

A Study on Strategic Green HRM In Indian Organisations

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doi.org/10.64643/IJIRTV12I10-204375-459

Abstract—Green HRM adds environmental sustainability to HR roles, which helps create an eco-friendly culture in the workplace. It wants to make the workforce greener, have less of an effect on the environment, and improve corporate social responsibility (CSR). This research examines strategic green HRM initiatives in India from a business perspective. It looks at how many companies use green HRM and how well they incorporate these practices in to their culture. The study also looks at how well green HRM works and how it might grow in the future.

Index Terms—Green HRM, Strategic HRM, Recruitment, Training, Green Practices

I. INTRODUCTION

Strategic Green Human Resource Management (SGHRM) combines environmental sustainability into HRM functions like recruitment, training, performance, and compensation in an organization. The core components of Strategic Green HRM consist of Green Recruitment & Selection, Green Training & Development, Green Performance Appraisal, Green Rewards & Compensation

Green HRM is the emerging topic in the current scenario. Organizations' human resource functions can be important in helping manage the organization as a whole. The strategy engages applying changes to the different functions of HR like recruitment, induction, training and development, conducting performance appraisal, and also determining employee compensation. A green HRM scheme within HR forms a wider form of corporate social responsibility. Green Human Resource Management will participate in an important role in organizations to combine the environment-related problems with management philosophy. In this paper an attempt has been made to promote the importance of green HR, which involves two essential elements: environmentally friendly HR practices and preservation of knowledge capital.

Green HRM means using every employee interface in such a manner in order to promote and maintain sustainable business practices as well as create awareness, which in turn helps organizations to operate in an environmentally sustainable fashion

II. REVIEW OF LITERATURE

Organizations are focusing on measures to eliminate or reduce the effect of their activities on the environment. All organizations are shifting towards working in a digital environment to promote a paperless work environment. Businesses are switching to resource-efficient building methods that reduce adverse environmental effects. Utilizing solar energy, repurposed materials, appropriate sewage conservation of water, etc. Additionally, businesses are moving toward a paperless work place these days. The IT industry in particular has been digitizing official papers. Natural resource waste and energy are decreased by this act. Additionally, businesses began using green hiring and selection practices. By using these techniques, businesses now seek to employ experts who are sensitive to and cognizant of environmental issues.

People need to be aware of green practices and have a motivation to protect the environment. Recycling and garbage disposal lessens the amount of waste thrown away, conserves energy, and lowers an organization's carbon impact. The 3R's—Reduce, Recycle, and Reuse—are currently adopted by many corporations to save the environment and win a competitive edge over others. Organizations can use green evaluation and performance management to assess and oversee employee performance in relation to environmental responsibility and sustainability. Employee performance is evaluated as part of a green appraisal based on their contributions to environmental sustainability, whereas performance management is

the continuous process of establishing objectives, giving feedback, and assessing workers' performance to make sure they are fulfilling the organization's standards and making a positive impact. Businesses may improve employee engagement and performance while also promoting sustainability and environmental responsibility by integrating sustainability measures into performance management.

Green training and development are regarded as a method by which businesses give their staff members the information, abilities, and mindset required to support environmental sustainability and lessen the company's environmental impact. This kind of training could cover methods for incorporating sustainability into business procedures and decision-making, as well as instruction on sustainable behaviors like waste minimization and energy conservation. Green training and development can improve employee motivation and engagement while assisting firms in achieving their environmental objectives and promoting sustainability. Organizations can establish a culture of environmental stewardship that is ingrained in their operations and supported by their workforce by investing in the sustainability skills and knowledge of their employees. Additionally, by fostering sustainable behaviors outside of the workplace and raising awareness and understanding of environmental issues, green training and development can benefit society and the environment more broadly. Overall, organizations that are in the process of trying to improve their performance in terms of the environment and establish sustainability can greatly take advantage of green training and development programs. Green rewards and pay consist of incentives or bonuses that organizations give employees as a reward for helping improve environmental sustainability and reducing negative environmental impacts of the organization's operations. Such measures can attract environmentally conscious workers and cultivate such a culture in an organization. Some examples include giving bonuses to those who show outstanding commitment to sustainability and paying more for coming up with creative ideas about how to reduce negative environmental impact. The commitment of an organization to its sustainability practices is emphasized by green rewards and incentives, which also inspire the employees to ensure that sustainability becomes their priority at the workplace. There has

been increased significance attached to sustainability within today's business world regardless of whether you are running a small, medium, or large company within various sectors. It can be seen from this discussion that the workforce plays a critical role when it comes to promoting sustainability and minimizing the negative impact on the environment. This means that green employee relations become highly significant for advancing sustainability at the workplace. Green employee relations mean creating policies and rules that facilitate the participation of employees in sustainability initiatives, giving them the right information to make sustainable choices, and promoting green culture even beyond the workplace.



Figure 1. Green HRM

III. OBJECTIVES

- To analyze the current green HRM strategies adopted by companies in India
- To find how properly companies can blend HRM and environmental sustainability
- To examine how strategic human resource management contributes to achieving organizational goals and competitive advantage.
- To align Human Resources Strategy with Business Strategy
- To evaluate the effects of SHRM on organizational performance & productivity

IV. METHODOLOGY

The paper is more based on theories, and data is collected from secondary sources such as databases, websites, journals, and other available sources. The

study focused on green HRM practices in 10 companies to get a comprehensive overview of green HRM adoption.



V. GREEN HRM PRACTICES ADOPTED BY INDIAN CORPORATES

IBM—

In 2007, IBM initiated a \$1 billion per year project called “Project Big Green” that was intended to redesign data centers by making them more energy efficient, with an increase of 80% in their efficiency. To reduce carbon footprints in IT departments, IBM managed to double the processing capacity without increasing energy consumption through virtualization, advanced cooling (Cool Blue), and power management applications.

Hindustan Unilever Limited (HUL)—

Hindustan Unilever launched a Sustainable Living Plan to encourage practices like green commuting, energy savings, and green training for employees.

IndusInd Bank-

In its attempt to become a green bank, IndusInd was the first bank in India to deploy solar-powered ATMs. The IndusInd project to enhance CSR activities and release its green office guide is known as "Hum aur Hariyali."

Walmart-

The main vision of Walmart is to depend fully on renewable energy for all operations and to generate no waste. It will offer goods that help humans and the

planet. Walmart also takes effort to clean up its supply chain, reduce greenhouse gas emissions to 20 million metric tons, and introduce environmental rating systems, which have received much appreciation from society.

Tata Consultancy Services (TCS)—

In order to reduce its energy usage and carbon impact and reach net-zero emissions by 2030, Tata Consultancy Services (TCS) has used significant green recruitment procedures and virtual meeting technology. TCS eliminates the requirement for travel by using its TCS iON platform for remote assessments. The organization has adopted 90% green training methods and moved to digital platforms for onboarding and training. Over 97% of workers now work remotely thanks to the "Secure Borderless Workspaces TM" (SBWSTM) paradigm, which significantly reduced travel and office energy use.

ITC Limited:

In order to lessen the company's environmental effect and increase its social and economic impact, the Sustainability program seeks to expand on ITC's previous sustainability initiatives and set more challenging goals.

RIL, or Reliance Industries Limited:

They encourage staff members to take public transportation, ride bicycles, or carpool. RIL encourages environmentally friendly commuting.

Godrej, Godrej:

This sustainability initiative aims to lower Godrej's campuses' carbon footprint by utilizing energy-saving technologies and sustainable design concepts.

Tata Motors

It has decreased the amount of freshwater used in its manufacturing facilities and used large-scale water harvesting techniques.

ONGC-

The business, particularly in its project locations, extensively engages in tree planting throughout India. In addition, the Harit Moksha plan seeks to minimize greenhouse gas emissions and limit the usage of wood, which would lessen pollution of the air and water.

VI. CONCLUSION

We are aware that human resources are an organization's lifeblood. Businesses are currently concentrating on green HRM. Businesses are adopting environmental measures to outperform their competitors. Green practices in a variety of areas are essential for a business to outperform its rivals. However, when corporations change to include environmental issues in their goal and vision statements, HR managers face enormous problems. Corporates, however are able to adapt and attain sustainability. Green HRM enhances working conditions and shifts employees' attitudes toward sustainability and the environment. In the end, green HRM practices would close the gap between an organization's potential human capital and sustainable development.

This essay aims to educate readers on the ways that Green HRM can improve or impact the, environmental practices and behavior of workers and their companies. Green HRM encompasses all activities designed to help a business implement its environmental management plan in order to reduce its carbon footprint. These tasks include acquiring and onboarding human resources, introducing them, administering compensation and benefits, training and development, and managing and evaluating their performance. This is only possible if the company successfully implements green HRM. It makes sense that offering green HRM practices would attract employees and that implementing these rules would improve employee attitudes and behavior. In order to fill the gap in the body of current literature, the current study also recommends that future researchers do empirical studies, such as those on Green HRM practices in industrial or service organizations.

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