1.254	.185
Financial& Nonfinancial award for Green Performance	3.43	1.377	.203

Source: primary data

From the above table it is inferred that the standard deviation value is high for Paperless Work (1.685), Training Section for Current Environmental Issues (1. 469) and Financial& Nonfinancial award for Green Performance (1.377), the same is low for Electronically Record Keeping (.575), Encouragement of HR Manager (.575), Participation of Employee in Green Training (.574) and Training Program Carried out Paperless (.486). The mean value is high for Training Program Carried out Paperless (4.83) and is low for Rain Water Harvesting (1.30).

10. FINDINGS

1. The significant value is 0.000 and it is Lesser than 0.05 so reject null hypothesis. Hence there is a significant difference between the two means i.e. Green HR practices and awareness.

2. The significant value is 0.000 and it is Lesser than 0.05 so reject null hypothesis. Hence there is a significant difference between the two means i.e. Positive outcomes of Green HR practices and awareness.

11. CONCLUSION

We conducted a research study to analyze the sustainable practices incorporated by IT firms in

Tamil Nadu. The study was conducted on a few IT companies in Chennai. Green HR awareness is growing rapidly amongst large and small organizations. It is also found that by recruiting green employer/employees, which may improve employer branding and employee engagement, online training programs such as reducing carbon emission, recycling programs, energy conservation etc., will create awareness among employees regarding green environment. Green HRM practices enable productive use of organization's space and infrastructure. It improves management and employees and employee- employee relationships by sharing of resources and responsibility to manage and develop green practices to inculcate courtesy of sustainability. It helps in minimizing environmental pollution by encouraging practices like car- pooling, video conferencing, e-recruitments, use of CFC- free air fresheners, recycling, online training programs, etc. Green HRM is not only a part of HRM but it provides a new dimension to entire organization

REFFERENCE

Al-Hawari MA, Quratulain S, Melhem SB (2021) How and when frontline employees' environmental values influence their green creativity? Examining the Role of Perceived Work Meaningfulness and Green HRM Practices. J Clean Prod 310:127598.

Balakrishnan C, Suchithra B, Kasturi S, Janani K (2018) A study on the role of human resource process in translating green policy into practice. Int J Pharm Res Adv Sci Res. https://doi.org/10.31838/ijpr/2018.10.04.048.

Collings DG, Wood GT, Szamosi LT (2018) Human resource management: a critical approach. In: Human resource management. Routledge, pp 1–23.

Dulebohn JH, Ferris GR, Stodd JT (1995) The history and evolution of human resource management. Handbook Human Resour Manage 7(9):18–41.