

A STUDY ON CONTEMPORARY GREEN HR PRACTICES IN INDIA

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Abstract

The concept of green human resource management (Green HRM) has recently been combined with ecological management in business, urbanization, and industrialization. Green human resource management procedures are fundamentally used to reduce the carbon impression of each worker in the organization and the information capital of the holding organization. Firms need to reduce their carbon footprints and create positive attitudes in the employees towards social and environmental aspects. Green HRM helps the organization efficiently use resources. This paper studies the leading Green HRM practices of Indian Corporate in the current times. Being green should be an organization's moral and ethical responsibility towards the country. Apart from the production & operations, mundane areas like accounting, HRM also has a vast scope of becoming eco-friendlier and green. Therefore, this paper also attempts to discuss the ethical aspect of being green in delivering HR functions. It reflects good corporate citizenship. Many companies agree on green management. In India firms like Wipro, TCS, ACG Associated capsules Pvt. Ltd. and NTT data business solutions adopt Green HRM which helps in environmental sustainability. The study focuses on the implementation of GHRM ideas in Indian business organizations. The study discusses the best practices to observe surveys of Green HRM. Therefore, the central focus areas of the study are Green HRM practices like Green recruitment, Green performance management, Green Training and development, Green compensation and Green employee relation, and Green retention.

Keywords: India, corporate, Green HR Practices, environmental sustainability, Green retention.

Introduction

Leon C. Megginson asserts human resources are defined as knowledge, skills, creative abilities, talents, and attitudes from a national perspective. However, from the viewpoint of a particular firm, they reflect the whole of all intrinsic talents, learned information, and learned skills as shown by the skills and aptitude of its personnel. Green human resources mean running a business in a way that helps to promote sustainable development. Also, change the thinking of employees and make them aware of sustainability.

By implementing actions that are beneficial to the environment, GHRM operates with tremendous efficiency. Get additional advantages including cost savings, employee retention, and interest in their work. When employees are aware of green policies and practices, they use electronic bikes, care sharing, video chatting, video conferencing, double-sided photocopying, and resource reuse to assist the firm to reduce its carbon footprint. Green HRM has emerged as a significant concern for companies and forward-thinking individuals worldwide. Companies can profit by reducing the cost of hiring employees. Nowadays, convincing environment management and GHRM have become a must for every firm. As a result, top management now has a responsibility to promote environmentally friendly HRM. Additionally, it plays a critical role in influencing employees to conserve resources and participate in waste management initiatives to cut down on pollution. It is advised that businesses increase their understanding of each of the attributes that make human resources management green. The organization needs to combine ecological manageability with human resource management. Organizations now recognize that while focusing on money-related benefits, they should think about the social and ecological effects to ensure their corporate

responsibility. Green HRM help organization to use sources efficiently.
The necessity for green human resource management is critical in today's environment.

Every person's ecological consciousness influences their way of life and the environment. Green human resource management appeals to general employees because of its necessity and crucial in the modern workplace. Numerous effects have an impact on both our personal and professional lives. The corporate world has a major role in escalating environmental problems, and it is up to the corporate sector to provide solutions.

However, the idea of "Green HRM" has since developed, and the goals for policy have altered. Work is still necessary today, but it also serves as a foundation for personal fulfillment.

Sharma, C(2022) et.al have studied the number of research articles published on the topic of green HRM. This study collected 317 research articles as its data. It found the recent trends in green HRM and suggested the topics to work on when working in the green HRM area. However, they did not study green HRM for a particular company. Our present work has collected secondary data from four companies and quantitatively presented the green HRM practices adopted by these companies.

Shafaei, A., Nejati, M. and Mohd Yusoff, Y.(2020) have a study on the outcomes of the green HRM on the employees' welfare and employee productivity. The study has found that green HRM has a positive impact on employee job satisfaction. However, this study failed to study specific companies. Basu, Madhurima(2019) provides a review of green HRM practices. This is an elaborative review of green HRM including the practices from various countries like India, Italy, etc., However, this is not a research article.

Vijai, C., & Joyce, D. (2020). presents various green HRM practices that can be used in an organization. However, this paper does not include any quantitative study. Rana Zehra Masood (2018) studies the limitations and challenges of Green HRM and the reasons for adaptation of green HRM. This paper discussed green HRM practices such as green building, saving paper, reduced paper usage, and green energy.

Ali, M. C et al., (2020) defined a modern management concept as "green human resource management" (Green HRM) which was created to influence employees' environmental behaviors. Green HR uses HRM techniques to improve the practical use of resources within company associations and, more generally, advances the cause of environmental sustainability. Douglas W.S. Renwick et.al (2012) proposed the integration of environmental management and human resource management. The paper studies the opportunities and ways to encourage employees to work toward environmental management. Dumont J, Shen J, and Deng X (2017) studied how human resource management and environmental management are interrelated by conducting empirical studies. The study proposes that green HRM affects employees' roles at the workplace and also this effect can change under different social and psychological circumstances.

The objective of this paper is to study the Contemporary Green HRM practices at NTT Data business solutions, Wipro Ltd, Tata consultancy services, ACG associated capsules Pvt ltd. The present study includes both primary and secondary data. Primary data was collected through a personal face-to-face telephonic survey. Apart from primary data, secondary data was collected from various websites. In this paper, we studied green policies such as Green recruitment, Green performance management, Green Training and development, Green compensation and Green employee relation, and Green retention for companies Tata Consultancy Services (TCS), WIPRO Ltd, ACG Associated Capsules Pvt. Ltd, NTT Data Business Solution.

The next section of the paper describes definitions of green HRM practices, the data used for analysis, and the methods used to analyze are presented. Then, the results and discussions section depicts the data and the results are explained. Finally, conclusions are presented in the conclusions section.

Materials and Methods

The term GHRM is defined as the integration of environmental management into HRM. It is mostly used to refer to the contribution of HRM policies and practices toward the broader corporate environmental agenda. In India, many firms like Wipro Ltd, and ACG Associated Capsules Pvt. Ltd, Tata Consultancy Services (TCS), and NTT DATA Business Solutions adopt Green HRM which helps in environmental sustainability.

Green HR policies can make difference in employees' work-related behavior and can aid in creating a green work culture. The green HR practices an organization follows can influence the life of the employees and therefore an individual to be more cautious about reuse, recycling, and the environment.

Green HRM Policies

Human resource development aids in the implementation of green policies. It is a method to educate and develop the organization's green culture while involving the green workforce in environmental issues. Different Green HRM practices are shown in Fig1. It is a procedure that involves HRM duties. The following list of green HRM practices:

Green Recruitment

The process of employing new employees who are knowledgeable of environmentally friendly practices and, environmental concerns, as well as the language of preservation and sustainable environmental policies, is known as green recruitment. To proficiently perform environmental management inside the company, institutions should ensure that new talent is conversant with green practices and environmental systems.



Figure 1: Green Human Resource Management policies

No paper is used in this procedure of hiring candidates. Green hiring entails an online recruitment process that starts with an online application call, moves online for the interview process, and ends with the employees receiving joining letters online.

Green Employee Retention

People from various backgrounds and with a variety of interests, habits, and attitudes work in every organization, and as a result, they all adhere to various practices in their daily lives. As a result, an employer must make an effort to bring them together or foster relationships. Green technologies, such as social media and email, aid in building relationships and boosting people's involvement in environmentally friendly business operations.

Green Performance Management

Employees are urged to learn more about environmental efforts that contribute to the achievement of the organization's aim and sustainability objective through the use of green performance management. Between a supervisor and an employee, contact has been continuing for the entire year. Performance evaluation is a crucial part of performance management. When an employee practices environmentally friendly conduct, such as turning off the electricity when not needed and turning off the projectors after meetings, the manager can evaluate that employee's performance. This will help make the company more environmentally friendly.

Green Training and Development

It is a procedure that any business must go through. It puts a lot of emphasis on improving staff abilities, knowledge, and attitudes toward environmental management. It alters working practices to eliminate waste, ensure appropriate resource usage, practice resource conservation, and minimize the use of scarce resources. Many corporations, such as Nestle Globe, provide green policies to train their staff. Following training, their performance contributes to lowering carbon footprints.

Green Compensation and Reward

By utilizing green HR management, any company may reach its objectives since it raises awareness of all of its activities. Employees are rewarded for their environmental performance through this approach. It generates individual interest that is linked to organizational interest. Employees should get monetary (cash) and/or non-monetary rewards for their contributions to unique green projects to motivate them.

Some of the Good Practices in GHRM

Employers are giving free bicycles for workers to use to get to work rather than using personal vehicles, setting up carpools, purchasing computers from manufacturers that use recycled components, and shopping at local businesses. Businesses receive incentives to use green practices. Businesses may conserve energy by starting their work early in the morning, conducting a company-wide internal energy audit, cultivating an eco-friendly mindset among staff, Using the internet to reduce paperwork, recycle the company's waste Teleconferences can save time and resources. Keep an eye on the water supply and use alternate options to conserve water.

Data

Secondary data is collected from the company ACG Associated Capsules Pvt. Ltd, WIPRO LTD, NTT DATA Business Solutions, Tata Consultancy Services (TCS). Associated Capsules Group, Pvt. An international pharmaceutical corporation called ACG is based in Mumbai, India. The corporation has operations across six continents and more than 100 countries. The largest comprehensive provider of solid dosage goods and services worldwide is ACG. The third-largest firm in India is WIPRO LTD. It is a multinational corporation that produces and markets everything from cooking oil and soap to medical equipment and information technology (IT) consultancy. To make SAP solutions work for businesses and their employees, we at NTT DATA Business Solutions develop, install, maintain, and constantly improve them. An international provider of information technology (IT) services and consulting, Tata Consultancy Services (TCS) is based in Mumbai. It operates in 150 sites throughout 46 countries as a part of the Tata Group. According to a study from July 2022, TCS employed more than 600,000 people worldwide.

Results & Discussion

The analysis of secondary data from four companies is conducted. Green HRM policies such as green recruitment, green training and development, green compensation and reward, and green performance and appraisal are studied with the data. The analysis of the percentage of implementation of green HRM policies is studied using the data.



Fig 2. The percentage of implementation of Green recruitment

Fig 2 depicts the percentage of green recruitment under the green HRM for the four companies under the study. The above Fig 1 shows that 90% of recruitment is green recruitment at NTT DATA BUSSINESS SOLUTION whereas at Tata consultancy service(TCS)80% of green recruitment happens. At ACG Associated Capsules Pvt. ltd and Wipro Ltd 90% green recruitment and 80% green recruitment respectively are occurring.

Figure 3 revealed that 90%Green Training development practices are followed at NTT Data Business Solutions, Tata Consultancy Services (TCS), and ACG Associated Capsules Pvt. Ltd, Wipro LTD. It shows that at all four companies, implement of green training and development is of the same percentage.



Fig 3: The percentage of implementation of green training and development.

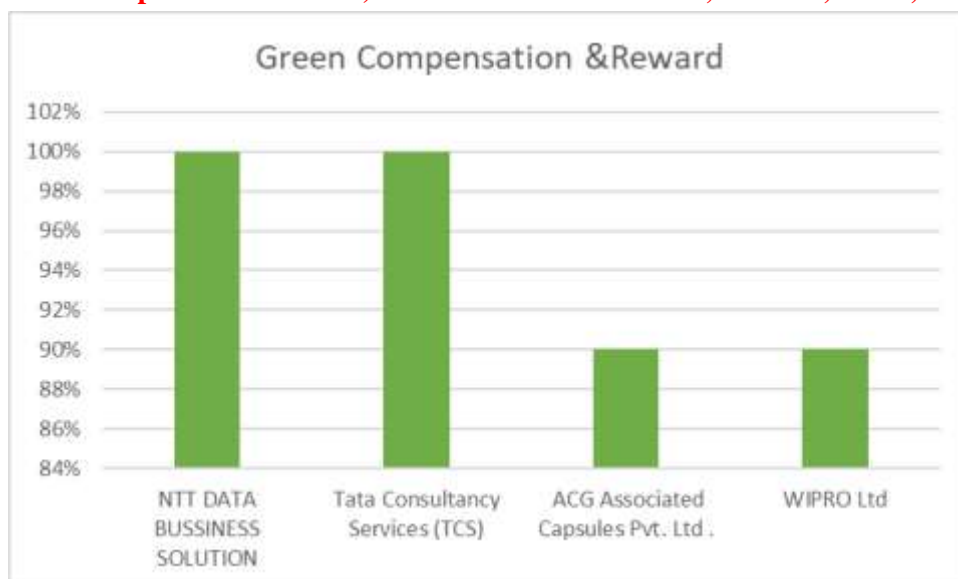


Fig 4: The percentage of implementation of green compensation and reward.

The above figure 4 presents that, the percentage of implementation of green compensation and reward policies at four companies are as follows. NTT Business Solutions and Tata Consultancy Services implement 100% Green compensation & Reward Policies. It is followed by ACG Associated Capsules Pvt. Ltd and WIPRO Ltd with 90% Green compensation & Reward practices implementation.

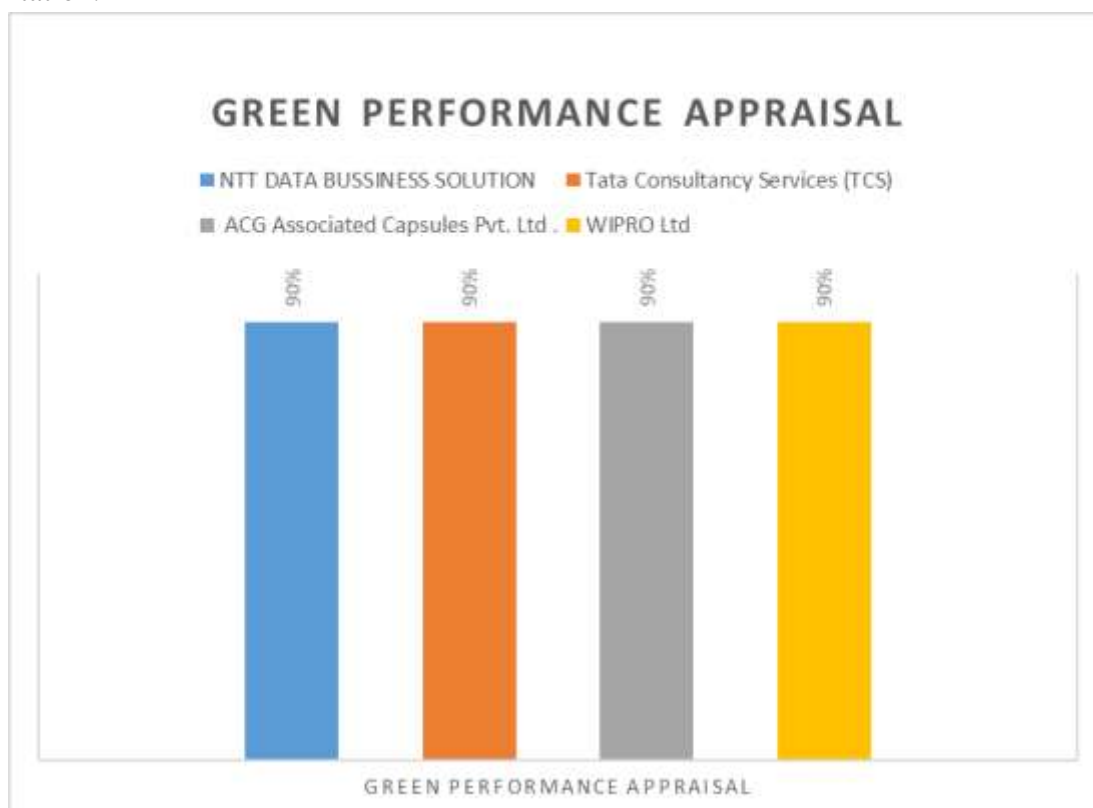


Fig 5: The percentage of implementation of green performance appraisal

Figure 5, it is analyzed that all four companies implement 90% of Green performance appraisal policies. It shows that the green performance appraisal practices are implemented consistently in four companies that are under study.

Conclusion(s)

This paper studies the implementation of green practices such as green recruiting, green training,

and development. green compensation and reward and green performance and appraisal under green HRM. We analyzed data from companies such as NTT Business Solutions, Tata Consultancy Services, ACG-associated Capsules Pvt Ltd, and Wipro Ltd. We found out that the implementation of green recruiting in NTT Business Solutions, and ACG capsules Pvt Ltd is higher compared to the other two companies.

We also found the implementation of green compensation and reward is higher by 10% in NTT business solutions and TCS. However, we observed the same percentage of implementation of green training and development and green performance and appraisal in all four companies. In future work, data from more companies will be collected and analyzed comprehensively to understand the proportion of green HRM implementations in India.

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Tables, Graphs, and, Figures:

Submissions and Conflict of interest:

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Data analysis and interpretation

	Green Recruiting	Green Training& Development	Green Compensation &Reward	Green Performance appraisal
NTT Data Business Solutions	90%	90%	100%	90%
Tata Consultancy Services	80%	90%	100%	90%
ACG Associated Capsules Pvt. Ltd.	90%	90%	90%	90%
Wipro Ltd	80%	90%	90%	90%