

Human Resource Management: Going Green All the Way

Dr. Aditi Gaur

Associate Professor, Department of Commerce & Management, Career Point University, Kota, Rajasthan, India.

ABSTRACT - Human Resource Management over the past few decades has played a big role in managing people effectively for organization's success. With a growing concern to make the world livable for coming generations and to reduce global warming effects, Human Resource Management is promoting environmental friendly practices for the organizations as a part of "Go-Green" Initiative. Integrating this popular concept with Human Resource Management, the organizations are flourishing their workforce for sustainability in the dynamic and complex business environment. "Green" is the color of freshness, growth and energy that brings luck and safety for the Mother Earth and the creatures living on it. Hence, there is a great need to adopt Green practices for acquiring a competitive advantage too. Keeping this in view, the research paper attempts to highlight the Green HRM practices being adopted and followed by the organizations providing Coaching in Pre-Medical, IIT Entrance & other Competitive Exams with reference to Kota City of Rajasthan. The paper also concentrates on the positive aspects of going "Green" all the way.

KEYWORDS - Green HR, Organizations, Environment, Sustainability.

I. INTRODUCTION

Now-a-days, with the growing role of Human Resources in Corporates, Green Human Resource Management has gained a considerable attention in making the workplace and surroundings much better and healthier. Human activities such as setting up of industries and factories, use of automobiles, deforestation, development of housing societies and townships have caused environmental changes resulting in global warming. As a result of these, the natural ecosystems are on a way of destruction. Hence, it becomes very important to save and protect the environment. Organizations are trying to instill the 'Green' practices as a good initiative to overcome the adverse effects of ecological imbalance and global warming. Green HR is concerned with using the entire workforce for increasing their awareness regarding sustainability. Green HRM not only supports the sustainable practices but also builds the image as well as reputation of the concerned organizations.

Major Green HR initiatives that have been on the forefront are as follows:

- Green Building
- Paperless Office
- Energy Conservation
- Waste Materials Recycling

Advantages of Green HRM:

1. GHRM is responsible for gaining competitive advantage by attracting more and more customers.

2. GHRM helps the organizations in increasing productivity of the workforce and hence an increased employee retention.
3. Organizations are adopting various Green practices like Work-life Balance in the form of 'Work from Home' which is another positive way of cost cutting.
4. Various practices like E-Notes, E-Recruitment, E-Selection, etc. are playing an important role in reducing the carbon footprints.

II. LITERATURE REVIEW

Shrinking the environmental footprint is more than just the right thing to do, it also generates tremendous business value. This is the challenge of Sustainable growth and to meet it, the primary motivation for any company should be improved business performance of course, environmental societal benefits will follow (Chad Holliday 2001).

The future of HRM will be built on innovation and creativity, in nutshell innovation and creativity approaches were needed towards quality of life, environmental improvements through the healthy, sustainable, vibrant community theme. In summary it was said that money and support of employees can put HRM on the road to environmental Sustainability. Stephen King (2004).

Many business leaders are embracing Corporate Sustainability and Green Business practices as a way to improve their operations and enhance their competitiveness. John R. Rathgeber (2007).

Green management initiatives have become an important factor in forward thing businesses around the world. Researchers argued that employees must be inspired empowered and environmentally aware of greening in order to carry out green management initiatives. Suhaimi Sudin (2011).

III. OBJECTIVE

To Study the Green HR Practices in Coaching - based organizations of Kota City.

IV. RESEARCH METHODOLOGY

The focus of this study is on Green HR measures taken by Coaching Institutes of Kota City in Rajasthan. The city is located on the banks of Chambal River and is known as the educational hub where lakhs of students from all over the country and also abroad come every year with a desire to become future Doctors and Engineers. Various Coaching Institutes are Allen Career Institute, Career Point, Bansal Classes, Motion Education, Rao IIT Academy, etc.

Research Design: Descriptive Research

Sampling Technique: Convenience Sampling.

Source of Data Collection: Primary data collected through Survey Method. Secondary data collected through Websites, Books and Journals.

Sampling Unit: Administrative Personnel of Major Coaching Institutes in Kota City.

Sample Size: 20

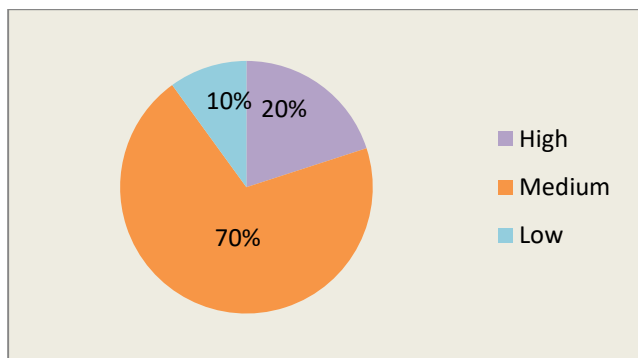
V. DATA ANALYSIS AND INTERPRETATION

Involvement of higher authorities in implementing Green Human Resource Management.

Table 7.1

Options	High	Medium	Low	Total
Responses	4	14	2	20
Percentage	20	70	10	100%

Graph 7.1



It has been found that about 70% of the Higher Authorities out of the selected sample size have shown medium level of involvement in implementing Green HRM which is a

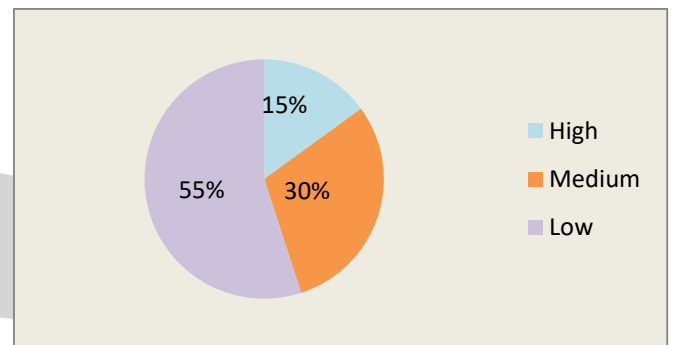
positive sign. More efforts from the side of higher authorities will strengthen the scope of Green HR in their respective organizations.

Awareness regarding switching lights and monitors off when not in use.

Table 7.2

Options	High	Medium	Low	Total
Responses	3	6	11	20
Percentage	15	30	55	100%

Graph 7.2



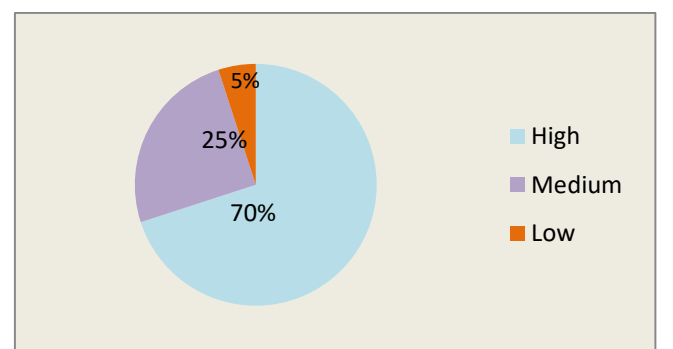
It has been found that only 15% employees are aware at a high level in saving electricity timely as a part of green initiative. There arises a need to create awareness for power saving for meeting the rising cost of electricity.

Participation of coaching centres in Tree Plantation Activity.

Table 7.3

Options	High	Medium	Low	Total
Responses	14	5	1	20
Percentage	70	25	5	100%

Graph 7.3



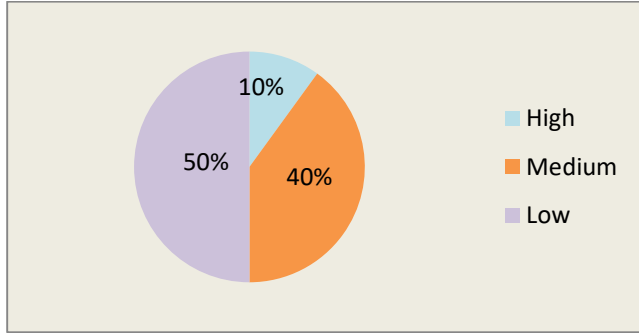
It has been found that coaching centres have shown great enthusiasm in Tree Plantation Activity mainly held in rainy season every year. Lakhs of trees are planted across various areas of Kota City. Plants are also distributed free of cost to interested people so as to make a green and pollution free environment. Green practices are thereby making the environment more green.

Strengthening the E-Recruitment process by HR Professionals.

Table 7.4

Options	High	Medium	Low	Total
Responses	2	8	10	20
Percentage	10	40	50	100%

Graph 7.4



It is evident from the table and graph that the level of considering the E-Recruitment process as a green solution by various coaching institutes ranges from low to medium. Only 10% respondents felt that E-recruitment is strengthened at a high level. To ensure work-life balance for employees, many organizations have preferred “Work from Home”, and this creates a need for HR professionals to strengthen the concept of getting online.

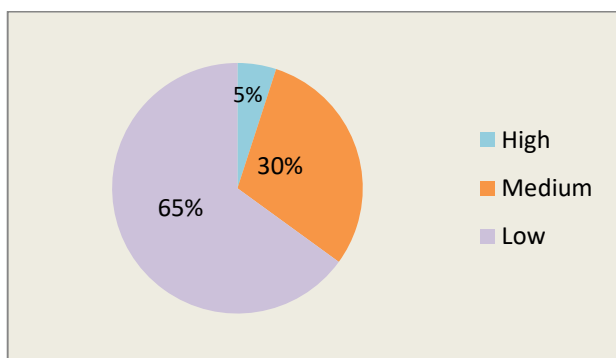
Installation of Solar Water Heating and Lighting System.

Table 7.5

Options	High	Medium	Low	Total
Responses	1	6	13	20
Percentage	5	30	65	100%

Solar system has been introduced recently by various coaching institutes for a green environment and cost efficiency. There is a plan to increase this installation in coming years. Using the power of natural resources has become a need of today’s world facing global warming.

Graph 7.5

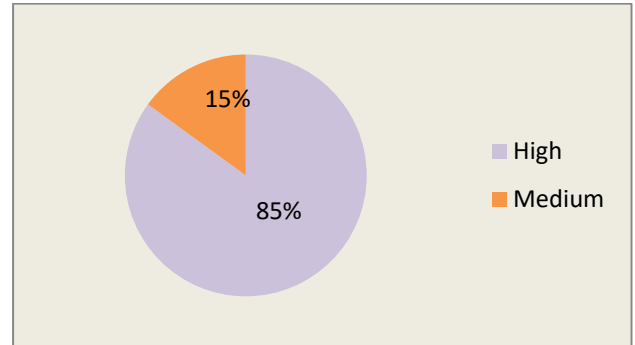


Promoting the use of Bicycle among coaching students for minimizing air pollution and creating eco-friendly environment.

Table 7.6

Options	High	Medium	Low	Total
Responses	17	3	0	20
Percentage	85	15	0	100%

Graph 7.6



Bicycles have been in demand now-a-days by majority of students and have proved to be a good substitute of other two-wheelers and four-wheelers. Coaching Institutes have successfully promoted the use of bicycles at a high level of 85%. Regular cycling will also ensure fitness and good health.

VI. SUGGESTIONS

1. Motivation level varies among the workforce regarding successful implementation of Green HRM. This varied level of motivation should be minimized.
2. Lack of consciousness regarding Green HR practices not only within the organizations, but also throughout an individual’s life needs to be eliminated.
3. Due to the large amount of costs involved, many organizations resist to follow GHRM idea. So the higher authorities should willingly embrace the Green concept.
4. Marketing Strategies should be adopted in tune with the GHRM concepts which are still missing in good coaching based organizations.
5. “Paperless Office” concept seems to be a far away idea because the coaching centres have their core work in the field of education. Despite of the fact, more efforts towards conducting E- Work practices needs to be grown up.

VII. CONCLUSION

It has been found that many Coaching Institutes have shown their inclination towards developing Green practices among their workforce including a majority of students. E-Classrooms have been started as an innovative strategy in present teaching system context. Constant efforts for enhancing the Green parameters across the organizations will definitely create a widened scope for a healthy work place. In a nutshell, it may be said that ‘Green HR’ will make a ‘Clean HR and a Clean Place’ to live in.

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