

GREEN HR MANAGEMENT: DRIVING PROFIT THROUGH CARBON REDUCTION

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Abstract

The fading Arctic, the melting Himalaya, the dying rivers, we have no choice but to stand up and work for environment. Can there be a dispute whether chose environmental initiatives or profitability. The paper unfolds **WWF** report, where working with US companies, it revealed the massive profitable earned by companies while complying with green in **3% solution**. The paper also suggests various green HR management.

Keywords: 3 % solution, green environment, Green HRM, Carbon emission.

Introduction

The India's new companies' act of 2013 has introduced new provisions in its act. Q`11Corporate Affairs has notified in Section 135 and Schedule VII of the Companies Act, along with the Corporate Social Responsibility Policy 2014, suggests that companies worth Rs 500 crore or more, or with a turnover of Rs. 1000 crore or net profit of Rs. 5 crore or more, must observe CSR activities. The new provision says of spending 2% of their profit in CSR activity.CSR means returning the favours to the society and environment that is providing raw material, human resources fuel and energy to the company.

Green Human Resource Management

Incorporating green HRM in the day to the operation of the organisation is the necessity of the world. Weaving environmental activities with organisational policies, plans and budgets. Green HRM stems out from CSR activity, of striving hard towards sustainable development. Human Resource happens to the most active factor of production, which should be trained and motivated towards green policies. **Green HRM means aligning HR activities with the green environmental management.** Sustainable development is a much talked subject, means the challenge is to convert "talking green" to "acting green". **It involves inclusion of green practices into traditional HR practices.** Companies have different perspective to it, some believes friendly environmental initiatives to lessen cost, carbon emission and enhance

efficiency, some believes directing employees organisational activities into environmental awareness.

Green Human Resource Engagement:

Incorporating green management into the everyday language and fabric of the organization is a growing phenomenon, of incorporating green credentials with opportunities to attain competitive advantages. The organization has to build ‘green’ in their strategy and core belief. It is the duty of the organization to create awareness in the employees. Here are some of the initiatives that can be taken.

Green HR management planning: Green HR management planning includes

- Planning and anticipating the requirement of employees required to carry the environmental program and initiatives.
- Forecasting the requirement of experts, consultants required possessing the knowledge of green environment initiatives

Recruitment: It is required to create jobs with proper job description requiring recruiting people required to do ‘green’ task. E –recruitment or online recruitment must be followed. It is also called web based recruitment.

The following shows some suggestion and steps already in practices.

- Including duties, responsibilities relating to environmental issues in the job profile.
- Incorporating environmental practices in job description.
- Designing new jobs and post relating to green in the organisation.
- Adding green environmental knowledge as recruitment criteria.
- Making it compulsory to become green employer.
- Informing the candidate applying for jobs that preference will be given to candidate possessing environmental knowledge and will be considered as his competency.
- The job advertisement must possess the concern over environmental issues and necessary criteria for recruitment.

Selection: After the selection of the new employee the following green environmental steps can be taken.

- Providing green induction training to newly appointed employees.
- Teaching and making the employee familiar with the steps and efforts that can be taken towards green working.

On- line training: Online training must be given to existing and new employees on topics like chemical toxins, heavy metal, water diversity, energy and waste management. Environmental education is being included in MBA curriculum in countries like China. Providing environmental projects connects people with the ‘green’

Some suggestion as follows.

- Providing green training to employees.
- Job rotation should be used to make the employees green employees and green managers.
- Learning and adapting environmental best friendly practise.

Green HR performance evaluation:

- Establishment of green audit and environmental management information system (EMIS)(Wells et al, 1993; Carpenter, 1994; Schwalm,1994; Milliman and Clair,1996) Forming environmental performance standards.(Milliman and Clair, 1996; Renwick et al, 2008; Renwick et al, 2013
- Measuring employees green performance with the set standards.
- Measuring green efforts taken by employees.
- Involving green efforts in appraisal.

Green reward management: The following steps can be taken by the corporate. Which includes rewarding pooling and usage of bicycles, Waste management, Paperless offices.

Green work culture. The following steps can be taken by corporate.

- **Green office:** Offices should have green garden, using natural fertilizers. Employees must be encouraged to give time in office garden.
- **Save electricity,** by using natural lights during day time.
- **Waste management, water management, less carbon emission.**

Green discipline: Discipline and code of conduct must be observed to strictly followed to implement green management like,

- Imposing penalties on green violation.
- Penalties for green environmental management breaches.
- Green whistle blowers.

Amazing Green HR techniques.

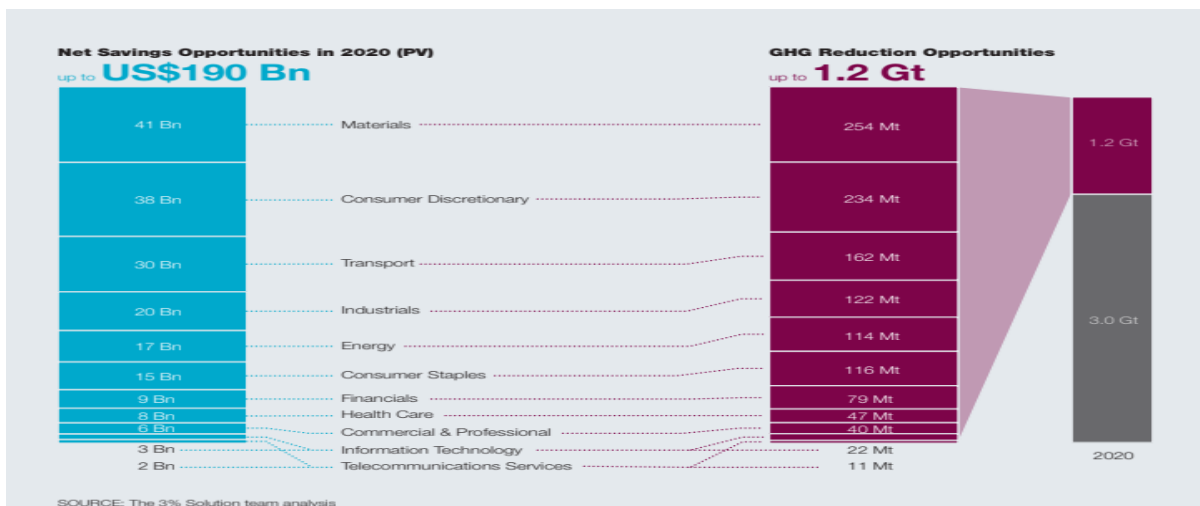
1. **Google:** The giant search engine has taken an amazing step in reducing carbon emission by employing goats to graze the campus garden for cutting grass. A herder brings 200 goats to graze and cut grass.
2. **Hero Motocorp:** Hero motoCorp has green roof, bio walls and green building. It helps to conserve energy, maintain temperature reduce the storm water runoff volume and peak flow rate dramatically. Green house using hydroponic technology uses less water for irrigation reduces carbon dioxide. They grow their organic vegetables to be cooked in the canteen. Waste food recycling in manure reduces release of methane in air. It uses water based painting system, water harvesting and various endeavours to lessen carbon emission.
3. **ITC:** For the first time in India, ITC launched a multipurpose “Paper kraft Premium Business Paper for office and home use using a new technology called “Ozone Treated Elemental Chlorine Free Technology”. It has its world’s greenest building in Gurgaon.
4. **Infosys:** Infosys a leading IT company has been awarded the LEED (Leadership in Energy and Environmental Design) India 'Platinum' rating by Indian Green Building Council (IGBC) for its Software Development Block 1 (SDB 1) at its Pocharam campus in Hyderabad. It received *'Best Practices Guide for High Performance Indian Office Buildings'* by Lawrence Berkeley National Lab, a U.S. Department of Energy (DoE) National Laboratory. Researchers from Technical University of Braunschweig, Germany. It highlights are 90% natural daylight in the campus. 40% efficiency in energy management. Efficient recycling of aluminium, glass plywood etc. It has planted 80,000 trees in campus.
5. **Green Electric:** The Company uses six sigma techniques for optimizing their operation to improve their social and environmental.

6. **Hewlett Packard:** Product take back program, green packing and integrating design.

Conclusion

3% solution Driving Profits Through Carbon Reduction by WWF.

WWF works with the US companies to bring down the carbon emission. The target of WWF is to keep on staying the temperature below 2 degree; the US sector must reduce annual green house gas emission in 2020 by 1.2gig tonnes of CO₂e from 2010 levels. This is equivalent to annual reductions of approximately 3 percent per year across the US corporate sector. Based on this analysis, The 3% Solution can create a present value (PV) of net savings up to US\$190 billion in 2020 for the US corporate sector⁵, excluding utilities. Between 2010 and 2020, the net present value (NPV) could be as high as \$780 billion. Between 2010 and 2020, the US corporate sector can unlock up to \$1.26 trillion (PV) in savings. Unlocking those savings would require capital expenditures of approximately \$480 billion (PV), resulting in a net present value (NPV) savings of up to \$780 billion.



Source: https://www.tias.edu/docs/default-source/documentlibrary_fsinsight/report-the-3-percent-solution.pdf

The table above shows the analysis done by WWF, where it shows the worth dollar can be saved by green approaches. Country like India should also concentrate on this report and work more seriously towards green corporate and reduction of carbon emission.

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