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A Study on Green HRM Practices in FMCG Organization

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ABSTRACT

Green Human Resource Management as a research field includes all aspects and practices of HRM that pursue the goal of environment sustainability. Our main objective of doing this research is to provide awareness about HRM. For this research we conducted a survey among top and middle level employees of FMCG organization. In our survey we find out most of the people are interested in making their organization green and paperless.

KEY WORDS: Green HRM, Sustainability, HRM practices, paperless.

INTRODUCTION

Green HRM is becoming a popular topic in the present world for many reasons such as excess consumption of natural resources and raw materials by different commercial organizations and industries. The exploitations of natural resources globally have led to serious issues like global warming, depletion of ozone layers and increase of CFC and CO₂ in the atmosphere. To reduce all these There is a growing need for the integration of environmental management into Human Resource Management (HRM) practices. Such effort is known as the Green HRM initiative. Green HRM involves two essential elements: environment friendly HRM practices and preservation of knowledge capital. Green initiatives should be a part of corporate social responsibility. Employees at all levels need to be involved in green initiatives. Before proceeding further let us see what green HRM :it is the use of HRM policies to promote the sustainable use of resources within the organization and more generally promotes the cause of environmental sustainability. For long term sustainability and development firms should not only focus on profit maximization but also actively take into consideration all environmental and social aspects which are affected and controlled by them. For future generation we must protect our environmental resources that they can thrive on it, the concept of green Human resource management pursues us to understand the need of balancing industrial development for profit and wealth creation and protecting our natural environment. For application of green HR, the vital elements are environmentally friendly HR practices and the preservation of knowledge capital, it also needs technical soundness, good managerial and influential skills between employees and upper management to develop innovation-focused environmental initiatives and programs that have an imperative impact on the sustainable competitive advantage of firms. For the implementation of green HR practices there should be training programs aimed at raising the employees' environmental consciousness. Course materials should be designed in such a manner that it should address towards the development of go green initiative and foster the innovation for implementation of green HRM. For motivation to use and implement green HR practices there should be parameters in performance appraisal one can also include incentives or token of appreciation on use of green HRM practices.

GREEN HRM PRACTICES

Green Recruitment and Selection- This is a procedure by which management attract and hire candidates with attitude, behaviour, knowledge and skills that adheres with managing the environment of an organization.

Green Training and Development - Green training and development is defined as the process of equipping employees with working approaches that ensure adequate resource utilization, reduce waste, energy conservation, and environmental degradation cause reduction.

Green Health and Safety Management-A sustainable health and care system is achieved by delivering high quality care and improved public health without exhausting natural resources or causing severe ecological damage.

Green Orientation- The approach, framework, and practices of corporate environmental management is for choosing the contender for the posts, the organizations should give the important orientations. In certain occasions, organizations show explicit green acceptance to their newcomers. They draft new employees about environmental direction programs explicit to their employments.

Green proposal appraisal system- The approach, framework, and practices of corporate environmental management is for choosing the contender for the posts, the organizations should give the important orientations. In certain occasions, organizations show explicit green acceptance to their newcomers. They draft new employees about environmental direction programs explicit to their employments.

Green compensation and reward system- The salary part can be used to push workers to change behaviour to achieve green execution. Salary and reward system promise the green management. The salary package may modify based on the green capabilities and achievements. Monetary and non-monetary-based prizes can be used for employee green achievements. Money-based rewards can be based on commitments to the environmental management. Salary increases, monetary incentives and types of rewards can be considered.

OBJECTIVES

1. To study the need and awareness level of employees towards green HRM activities
2. To the study various green HRM practices in FMCG organization
3. To give suggestions to enhance effectiveness of green HRM practices in an FMCG organization.

LITERATUTRE REVIEW

Ragas et al. (2017) shows that the implementation of GHRM has an effect on an employee's lifestyle and also to their job performance and it suggests that organizations can contribute to the environment and also maintain employees' good performance. Chaudhary (2018) presents that GHRM was found to relate significantly with JPI of prospective applicants and OP mediated the above linkage, environmental orientation (EO) was found to significantly moderate the association of GHRM with JPI, however, gender failed to add to the understanding of the above relationship.

Yusliza et al., (2019) found a significant positive relationship between top management commitment and CSR, as well all dimensions of GHRM, however, counterintuitively, the relationship between CSR and GHRM was found not to be as significant as expected (except for CSR and green analysis/job description), which can be explained through the emerging perspective that CSR and HRM should be linked.

Al-Minhas et al. (2020) present the resulting model includes expanded components of GHRM (training, development, compensation, awards and recognition, recruitment, and performance management) and of sustainable green logistics (transportation and shipping, warehousing, packaging, and reverse logistics), categories of shipping and transportation include the following facets: transportation intensity, modal split, emissions intensity, energy efficiency, and vehicle utilization efficient.

Research Methodology

Sample size - The responses were distributed amongst 41 employees and 31 responses were received.

Research design – Descriptive Research Design

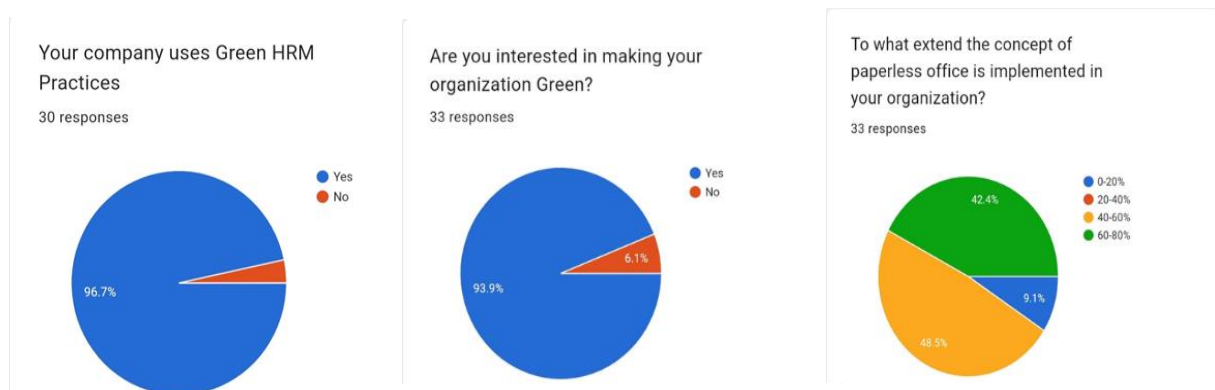
Sampling techniques - Convenience sampling

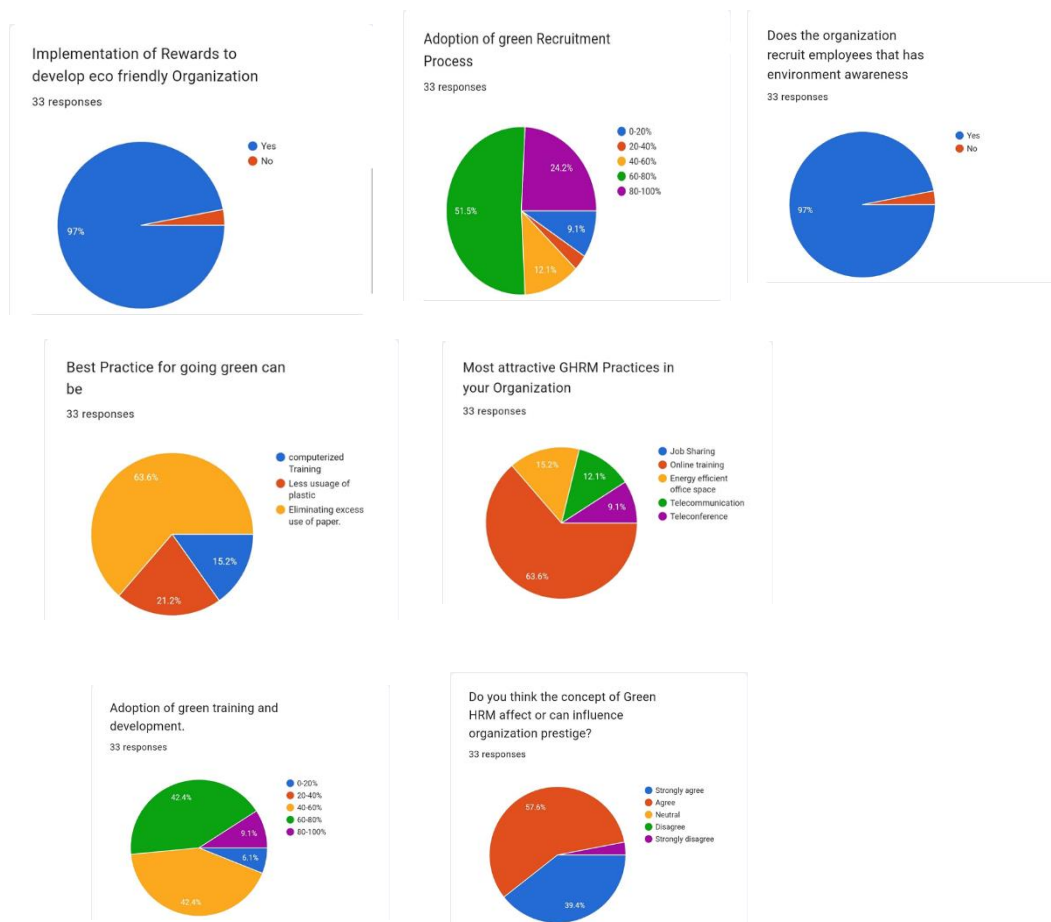
Source of data - Primary and secondary

Statistical tool used - Percentage analysis

Data presentation – Pie chart

DATA ANALYSIS





FINDINGS

- According to survey conducted, most of the people promote Green GHRM practiced in their organization.
- The organization has successfully adopted the green recruitment practices with up to on extend (30% to 60%)
- The concept of paperless office is moderate I.e. about 40-60%.
- Environ After conducting the online survey among 30 respond and analysing the data the following facts can be derived:
- Majority of people are interested in making their organization green.
- A mental awareness plays a crucial role in in recruitment of employees i.e., about 96.8%.
- To promote the ideas of green practices the step taken by the organization is rewards implementation which is quite effective as per response i.e. About 96.8%
- However, the concept of paperless office is underway, but the organization still thinks that the best way to practice green HRM is elimination of paper use.
- The organization is approximately quite aware about adopting green training and development (i.e., 40%to80%).
- The organization has strong belief that green HRM can affect and influenced the organization prestige.
- The most attractive green HRM practices of all is online training according to survey conducted (about 64.5%).

RECOMENDATION

From our study we find some new HRM practices should be adopted companies: -

1. The business world has become increasingly aware of the significant role played by green building while dealing with environmental issues.
2. Green buildings also serve also serve as a platform for financial Saving for organization as their construction and engineering involve low cost.

3. Paperless office is a workplace where the use of paper is either restricted or eliminated by converting important official documents and other papers into automated workflows.
4. To provide more efficient and eco-friendly services, offices around the world have implemented several energy conservation initiatives to reduce the environmental impact.
5. As a part of their green initiatives, several organizations are implementing recycling program to increase the number of recycled products and decrease the amount of waste.
6. In the race of attracting most creative and innovative employees, companies increase their recruiting potential and they are trying to attract the talented employee by providing environmentally friendly practices.
7. By increasing the awareness among the individuals working in the organization about the Green HRM concept, green practices, proper utilization of natural resources and retain the natural resources for our future generation Central Government and State government give subsidy and offer tax incentives and rebates.

CONCLUSION

1. From the above findings and researches it can be concluded that with an appropriate planning, controlling, organizing and leading we can implement green HR practices in organization.
2. Most popular outcome of green HR practices include: telecommuting, online training, teleconferencing electronic filing, and virtual interviews, job sharing, recycling, and developing more energy efficient office spaces.
3. Society becoming more environmentally conscious, businesses are starting to include green proposals into their everyday work environment.
4. Though it's tough in initial stages to implement green HRM practices but once they are implemented company gains sustainability and competitive advantage through ensuring corporate social responsibility. Thus, firms should adopt green HRM practices into day-to-day HRM activities.

Green HRM requires a complete commitment to implementing the Green Business concept. Companies use Green HRM to promote environmentally friendly behaviour. Culture for all employees by instilling environmental values in them the overall function of HRM functions, which include re-employee development, recruitment and selection activities and training, employee empowerment and participation, performance evaluation, incentive system, and occupational health and safety.

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