

To Study the Employee's Perception towards Green HRM Practices with Special Reference to Medium Scale Manufacturing Industries during Pandemic in Pune City

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ABSTRACT

Green practices are good to sustain the resources in business organization. Now a days many manufacturing industries promote the green HRM practices in Pune city during Pandemic. It is a responsibility of every organization to adopt these kinds of practices to make environment ecofriendly. Green HRM focuses on functions of Human Resource Management. Present paper tries to identify the perception of employees towards implementing Green HRM practices in to Manufacturing Industry. Primary data was collected from 95 employees of manufacturing Industries through structured questionnaires using Multistage Sampling Method. A statistical technique such as ANOVA is used for data analysis. Finally, the paper suggests some environmental benefits and employee's perceptions about the green practices.

Keywords:- *Green HRM, Green HRM Practices, Sustainability.*

1. INTRODUCTION

HRM plays a vital role to create sustainability culture among employees. Considering the todays situation this is a primary need of business organization. Employee have to be responsible about ecofriendly environment along with their job's roles and responsibilities. It's an organization moral responsibility to create awareness among employees about green HRM practices and effectiveness which result lower print cost, online training, meeting through video conferencing, Job sharing, virtual interviews, improve efficiency, recycling, Mail Communication, encouraging employees to save electricity like light, fan when not in use. Green HR using environment friendly

practices and encourage their employees for their career development and sustainability.

The aim of this research was to find out perception of employees about Green HRM Practices in Manufacturing Industry.

The latest research is broken down into five parts. The study's background was established in the first part. The second section goes into numerous literature reviews and methodological methods used by researchers all over the world. The study's methodology and analysis variables are presented in the third section. The study's results and conclusions are presented in the fourth section, along with a discussion of the study's success in answering the numerous research questions.

Finally, section five summarizes with conclusion.

2. GREEN HRM

Green human resources refer to victimization each employee bit point/interface to push sustainable practices and increase employee awareness and commitments on the problems of sustainability. (G, Mandip 2012). It involves enterprise environment-friendly HR initiatives leading to bigger efficiencies, lower prices and higher employee engagement and retention, that successively, facilitate organizations to scale back employee's carbon footprints by the likes of electronic filing, car-sharing, job-sharing, video conference, and virtual interviews, recycling, teleworking, on-line coaching, energy-efficient workplace areas, etc.

Green HR initiatives facilitate firms realize other ways to cut prices while not losing their prime talent. specialize in green HRM as a strategic initiative promotes sustainable business practices.

From the definitions declared on top of, it is often all over that green HRM needs the participation of all the organization's members to make and keep the organization green.

Benefits of green HRM

Green HRM focuses on environment-friendly HR initiatives that are leading to following benefits:

1. Helping organizations to bring down prices while not losing their talent
2. It helps in achieving higher employee's job satisfaction and commitment that ends up in higher productivity and sustainability.
3. Create healthy and environment friendly culture.

4. Improve retention rate and employee engagement activities.
5. Improvement of attracting better talent.
6. Reduction in cost.
7. Create good image and increase business opportunities.

Today, most educated and wealthy customers prefer companies' products who's adopt environmental standards. Organizations following environment-friendly human resource policies are also hugely promoted.

3. GREEN HRM PRACTICES

Following are some of the green HRM practices that can be adopted by medium Manufacturing companies in Pune to go green.

1. **Green job design and analysis:-** These days, some organizations have incorporated social and environmental tasks, duties and responsibilities as way as doable in every job to protect the environment. Nowadays several organizations have designed environmental involved new jobs or positions so as to focus completely on environmental management aspects of the organizations. From the HRM point of view, it's very a valuable initiative to protect the environment. [Arulrajah ,Opatha and Nawaratne 2015].
2. **Green printing:-** Printing papers results in enhanced usage of paper, toner wastage and greenhouse emission. Organizations are currently adopting "pre-ton" saver, a software package which might scale back paper demand by 20% and toner and ink demand by 50 % without degrading the quality of output.
3. **Green Recruitment:-** Many of the organization using social media or website to giving their advertisement. This is very fast and easily work.
4. **Green Training: -** Organization uses various video conferencing tools to deliver the training. Training has more soft material rather than hard copy it will help to save the papers.

5. **Green Performance Appraisal:-** Green practices it will one of the key performance area. They will encourage the employees to use green practices.
6. **Green Compensation and Reward:-** Compensation and reward system directly link with use of green skills.
7. **Recycle:-** Recycling the waste material namely, plastics, papers, glass etc.
8. **Emailing:-** Communicate task and important messages through emailing to avoid personal contacts.

4. LITERATURE REVIEW

- **Bangwal and Tiwari (2015)** Discussed the techniques and policies adopted in the field of HRM are solely to encourage employability. Organizations also face difficulties in maintaining a healthy atmosphere when controlling their workforce. Making a link between HRM and the environment is not easy, but it is critical hence, Green HRM has been implemented and is being used all over the world to encourage environmentally sustainable jobs. Different Green HRM activities will emphatically cultivate employees' willingness, inspiration, and dedication to contribute their energies and ideas to the greening of their organisation.
- **Arulrajah ,Opatha and Nawaratne (2015)** It has been widely acknowledged that the existing literature needs to be expanded further from the viewpoint of Human Resource Management functions (HRM). It shows that much of the previous research in integrating environmental management with HRM centred on a few functions of HRM such as recruiting, training and development, performance assessment, and reward management.
- Environment HRM through HRM has more scope for enhancing the environmental performance of an organisation. As a result,

this analysis integrates a variety of HRM functions in order to investigate the green HRM activities associated with each role. The review's results described and highlighted many green HRM activities across the HRM's 12 functions.

- **Swaty and Silky Madan (2016)** focused on few fundamental aspects related to Green HRM. They discussed that go green has become new trend in 21st century to increase the environmental awareness.
- **Kaniz Farzana (2020)** discussed Organizations are becoming more mindful of the importance of adopting green jobs practises in order to turn themselves into green organisations. The main focus of this research was on how organisations turn their HRM roles into green practises. It also looked at a number of recent studies to assess the causes, advantages, and obstacles that today's organisations face when it comes to adopting green HRM.

5. OBJECTIVES OF THE STUDY

- 1) To study the existing green HRM Practices in Manufacturing Industries.
- 2) To study the employee's perception towards Green HRM Practices

6. HYPOTHESIS

Ho: - Effective use of Green HRM practices has no significant effect on employee overall behavior.

H1: - Effective use of Green HRM practices has significant effect on employee overall behavior.

7. RESEARCH METHODOLOGY

The sample were obtained from population in the manufacturing sector in Pune city. Employees who use their expertise and knowledge in their organisations make up the study's population. The respondent who took

part in this study worked in the manufacturing industries with special reference to medium enterprises. A total of 100 questionnaire were distributed and 95 usable questionnaires were received due to this pandemic situation by using Multistage Sampling Method. Data Analysis done though Excel using ANOVA.

LIMITATIONS

The major limitations of this research are time lack of available of data due to

pandemic situation and the researcher focuses only on the manufacturing sector employees.

8.ANALYSES AND RESULTS

ANOVA single factor using Excel were the quantitative tools used to analyse the details. The aim of the expressive analysis was to get a sense of the respondents' reactions to the questions. This research has discovered a direct connection between green HRM activities and employee perception.

Table 1.1 Final result using ANOVA

SUMMARY						
Groups	Count	Sum	Average	Variance		
Column 1	95	425	4.473684211	0.315789		
Column 2	95	450	4.736842105	0.195969		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	3.289473684	1	3.289473684	12.85558	0.000428815	3.891398
Within Groups	48.10526316	188	0.255879059			
Total	51.39473684	189				

Since, Significant value is 0.0004 which is less than the standard value of 0.05, we reject null hypothesis and presume that the implementation of effective green HRM practices has significant impact on employee's overall behaviour.

9.CONCLUSION

The aim of this paper is to demonstrate how Green HRM can benefit and effect on employee's overall behaviour and their organisations' environmental practises and actions. Employees learn various things using technology such as E- Recruitment, E- Training, Green Appraisal, E-Notices, E- Communication, Job Sharing etc. during lockdown, this is only possible by using Green HRM Practices.

Human resources play a critical role in the management of employees from the time

they join the company to the time they leave. Now that the company is working on going green, the human resource department has the added responsibility of going green in addition to HR policies. It is the duty of Human resource management to create awareness of Green HRM practices among existing employees and encourage their workers to help the company mitigate the causes of environmental change by participating in the sustainability movement, implementing green policies and practises, and conserving resources for future generations. Employees' willingness, inspiration, and dedication to contribute their efforts and ideas to the greening of their company can be developed through green HRM.

Green HRM activities boost employee productivity, which can help save the environment, which is good for both the business and the employee.

The following are some of the advantages that an individual and a company will gain from incorporating green HRM in the workplace:

Improvements in resource sustainability:-

Increased understanding of the Green HRM philosophy, Green practises, proper use of natural resources, and preservation of natural resources for future generations among those working in the organisation.

Increase retention rate:- Organizations that are unaware of the green definition, green practises, and green policies may lose talented or creative workers to companies that have adopted Green Practices or have built a reputation as an environmentally friendly organisation with socially responsible rewards. Subsidies for electric vehicles and solar power systems are only a few of the benefits. Improved employee loyalty to the enterprise and work retention are two of the advantages of this strategy.

Environmental activities that degrade the environment are being reduced:- Through adopting Green HRM activities in both the work and personal domains, you can stop wasting resources.

Increased Commercial Prospects:- organizations/agencies, commercial companies organisations to meet clear green criteria Those principles are only approached by certain government/semi-government and non-profit organisations.

Improved public perception:- Most people are far more aware of eco-friendly activities and draw toward organisations that follow green management practises rather than organisations that damage the environment by using environmentally friendly practises and products, applying the Green idea.

The ability to recruit better workers has improved:- Companies are increasing their hiring potential in the race to attract the most

imaginative and inventive workers, and they are attempting to attract skilled employees by offering environmentally friendly activities, such as GE painting themselves in green.

Productivity has increased:- Green HRM focuses on practises for resource sustainability that result in increased efficiencies, less waste, improved job-related attitudes, improved work/life balance, lower costs, and improved employee efficiency. As a result, it increased employee loyalty and work satisfaction toward an organisation, resulting in increased efficiency for both parties.

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