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THE ROLE OF GREEN PRACTICES IN THE HOLISTIC DEVELOPMENT OF WIPRO LIMITED

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ABSTRACT

The growing importance of Environmental sustainability has become the need of the hour all over the world today. A sudden surge for globally balanced environment and awareness to practice ecofriendly policies has compelled the businesses to practice Green Human Resource Management. The generation next organizations have to give the highest priority to Green HRM as it is the only impeccable solution to promote sustainable utilization of resources with a far-sighted vision to establish an environmentally safe ambience inside as well as outside the organizations. The concept of Green HRM demands ever growing awareness towards sustainable practices and effective implementation of these practices on war foot basis with a vision to establish major Green quotient in the organization. The term Green quotient refers to the percentage of Green HRM policies being effectively implemented in the organization with a farsighted vision to global environmental sustainability. The study focusses on the issues of Green HRM that can be addressed in any organization and the continual approach to understand the manifold meanings of the term 'Green HRM' as a whole.

Keywords: Green Hrm, Green house gas, Green Quotient, Green Human Resources Policies

1. INTRODUCTION

Green HRM comprises many vital elements: Establishing environmentally holistic friendly HR policies, Continual approach to sustainable management of resources and Building awareness of sustainability consciousness that promotes effective green impact with in as well outside the organization.

Green HRM effectively promotes environmentally friendly initiatives which result in sustainable utilization of resources not only in terms of natural but also in each and every walk of life. The Green HRM policies focus to bring about a constructive change in the collective and individual capacities to establish green organizational behavior. Green HRM creates an ambience in such a way that each and every employee is trained to be green conscious in life by being a green employee to the organization as well as a green citizen in the world. It is high time we defined ourselves not with the ability to consume but with the sustainable ability to contribute directly or indirectly to the entire nature we live in.

2. THEORETICAL BACKGROUND OF GREEN HRM

The Green awareness that spread in recent times is the result of understanding the repercussions of unsustainable practices that have been blindly affecting the global businesses, organizations across the world. The use of resources blindly without any specific vision towards the future results in dire consequences to be faced by the business world. Effective Green HR initiatives help the organizations achieve alternative methods which are cost effective and lead to better organizational growth. Efficient use of Green methods can multiply the employees' morale, productivity. The concept of not losing senior talent in the process of cutting costs provides the organization for the better utilization of their resources effectively. The necessity to make the employees aware of being environmentally friendly in the organization has become the highest order of practice in the corporate world. The effective sustainable utilization of resources has long been a necessity but it was a late discovery of the organizations that the process of maximizing profits in an organization does not mean indirectly contributing to the unsustainable utilization of resources being led by blind policies which have never foreseen the after effects.

3. GREEN HRM FOR HOLISTIC DEVELOPMENT

The definition for 'Going Green' changes, updates from time to time as it has unimaginable impact on the earth. Green practices can be started at doing almost everything in an organization starting from the way an organization advertises to communication methods to the selection of employees. Everything starts with creating awareness among the employees. The main role of HR Department is to configure each and every policy through the metal detector of Green concept so that each policy is redesigned to envision sustainability as the main aim. Holistic development refers to the development of any organization as a whole, indicating present actions impacting future of the organizational development in turn having their own

mark in the world. The term holistic development through the effective implementation of Green HRM refers to the awareness creation towards the need to going Green in each and every aspect of organization. Green awareness creation begins with framing HR policies which never distract from creating Green foot prints. The main objectives of holistic development through Green HRM are to explore and discover the most vital elements of Green policies which affect sustainability, and to combine these vital Green policies to create holistic development in the organization. Developing Green HR policies for a sustainable relationship between employees' attitude and nature promotes the first step for the effective, successful implementation of Green HRM. For example, a Green HR policy in the form of creating awareness how to reduce the consumption of energy by over seventy five percent by using LED bulbs in the office (by practically using and implementing in the office) as well as at home can dramatically reduce the consumption of energy not only at office but also at all the employees' homes giving rise to environmental sustainability. The organization's Green HR policies should instill a holistic perspective in the minds of the employees because understanding the wide spread of sustainability issues demands throwing light on interconnected ecological 'Green balance' at the same time.

4. CASE STUDY: WIPRO LIMITED

- **The inception of Wipro's Green initiatives:** In 2005 Wipro realized that it needs to concoct a green policy to control the hazardous electronic waste being dumped in illegal recycling units.

- **The Eco eye initiative:** The Eco-eye awareness set up numerous goals to reduce the firm's carbon footprint utilize its water and energy more effectively, create new methods in recycling huge waste, reduce the unnecessary use of hazardous substances, become more ecologically sustainable, and inspire all the employees to practice green methods in their work as well as personal lives. Wipro is marching forward and setting trailblazing standards in implementing ecological sustainability. Establishing carbon neutral ambience, achieving the highest possible water positive quotient in the organization, setting practicable standards in waste recycling, motivate and facilitate employees achieve sophisticated ecological footprints even in their personal lives also are one of the immediate goals of Wipro.

- **The Green Constructions:** The ultimate aim is to extend its Green initiative to physical infrastructure, Wipro envisaged the future requirement and assiduously adhered to LEED specifications, as per the model developed by the US Green Building council (USGBC). With the advent of the model developed by USGBC, many Wipro premises have been certified as Green buildings by USGBC, with the proud Platinum ratings.

- **Energy Sustenance:** Any information technology organization has to depend on data center which is the ultimate storehouse of information but the major demerit is that all the data centers are perennially power hungry the one factor that can be always the criticized by environmentalists because data centers consume high energy. Wipro embraced a global policy to replace CRT monitors with the sophisticated Full HD LED monitors saving the energy up to 76 per desktop.

- **Management of Greenhouse Gas**: It is high time the organizations understood the effect of Greenhouse gases, but Wipro stands as one of the role models to have carbon accounting and management system it its wide operations. Wipro has embraced the very best practices for sustainable development in this sector.

Under its umbrella of sustainability, Wipro has formulated five management approaches:

a) GHG mitigation along with energy efficiency

b) Water Management,

c) Recycling of Waste,

d) Conservation of Biodiversity and product stewardship.

Wipro has embraced the prominent elements for the reduction of GHG emission.

a) Energy efficiency in the current operations

b) Purchasing renewable energy

c) Generation of renewable energy

Sustainable operations at Wipro: At Wipro employees are constantly engaged through various programmes focused on creating awareness, events that are expert-curated, self-motivating, throwing light on sustainability as the highest priority at office, at home, public as well as private lives, community outreach programmes etc. Regularly sustainability risks are integrated into the firm's risk framework. The Green Computing division has a crystal-clear oversight on each and every product design that gets processed thoroughly through the Green detector ensuring sustainability as the highest priority. Sustainability measures have become the core part of Wipro's process of procurement and supply chain engagement.

Eco energy is Wipro's sister concern that had its inception in the year 2000 now has the manifold of thousand plus people strong. Its solutions resulted in Effective Energy Management, Green Infrastructure and Sustainable IT services.

Employee engagement in establishing Green ambience at Wipro: Wipro's employees are instilled the most valuable inputs about the going Green policy of the organization through the orientation programmes. The employees at Wipro are very happy to be the part of practicing and creating Green ambience at work. The green aware employees make sure the following are practiced religiously at Wipro.

- Employees turn off lights when not operative

- They don't just log off the computers and terminals and the other related equipment they make sure all appliances are turned off at the end of every day with a view to save energy.

- Office makes sure to turn off power strip after the end of the office hours.

- Always power down features are kept active on the computers and monitors to enter a sleep or low-power mode when they are not in use.

- They make sure to all the unnecessary devices are unplugged that drain the most useful energy when not in use. Eg. Mobiles, Chargers, Printers, Coffee makers etc.

- The employees don't have any mental blocks to take stairs when possible as mobility is considered as healthy approach

- Video conferencing is preferred to travel whenever possible for any relevant needs.

- Wipro created an awareness to reduce fossil fuel consumption among all the employees.

- The employees prefer mass commuting by bus to driving individual cars, vehicles which cause environmental pollution, traffic jams, space occupation on the road. Many employees residing nearby locations are encouraged to come by bicycles.

- The employees are trained to recycle paper, other paper related products.

- Wipro is strictly against using plastic carry bags and other forms of plastic disposal.

- The employees are encouraged to get habituated to Green practices even at home and personal lives.

- Innovative ideas are encouraged and appreciated among employees to reduce, recycle and sustainability is the prime focus to be observed at office.

- Awareness is created systematically among employees not to have alcohol after office and at office having fruit juice is preferred to having cool drinks with hazardous ingredients.

- Awareness towards practicing innovative meditative techniques is encouraged to reduce stress and to promote sound and healthy body as well as mind.

Suggestions:

- Trained green employees should be specifically appointed in each organization to acquire better working skills.

- Educate and motivate employees to practice green.

- Try to use other energy sources to practice green HRM in organizations.

5. CONCLUSION

Green HRM facilitates in attaining extra productiveness with minimum cost. It facilitates get rid of ecological waste and makes the nice use of refurbished HR goods, system and techniques. It targets to grow workers` engagement in a piece surroundings that permits the organization to work in an environmentally pleasant manner.

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