

## A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT POLICIES AND PRACTICES IN IT INDUSTRY AT BANGALORE

Rajath GV<sup>1</sup>, Ms. K. Deepika Rani<sup>2</sup>

<sup>1</sup>Final Year MBA Student, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

<sup>2</sup>Assistant Professor, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

Email: <sup>1</sup>rajathvalsarajcr7@gmail.com, <sup>2</sup>deepikanandan88@gmail.com

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**Abstract**—Human Resource department play crucial role in design the strategies to develop sustainability culture in the organization. Prime aim of Green HRM is a sustainable development through Human Resource Management. The functions of Green HRM are creating / developing awareness among employees through developing new work strategies like work from home, implementation of E-HRM, save energy at workplace and ultimately preserving and protecting the environment. In the last few years, global concerns have increased regarding the environmental issues, especially after the consolidation of the industrial revolution which caused an increment in degradation of the environment. These concerns generated more pressure and inculcated business and industry to develop and use green management by adopting environmentally friendly practices and products. Environmental Management (EM) has been included in many departments such as marketing, supply chain, finance, and others. Recently, Human Resource Management (HRM) joined the green movement. The integration of Minot HRM practices is known as Green Human Resource Management (GHRM) which aims to help organizations improve Environmental Performance (EP) through increasing employees' involvement and commitment towards environment. A study is carried out for the assessment of existing HR practices like recruitment, selection, training and development, retention with respect to Green HRM. The researcher has selected IT INDUSTRIES in Bangalore to carry out the study as we know that Bangalore is one of the most salient IT hubs in India. The need for changing the methodology has been arises and that has been one of the main components that has led to the innovation or existence of green human resource management. Green human resource management has been aroused since the organisations have recognised the need for going green and making the organisations eco-friendly friendly.

**Keywords**—E-HRM, Green HRM, HR Practices, Human Resource Management, Strategies.

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### INTRODUCTION

The issue of environmental sustainability and green organizations is increasingly being in management plan It creates a green revolution in specific, traditional ways such as human resource. Recently In the field of human resources, the issue of HR green management has emerged which has identified itself as a new research is becoming a new competitive dimension. The goal of the sustainability model in working life is to enhance the adaptability and welfare capacities of the working systems and their employees. Sustainability of human resource management can be examined from four sociological, psychological, strategic, and environmental perspectives, whose environmental perspective refers to green human resource management

The term "green" has different meanings; however, it often means something that is related to the nature or natural environment. Lee has called Green Management method by which organizations manage the environment through the development of environmental strategies. A Green Company is an organization that offers products and services it is in line with the goal of more efficient use of resources, generating renewable energy sources, reducing greenhouse gas emissions, and minimizing environmental impact. Green human resources are an attempt to meet needs; as a result, therein a balance between organizational growth for wealth generation and natural environment protection that possible to build a successful future. Green management, with emphasis on environmental protection, including preserving water, air, soil, and the use of clean energies and renewable natural resources, will create significant opportunities for cost savings in goods and services and reduces the negative and destructive effects on the environment. At present, employees

tend to work in such organizations and feel happy that they are green. Further, organizational strategies for environmental management and sustainable development will succeed when they are well-aligned with its human resource practices.

Green Human Asset Practices an advantage for marking as well as expands firm's income and odds of cost reduction. A definitive thought process of the investigation is to discover the significance of green HR the executives and green HR rehearses in IT industry at Bangalore. This theory additionally assists with distinguishing worker mindfulness and representative's recognition about green HR rehearses. Already, strong money related execution of the firm was required to guarantee corporate achievement by associations and its speculators, but at this point it isn't, now authentic; monetary and budgetary outcomes ought to be joined by minimization of organic impressions and extended respect for social and common perspectives We have been seeing that most by a long shot of the world's convincing relationship, for instance, Microsoft, BP, Tata, Ong, ITC, Wipro and a lot more had begun contributing a great deal on CSR even before when there were no guidelines/laws identified with CSR. Such organizations think about it as their obligation and duty to give back something great and significant to the common habitat. We ought to welcome the way that the proprietors of business are not many however the proprietor of nature is the network and the public wherein we live and endure. This delivers the Partner's speculation.

The term "green human resource management" is a new concept for most academic and professional specialists in the field of human resource management. Such a topic was based in 1996 in the light of the features proposed by WeHRMeyer in which he edited a book entitled "Green People: Human Resource and Environmental Management". The human capital and its management are instrumental to the fulfilment of Green objectives. In recent years, other studies have been conducted by other researchers, including Jabbour, Renwick, Jackson, and Ehnert; however, these studies have taken place in other countries. It became clear that organizations needed the support of human resource practices, such as training, performance evaluation, and rewards, to implement objective. The need for HRM support for green issues was reinforced by works discussing more broadly the positive effects of human resources to firms' performance (60). By utilizing Green Human Resource Management, we will get benefit from its positive outcomes, which will, in addition to protecting the environment, increase productivity and have positive financial implications ,including:- Growth, well-being and employee health 11, 30, 18)- Increased employee creativity and Chan implication - Balance between financial performance and environmental protection Attracting more skilled staff due to the better image of the organization in the community, the maintenance of skilled staff and increased incentives, their commitment and loyalty to the relevant organization and increased competitive advantage Reducing water and energy consumption, reducing paper consumption, reducing waste and even recycling and using them for fertilizer, all of which reduces costs Reducing transportation, which reduces air pollution and reduces costs Reducing environmental degradation effects .- Building a green work environment effect- Reducing CO2 46).- Promoting green culture and green lifestyle in society, .Also; among the negative consequences that we May experience, lack of attention is to properly motivate individuals or even to advantage their negative ones which disrupt green performance and results in what is expected to be achieved which should be given special in society .The purpose of this article, a systematic review of green human resources management and the study of research in this regard over the past 10 years, to this end, in addition to developing the literature in this field, by examining the findings of other researchers and their research results, it will be shown how far the previous researchers have focused on the factors affecting the implementation of Green Human Resource Management, its functions and gaps, so that future researchers can contemplate further gaps. Managers and professional scan also use the results of previous research, effective factors and practices used in accordance with their organization's requirements.

The word 'Green HR' is widely used to refer to the contribution of people management policies and practices towards fulfilling the broader environmental responsibilities of an organization. There are two vital components in green HR, i.e., environmentally friendly HR practices: and (b) preservation of knowledge capital. In organizational context, green HR implies reduction in the carbon footprints through less printing of paper, usage of techniques like video conferencing/ interviews, cost reduction without losing top/key people talents (knowledge capital), etc. It is true that more and more employees prefer to work in eco-friendly workplaces in organizations with a sound reputation of participating in green initiatives and environmental responsibility.

## **REVIEW OF LITERATURE**

Concern for environmentally friendly arrangements and activities is by and large profoundly focused on all over the globe. The ongoing atmosphere gathering held in Bonn where leaders of a few states sat together to build up a guide, is a proof of the need to reconsider our propensities and take choices that can profit the general public over the long haul. Manageable improvement has now become need of great importance. To guarantee that this world stays a decent spot to live in, condition well-disposed arrangements ought to be embraced. Associations may they be open or private can contribute altogether to guaranteeing a greener domain in the event that they coordinate distinctive essential condition

agreeable activities into their tasks. This essential calculated paper talks about one stage that associations can take to help the reason and requirement for feasible development or condition neighbourly missions. This investigation proposes the appropriation of maintainable and eco-accommodating practices by Human Asset The executive's divisions in associations looking like Green HRM. Green HRM is an idea that has picked up consideration of researchers as of late, this theoretical paper further adds to the fundamental comprehension of this.

Green HRM involves addressing the company carbon footprint by cutting down on usage of papers, reducing unwanted travel. Green HRM is about the holistic application of the concept of sustainability to organization and its workforce (Abrahamian, 2012). It has been found out in various researches that HR department in many companies are increasingly greening their processes to gain competitive advantage over others. According to Justin Victor (2008), one half of HR professionals indicated that their organization have a formal or informal environmental responsibility policy. Top Three green practices reported by HR professionals were encouraging employees to work more environment friendly, offering recycling programs and donating / discounting used furniture supplies.

John R. Rathgeber (2007) has said in his research that many business leaders are embracing Corporate Sustainability and Green Business practices to improve their operations and enhance their competitiveness.

According to Candice Harris and Dr. Helen Tredegar (2008), many organizations have quick to Jump onboard the Sustainability bandwagon, little appears to have been done to consider the role of, and effect on, the HR function and managers. How are HR managers defining and enacting Corporate Sustainability? All participants felt that HR function has a role in fostering environmental practices within an organization due to their role as stewards of value, and as skilled communicators in the organization. Findings indicated the HR managers espouse private moral positions around concern for the environment, however environmental action in their personal lives appears limited.

On other hand John Sullivan (2009), in his paper has stated that environmental issues are on most every one's mind so if your firm has a competitive advantage in this area will create an employment brand. Green recruiting is a chance to differentiate yourself in a recruiting marketplace where standing out from the crowd is already extremely difficult. Moreover, Gen yes focusing on the Green Recruitment.

According to Fineman (1997:37), the environment belongs to everyone its damage is quintessentially a matter of broad consensual moral concern and organizational actors are as culpable as anyone else. So, HR managers are requested to reconsider the implications of what their passive position on the environment could mean by giving them important role of shaping employees behaviour in organizations and beyond. Research by Suhaimi Sudin (2011), shows that green management initiatives has become an important factor in forward thing businesses around the world. Researchers argued that employees must be inspired empowered and environmentally aware of greening to carryout green management initiatives. The paper focuses on development of a new model of strategic Green HRM which includes relationship between assessment-based HR interventions, environmental management system, Green intellectual capital, and corporate environmental citizenship.

Stephen King (2004) stated that 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.

According to Chad Holliday (2001), CEO DuPont says shrinking your 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.

Malt Bloch (2008), in his research has said spreading the word about Sustainability initiatives may fall to more than one department but human resource plays an important role, it is important for human resource professionals to have conversations with employees and the community at large about the implications of environmental initiatives.

The Greening of HR survey done by Buck Consultants in January 2009 has showed that greater than 60% of companies have made environmental responsibility a part of their organizational mission statement and view the promotion of social responsibility as the most critical objective of their green program. The review of literature is done on the topic and it has been found Green HRM is an upcoming topic, there is still limited research done on the concept of Green HRM and Sustainability. The overall aim of the study is to contribute to the existing literature and highlight the major role of HR for Sustainability.

## **STATEMENT OF THE PROBLEM**

Being green is not of that the representatives are awareness about the earth it is a test for workers to know about green condition. Because of substantial outstanding task at hand and high objective workers do not know about the green condition. There is absence of obligations and cognizance among the representatives to ensure the earth while they are grinding away. Association are leading enlistment program for recently recruited representatives yet they are just giving guidance with respect to their work and obligations, the administration are not giving any mindfulness programs about green condition and furthermore they neglects to give green direction projects to representatives, so the representatives don't know about the green HR issues, for example, green working conditions, wellbeing and wellbeing, green arrangements & executions and so on.

For recruiting new representatives association is directing different tests as opposed to utilizing E-Choice or phone talk with video conferencing & so on, it will expands the utilization of carbon impressions, significant expenses and requires more opportunity to lead the choice procedure. The executives isn't giving web based preparing or online preparing modules for workers with respect to natural and social issues, condition the executives or green HR the board angles like decrease of ozone harming substances, making green methods, vitality proficiency and reusing. Association are receiving E-Enrolment for workers however they are neglected to enlist the representatives who know about green HR, by selecting green manager/workers it will gives staff inspiration, commitment and so forth. E-execution the executive's framework are embraced by the association for estimating representative's execution about their activity exercises however they neglect to gauge natural execution of workers, for example, following carbon.

## **OBJECTIVE OF THE STUDY**

- To study and examine the green human resource policies and practices in IT INDUSTRY.
- To understand the new methods implemented in green human resource
- To study the transformation of IT INDUSTRY after green human resource policies
- Convolutd on various green practices that can be Consolidated for build in a green working platform S

## **SCOPE OF THE STUDY**

This study about Green Human resource management researchers' focal point is on industries at Bangalore region. Bangalore is undoubtedly and rapidly developing industrial some in India. The city is well known for a huge number of expansions of IT as well as mechanical industries. Bangalore region contains of major tycoons of its companies like Wipro Microsoft, Infosys, IBM, ORACLE ACCENTURE, Cognizant etc. To complete review poll was planned. Information was gathered by planning survey and getting it loaded up with the assistance of Google form.

## **LIMITATIONS OF STUDY:**

- Shortage of funds: shortage of funds has been one of the main barriers that has been there in the study
- Lack of time – shortage of time is yet another limitation of this study
- Lack of response: lack of response from the candidates have been one another barrier that have been there which made this study a bit limited.

## **DATA ANAYSIS:**

### **❖ PRIMARY DATA:**

The primary data, which is composed through surveys, questionnaires, and in-depth interviews.

### **❖ SECONDARY DATA:**

The data which has been gathered from various websites, newspapers, magazine's etc to find out the information.

## **ANALYSIS**

In the advanced business time information examination expect an occupation in choosing decisions continuously coherent and helping associations work even more successfully. Information examination is a information investigation technique that bases on real exhibiting and data disclosure for perceptive rather than completely clear purposes, while business

information covers data examination that relies enthusiastically upon collection, focusing primarily on business data. Gathered information utilizing poll had classified and investigated by utilizing SPSS programming. Information has been breaking down utilizing rate and distinct examination with the assistance of mean and standard deviation. By appreciating what the customers like and maybe need later, associations can focus on making fitting things and organizations for the customers. Things and organizations that are organized and made by customer needs and needs are depended upon to pass on better results as differentiated and those that are conveyed without important references to gigantic data assessment.

**TABLE 1: GENDER OF THE RESPONDENTS**

<i>Gender</i>	<i>No. of respondents</i>	<i>Percentage</i>
Male	59	59%
Female	41	41%
	100	

Here from the above research 59% of the people who responded are male whereas 41% of the people are females.

**TABLE 2: AGE GROUP OF THE RESPONDENTS**

<i>Age group</i>	<i>No. of respondents</i>	<i>Percentage</i>
Below 25	72	72.7%
25-35	16	16.2%
Above 35	11	11.1%
Total	99	

72.7 percentage of the people where aged below 25 whereas 16.2 percentage of the people where aged 2535

**TABLE 3: AWARENESS OF GREEN HUMAN RESOURCE MANAGEMENT**

<i>Awareness</i>	<i>No. of respondents</i>	<i>Percentage</i>
Yes	92	92.9%
No	7	7.1%

92.9 percentage of the respondents are aware of green HRM whereas 7.1% of the people who responded are totally unaware of green human resource management

**TABLE 4: TO WHICH EXTENT HR POLICIES CAN IMPROVE ENVIRONMENT AND MAKE NAME FOR THE ORGANISATION**

<i>Extent</i>	<i>No. of respondents</i>	<i>Percentage</i>
Great	59	60%
Average	28	29%
Low	13	11%

60 percent of the people were having the opinion of greatness whereas 29 people were having an average response and 11% people polled and were having a low response.

**TABLE 5: WHAT IS THE MOST EFFECTIVE AND EFFICIENT GREEN HUMAN RESOURCE PRACTICE?**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
Eliminating surplus use of paper	40	43%
Computerized training	35	37.6%
Vehicle sharing	18	19.4%

43% of the reportedly saying that eliminating the excess use of paper is the most effective way of implementing green human resource management and 37.6 percentage were with computerized training. On the last side 19.4% polled as vehicle sharing will be the most efficiently and effective green human resource management.

**TABLE 6: WHY GREEN HRM**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
Trend nowadays	33	35.5%
Need of the hour	34	36.6%
Necessity	26	28%

36.6% people were saying green HRM is the need of the hour whereas 35.5% were saying it is a trend nowadays.

**TABLE 7: DO YOU REALLY THINK INDIAN ORGANISATIONS ARE PROMOTING GREEN HRM MUCH?**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
Yes	69	71.9%
No	27	28.1%

71.9 percentage of people were having the opinion that Indian organisations are promoting green HRM whereas on the other hand 28.1% people are not interested in promoting green human resource management

**TABLE 8: AT WHAT LEVEL IMPROVEMENT IS NEEDED TO SPREAD GREEN HRM POLICIES MUCH MORE EFFICIENTLY**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
At the organisational level	38	39.2%
At the HR level	35	36.1%
At the employee level	24	24%

39.9 percentage of the respondents reportedly polled that green HRM should be implemented in the organisational level whereas 36.1 percent people were saying it should be implemented at the hr level and finally 24.7% people of the total respondents have reportedly polled improvement needed to spread green HRM that too more effectively and efficiently should be started from the employee level.

**TABLE 9: IS GREEN RECRUITMENT BEEN USEFUL IN A COUNTRY LIKE INDIA**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
Yes	67	72%
No	26	28%

72% of the people were saying green HRM is useful in a country like India and 28% of the total respondents have said it has nothing to do with a country like India.

**TABLE 10: DO YOU PREFER PAPER LESS OFFICE?**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
Yes	71	73.2%
No	26	26.8%

73.2 percentage of respondents were preferring paperless office whereas 26.8% of the total respondents were against it

**TABLE 11: USE OF RECYCLED PAPERS IN THE OFFICE?**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
None	35	37.6%
Little	34	36.6%
Substantial	24	25.8%

37.6 percentage of the people responded as there is no use of recycled papers being used whereas 36.6 percentage of people responded as it is being timely used.

**TABLE 12: INDUCTION PROGRAMS OF GREENING OF NEWLY JOINED CANDIDATE?**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
None	30	31.9%
Little	38	40.4%
Substantial	26	27.7%

40.4% responded as substantial whereas 31.9 percent people were saying little.

**TABLE 13: PARTICIPATION OF EMPLOYEES IN GREEN TRAINING?**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
None	60	62.5%
Very participating much	36	37.5%

62.5 percentage of the respondents were very much participating in the implication and implementation of green HRM whereas 37.5 percentage of the people are not participative.

**TABLE 14: FINANCIAL AWARDS FOR GREEN PERFORMANCE**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
Yes	37	39.4
No	31	33
All times	26	27.6

39.4% where saying that financial awards are being allowed whereas 33% percent where saying financial rewards are not there.

**TABLE 15: DISCIPLINARY ACTION IS TAKEN AGAINST THE WORKERS WHO VIOLATE GREEN STRATEGY POLICIES?**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
Taken	74	77.9
Not taken	21	22.1

77.9% people said disciplinary action is taken against violation of green practises whereas less than 25 percentage where responding as no action is being taken.

**TABLE 16: NON-FINANCIAL AWARDS FOR GREEN PERFORMANCE**

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage</i>
Given	68	70.8%
Not given	28	29.2%

Here from the above statistics we concluded that 70.8% people responded that non-financial allowances are being awarded whereas less than 30 percent people said non-financial allowances and not provided.

**FINDINGS**

1. Representatives from IT industries have ample good knowledge about Green HRM
2. Green HRM has more suitability amount the employees
3. The paper which is recycled has been considerably used in IT industries in Bangalore
4. It has been found out that there is a huge support for the implementation and implication of green human resource management In IT sectors in Bangalore V. Most of the employees prefer paperless office
5. Most of the representatives have responded that application of green HRM can bring about a drastic change in the company environment.

**SUGGESTIONS**

Green human resource management though have proven to be very successful in the modern era, it needed to be shaped up in such a way that it is more reliable and convenient to the firm. It has been successfully able to bring about a new corporate culture when being bought into existence. Though this is the situation there are some suggestions that are being put forward to make it more designated and are being mentioned below.

1. Human resource delegates and managers would motivate & inspire the workers to pursue green behaviour & practices.
2. Top level staffs and employees should be given ample training to apparatus Green HR practices to train the staffs.



3. There can be disciplinary action which can be taken up to an extent which can be practiced or implemented and followed to punish employees who breach the rules and policies of green practices.
4. Monetary awards are highly advised & can be a motivational factor and can be vitalising the employees for green behavior.
5. Representatives can be offered opportunity to adjust or make new procedures which are eco well-disposed inside association structure and strategy.

## **CONCLUSION**

It is not a hidden truth that human resource is the most noteworthy asset of an affiliation that accept a huge activity in managing the delegates. At this moment, the progressing extended example of corporate focus on greening the business, the propelled HR boss have been allotted with additional obligation of joining the Green HR hypothesis in corporate mission statement nearby HR courses of action Green HRM is a rising field. A portion of the worries for environment and for the need of practicing environmental awareness can bead dressed through selection of green HRM by different public and private part associations. The GHRM framework is not mind boggling and may not require a fundamental move in the structure of HRM works yet at the same time have a positive effect in the long run. GHRM can be increasingly productive if it is embraced by the organizations as a major aspect of the more extensive supportable development or green administration philosophy rather than just a time bounded isolation step. Ahmad (2015) repeats that Green Human resource venture have come about in "increased efficiencies, cost cut, worker maintenance, & improved productivity, other than other considerable comfort." Green HRM has extraordinary significance in the present situation. Workers are not knowledgeable about the term however they are cognizant to spare condition. Ventures have parcel of degree to seek after Green Human Resource Management rehearses in work quality. Energetic support of representative worker to opt towards greening has to increment. Businesses keep focus on ecological plan and propel worker.

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