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# Employees Perception Towards Green HRM in Commercial Banks

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## ABSTRACT

Human resource management is one of the crucial functions of an organization. The survival of a business is greatly linked with the efficient management of manpower. This led to the growing importance of Human Resource Management. They undertake recruitments, selection, training, development, performance appraisal etc. Nowadays society is becoming more aware of environmental issues. With this growing consciousness, the organization also undertakes various environmental activities in the working environment. This has led to the emergence of Green HRM. The present study focuses on analyzing the awareness of Green HRM among employees, to identify the most common Green HRM practice carried out in banks, to analyze the employees' attitude towards Green HRM and the challenges faced in connection with Green HRM initiatives. Primary data includes a well structured questionnaire circulated among the employees in the banking sector in Kottayam municipality.

## INTRODUCTION

"We have not inherited this Earth from our ancestors; we have borrowed it from our children". The Native American proverb throws light on every human being's responsibility to preserve our environment to hand it over to the coming generation in a good condition. Businesses are the key stone upon which the world economy sustains. In the present scenario, businesses are more motivated to thrive with the major focus on 'Go Green' to sustain in the business environment. "You cannot protect the environment unless you empower people, you inform them and you help them understand that these resources are their own, that they must protect them." This is not only applicable to individuals but also to the organizations. They utilize resources of nature and they are also obliged to protect the environment and replenish the resources. The growing role of sustainable development and above all, its ecological aspect in the development of a modern company's competitive edge leads to the popularization of the question of incorporating ecological practices into the area of human resource policy referred to as Green HRM. 'Green Human Resource Management (Green HRM) refers to the policies and practices adopted to undertake environment -friendly HR initiatives resulting in greater efficiency, lower cost and better employee engagement and retention.

Green HRM is a set of policies that encourage promotion of sustainable use of resources within the organizations. It involves all workers in adopting sustainable practices and improving awareness about eco-friendly life styles. Earlier the organizations focused on maximization of profit and customer satisfaction. Now they also began to focus on reducing carbon footprints and environmental protection along with financial factors in order to survive in the corporate world. Green HRM can have a very wide scope all over the world. By going green, organizations can create a healthy work environment. The future of Green HRM appears promising for all the stakeholders of HRM, be it the employees, employers, stakeholders and even society. The twenty first century is showing a great concern to the environment irrespective of the fields. Adopting Green HRM not only reduce carbon footprints or increase green consciousness in the organization but also enhances the reputation of the firm which indeed leads to creation of a good image in the minds of its stakeholders.

## METHODS

The research design used for the study is descriptive and analytical in nature. Adoption of such a design helps to gather a clear understanding of employees' perception towards Green HRM. The study was conducted with the help of primary and secondary data. Primary data includes a well structured questionnaire circulated among the employees in the banking sector. Secondary data was collected from articles, journals and websites. For the purpose of the study, employees from various commercial banks in Kottayam municipality namely public, private and regional rural banks were chosen as the population for the study. The samples are collected through a non probability convenience sampling method from the population in Kottayam municipality .The sample size used is 90. Data collected using questionnaire was analyzed by using a simple percentage and Likert scale. Hypothesis testing was done with the help of SPSS 20 and MS Excel by applying relevant statistical tools such as Kruskal -Wallis and Friedman test.

## DISCUSSION OF RESULTS

**H0: There is no significant difference in the Green HRM awareness of employees on the basis of a) age b) type of bank**

**H1: There is significant difference in the Green HRM awareness of employees on the basis of a) age b) type of bank**

The age based and type of bank based analysis of Green HRM awareness of employees is tested using Kruskal Wallis test

As per the mean score of the responses of the employees about the Green HRM awareness on the basis of age, the mean score variation is found not statistically significant **(0.150 p>0.05)**.Thus, the researcher fails to reject the null hypothesis. Hence there is no significant difference in the Green HRM awareness of employees on the basis of age.

On the basis of type of bank, in case of Green HRM awareness of employees the mean score variation is found not statistically significant at 5 percent level of significance (**Sig. 0.430, p>0.05**). Thus, the researcher fails to reject the null hypothesis. Hence there is no significant difference in the Green HRM awareness of employees on the basis of type of bank

### 5.2.2 HYPOTHESIS 2

**H0: There is no significant difference in the opinion on the most common Green HRM practices carried out in the bank among the employees**

**H1: There is significant difference in the opinion on the most common Green HRM practices carried out in the bank among the employees**

This hypothesis is tested with Friedman's test and the output shows that switching off the light and other electronic device shows the lowest mean (**2.73**) followed by the reducing paper consumption (**3.18**). Here, the researcher rejects the null hypothesis with a conclusion that the mean rank variation is statistically significant at 5 percent level of significance (Value **of Chi-Square is 241.257 with p 0.000< 0.05**).Hence there is significant difference in the opinion on the most common Green HRM practices carried out in the bank among the employees.

### 5.2.3 HYPOTHESIS 3

**H0: There is no significant difference in the Green HRM attitude of employees on the basis of a) age b) type of bank**

H1: There is no significant difference in the Green HRM attitude of employees on the basis of a) age b) type of bank.

The age based and type of bank based analysis of Green HRM attitude of employees is tested using Kruskal Wallis test

As per the mean score of the responses of the employees about the Green HRM attitude on the basis of age, the mean score variation is found not statistically significant (**sig 0.490 p>0.05**).Thus, the researcher fails to reject the null hypothesis. Hence there is no significant difference in the Green HRM attitude of employees on the basis of age.

On the basis of type of bank in the case of the Green HRM attitude of employees the mean score variation is found not statistically significant at 5 percent level of significance (**Sig. 0.737, p>0.05**). Thus, the researcher fails to reject the null hypothesis. Hence there is no significant difference in the Green HRM attitude of employees on the basis of type of bank.

### 5.2.4 HYPOTHESIS 4

**H0: There is no significant difference in the factors that can act as challenges while practicing Green HRM among employees.**

**H1: There is significant difference in the factors that can act as challenges while practicing Green HRM among employees**

This hypothesis is tested with Friedman's test and the output shows high cost shows the lowest mean (**2.68**) which is followed by absence of knowledge and awareness about Green HRM (**3.01**). Here, the researcher rejects the null hypothesis with a conclusion that the mean rank variation is statistically significant at 5 percent level of significance (Value **of Chi-Square is 382.910 with p 0.000< 0.05**).Hence there is significant difference in the factors that can act as challenges while practicing Green HRM among employees.

## CONCLUSION

It is high time people need to adopt Green practices to save the environment. Greening employees from top to bottom is not an easy task, but a pro environmental plan and implementing Green human resource management (GHRM) practices practically has produced a positive result toward the Green environment. Through Green HRM organizations may not only be aiming at providing finished goods and services but also contributing towards serving the planet from environmental degradation which is also part and parcel of corporate social responsibility. Without nature, nothing survives .So it is necessary to protect nature .Business firms and organizations can contribute towards this aim by incorporating Green HRM in their organization.

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