



## HARMONIZING GROWTH: GREEN HUMAN RESOURCE MANAGEMENT STRATEGIES IN INDIAN CORPORATES

**S.Aasritha,**

Student, Department of Management,  
St Marys College, Hyderabad.

**Dr.D.Kanthi Sree,**

Assistant Professor, Department of  
Management, St Marys College, Hyderabad.

### **ABSTRACT:**

*With increasing global concerns regarding climate change and environmental sustainability, organizations in various sectors are integrating eco-friendly practices into their operations, including HRM. As global concerns regarding climate change and environmental degradation intensify, organizations across various sectors are compelled to integrate eco-friendly practices into their operations, including HRM. Through a comprehensive review of existing literature and empirical studies, this research highlights the emergence and evolution of Green HRM in the Indian corporate landscape. The intellectual explores the distinctive characteristics and challenges faced by Indian companies in implementing Green HRM strategies. The report examines case studies and survey data to determine the main factors that influence, hinder, and provide guidance on sustainable HRM practices in India. Moreover, the abstract emphasizes the need for tailored approaches to Green HRM that align with the socio-cultural context and economic realities of India. Drawing insights from successful initiatives and innovative interventions, the research offers practical recommendations for integrating environmental sustainability into HRM policies and practices. It also underscores the potential benefits of Green HRM, including enhanced employee motivation, organizational reputation, and long-term competitiveness. In assumption, this abstract advocates for a holistic and proactive approach to Green HRM that transcends regulatory compliance and reflects a genuine commitment to environmental stewardship. By embracing sustainable practices and fostering a culture of ecological responsibility, By balancing development with environmental protection, Indian corporations can help create a better, more sustainable future.*

**Keywords :** Green Human Resource Management, Sustainability, Indian Corporates, Environmental Responsibility

### **INTRODUCTION:**

There is a growing need in today's corporate world to include environmental sustainability into operational procedures. With the growing recognition of climate change and ecological degradation, businesses worldwide are under pressure to adopt eco-friendly strategies that not only ensure profitability but also contribute to the well-being of the planet. Because of this, the idea of Green HRM emerged as a need for a sea change in how companies handle their human resources. Unlike conventional HRM approaches, Green HRM expands its scope to encompass environmental considerations, thereby aligning organizational objectives with broader ecological imperatives. The purpose of this article is to shed light on the changing environment of Green HRM in India by conducting an extensive literature review, case study analysis, and empirical research. By doing so, it hopes to provide insights into the revolutionary process that businesses are undergoing as they embrace sustainability. Furthermore, this introduction underscores the pivotal role of organizational culture, leadership commitment, and employee engagement in fostering a green



organizational ethos. It underscores the importance of leadership in spearheading sustainability initiatives and nurturing a culture that values environmental stewardship as a core organizational value. This paper delves into the realm of Green HRM strategies within the context of Indian corporates, aiming to explore how these organizations harmonize growth with environmental consciousness. As India stands as one of the world's fastest-growing economies, its businesses face unique challenges and opportunities in embracing sustainable practices while ensuring competitiveness and profitability. Furthermore, this introduction outlines the key objectives and scope of the study, emphasizing the need to understand the drivers, barriers, and best practices associated with the adoption of Green HRM strategies in Indian corporates. By exploring the existing literature, empirical studies, and case examples, the research endeavors to shed light on the emergence and evolution of Green HRM practices in India. Additionally, introduction underscores the significance of organizational culture, leadership commitment, and employee engagement in fostering a green work environment.

### **REVIEW OF LITERATURE:**

This section provides a comprehensive review of existing literature on Green HRM strategies in Indian corporates, aiming to elucidate the key themes, trends, and empirical findings in this domain. Conceptual Framework of Green HRM: Scholars such as Renwick, Redman, and Maguire (2013) have proposed a conceptual framework for Green HRM, delineating its core components and mechanisms. Drivers and Motivations: Several studies have identified various drivers and motivations prompting Indian corporates to adopt Green HRM practices. These include regulatory pressures, stakeholder expectations, competitive advantages, and ethical considerations (Singh & Ahuja, 2019). Organizations perceive Green HRM as a means to enhance corporate reputation, attract environmentally conscious talent, and mitigate environmental risks associated with their operations (Sahu & Garg, 2017). Moreover, the complexity of environmental regulations and the absence of standardized metrics for measuring green performance pose additional challenges for organizations. Best Practices and Case Studies: Several case studies have documented best practices and exemplary initiatives undertaken by Indian corporates in integrating sustainability into HRM practices. For instance, Infosys, a leading IT services firm in India, has implemented green training programs, eco-friendly workplace policies, and initiatives to reduce carbon emissions (Kumar & Joshi, 2018). According to research (Bansal & Deshmukh, 2020), one of the most effective ways to encourage a sustainable culture in the workplace is to help employees feel more responsible for the environment, give them opportunities to get involved in sustainability projects, and reward them when they do the right thing. Researchers advocate for the development of green performance metrics, sustainability reporting frameworks, and stakeholder engagement processes to assess the environmental impact and organizational outcomes of Green HRM initiatives (Kumar & Puranik, 2019). In conclusion, the review of literature underscores the growing significance of Green HRM in Indian corporates and highlights the multifaceted nature of this phenomenon. By synthesizing theoretical insights, empirical findings, and practical case studies, this review

provides a nuanced understanding of the drivers, barriers, best practices, and measurement frameworks associated with Green HRM strategies in the Indian context. Best Practices and Case Studies: Case studies offer insights into best practices and successful implementations of Green HRM in Indian companies. For instance, organizations like Tata Group and Wipro have implemented green initiatives such as eco-friendly workplace policies, green training programs, and employee engagement activities (Kumar & Joshi, 2018). These case studies highlight the practical application and positive impact of Green HRM strategies. As per (Bansal & Deshmukh, 2020) Scholars advocate for the development of green performance metrics, sustainability reporting frameworks, and stakeholder engagement processes (Dr. Naveen Prasadula 2023). These tools enable organizations to monitor their environmental performance and track progress towards sustainability goals. In summary, the literature on Green HRM in Indian corporates underscores the importance of integrating environmental sustainability into HRM practices. By understanding the drivers, challenges, best practices, and measurement frameworks associated with Green HRM, organizations can effectively implement strategies that promote both environmental stewardship and organizational success.

### STUDY OF SCOPE

**"Harmonizing Growth: Green Human Resource Management Strategies in Indian Corporates"** covers a lot of ground, including the following aspects:

**Focus on Indian Corporates:** The study specifically examines Green HRM strategies within the context of Indian corporations. It delves into the unique challenges, opportunities, and dynamics that characterize the Indian business landscape concerning environmental sustainability and HRM practices.

**Exploration of Green HRM Concepts:** The theoretical underpinnings, guiding principles, and ideas of Green HRM are the focus of this research. It seeks to understand how Green HRM integrates environmental considerations into HR practices and contributes to organizational sustainability and growth.

**Identification of Drivers and Motivations:** The study identifies and analyzes the drivers and motivations behind the adoption of Green HRM strategies in Indian corporates. This includes regulatory pressures, stakeholder expectations, competitive advantages, and ethical considerations that influence organizations to embrace Green HRM practices.

### STUDY OF OBJECTIVES :

1. To have a strong interest in Green HRM and would want to fully grasp its ideas, theories, and concepts.
2. To involve exploring how Green HRM integrates environmental sustainability into HR practices and contributes to organizational growth and sustainability.
3. To Explore Drivers and Motivations: The study seeks to identify and analyze the drivers and motivations behind the adoption of Green HRM strategies in Indian corporates.

### RESEARCH AND METHODOLOGY :

The research on "Harmonizing Growth: Green Human Resource Management Strategies in

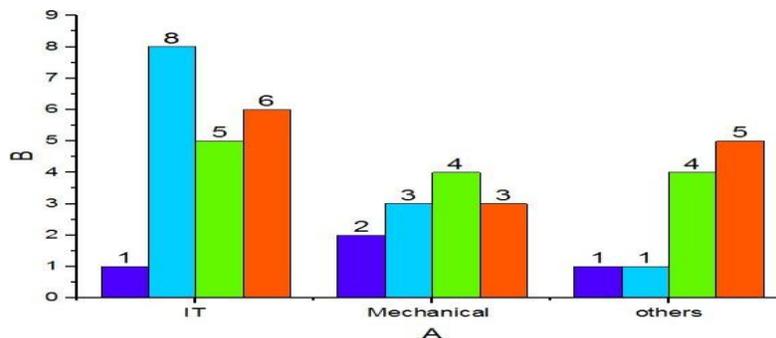
Indian Corporates" employs a structured approach to investigate the adoption, challenges, and outcomes of Green HRM strategies in Indian corporations. In order to back up the research, all the necessary data was gathered from two surveys and then examined. The data was examined with the help of SPSS. Examining Current HRM Practices in the Business World and Assessing Them Using the Green HRM Framework. The purpose of this questionnaire is to collect data on current HRM practices and compare them to the Green HRM concept. The aim was met by posing twenty-eight questions to the staff. Information gathered from 43 workers in the mechanical, IT, and other sectors. See the attached questionnaire in the appendix.

**Examining Current HRM Practices in the Business World and Assessing Them Using the Green HRM Framework**

The purpose of this questionnaire is to collect data on current HRM practices and compare them to the Green HRM concept. The aim was met by posing twenty-eight questions to the staff. Information gathered from 43 workers in the mechanical, IT, and other sectors. See the attached questionnaire in the appendix. Awareness About the Term Green HRM

	Substantial	Some	Little	None	Total
IT	1	8	5	6	20
Mechanical	2	3	4	3	12
others	1	1	4	5	11
percentage	9.30	27.91	30.23	32.56	100

**Table 1: Term "Green HRM" Awareness**



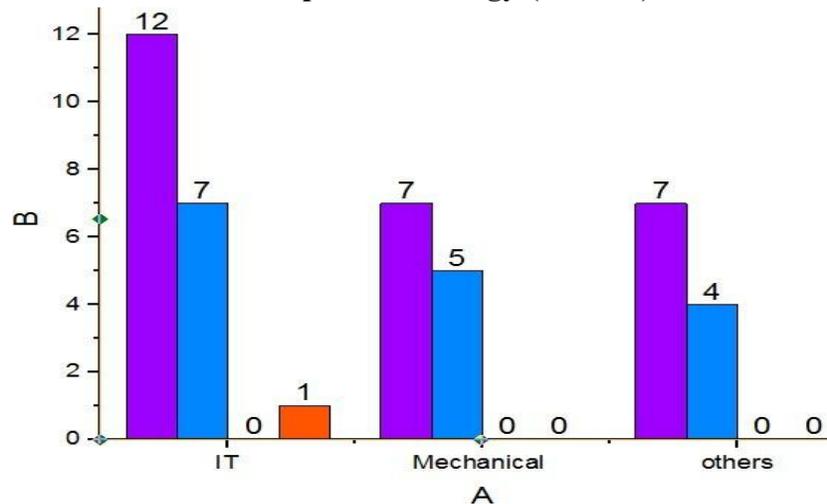
**Figure 1: Term "Green HRM" Awareness**

Employees' familiarity with the phrase "Green HRM" is seen in Table 1 Only 20 of IT workers, 12 of mechanical workers, and 11 of workers in other sectors had a good grasp of what the phrase "Green HRM" means. Workers in different fields don't know what the word means. Just under half of the people working in the information technology and mechanical sectors have no idea what "Green HRM" is, while the other half have a vague idea.

**Energy Consumption**

	Substantial	Some	Little	None	Total
IT	12	7	0	1	20
Mechanical	7	5	0	0	12
others	7	4	0	0	11
percentage	60.47	37.21	0.00	2.33	100.00

**Consumption of Energy (Table 2)**

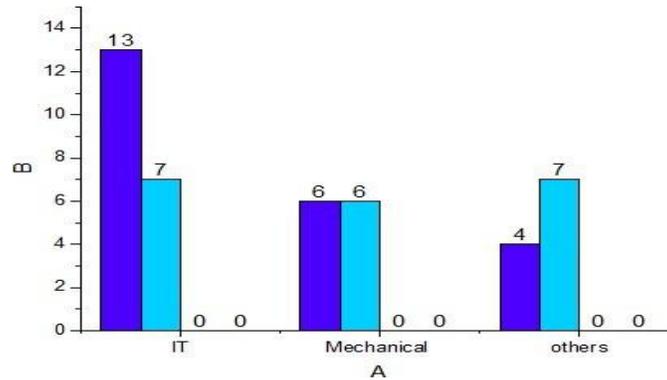


**Energy Consumption (Figure 2)**

In Table 2, you can see all the energy-saving strategies used by the team. Sixty percent of those working in the IT, and other related fields are concerned about reducing energy use. They try to reduce the amount of energy they utilize. Everyone should remember to switch off their air conditioners and laptops when they're not in use at the end of each workday.

**Section 3: A Paperless Workplace**

	Substantial	Some	Little	None	Total
IT	13	7	0	0	20
Mechanical	6	6	0	0	12
others	4	7	0	0	11
percentage	53.49	46.51	0.00	0.00	100.00



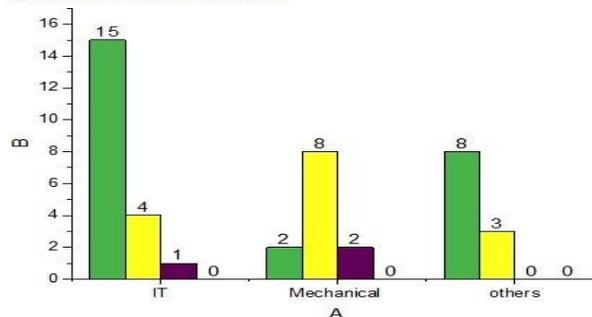
**Image 3: A Paperless Workplace**

Note: The companies' paperless practices are shown in Table 3 20 of IT workers, mechanical workers, and others 53.4% of workers from other sectors are attempting to cut down on paper use. Everyone on staff is careful not to waste paper. Less paper use is what they're aiming toward. When it comes to becoming paperless, for instance, they eagerly obey the regulation. Time off requests submitted online, electronic slips generated. Using recycled, one-sided paper further decreases paper use. The usage of paper is reduced via electronic recruiting and the electronic preservation of staff papers. One technique to eliminate paper is to keep daily records online. Another is to organize training programs without using paper.

**Pollution Reduction**

	Substantial	Some	Little	None	Total
IT	15	4	1	0	20
Mechanical	2	8	2	0	12
others	8	3	0	0	11
percentage	58.14	34.88	6.98	0.00	100.00

**Table 4 Pollution Reduction**



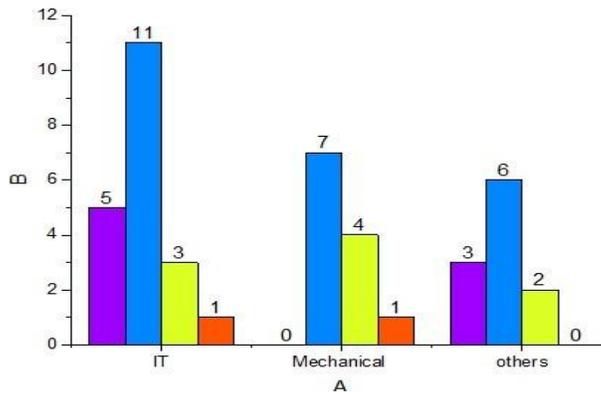
**Reducing Pollution (Figure 4)**

Reduction of pollution has been a priority for the firm and its staff, as seen in Table 4 Efforts to minimize pollution are being made by 58.14% of IT personnel, mechanical employees, of employees from other industries. Carpooling and ridesharing help IT and other industry

workers alleviate pollution and traffic congestion. They help lessen pollution by using e-recruitment, e-HRM, and video conferencing. We are falling behind in the mechanical industry.

**Recruitment**

	Substantia l	Som e	Little	Non e	Total
IT	5	11	3	1	20
Mechanica l	0	7	4	1	12
others	3	6	2	0	11
percentage	18.60	55.8 1	20.9 3	4.65	100.0 0



**Figure 5: Hiring Process**

**Figure 5 Recruitment**

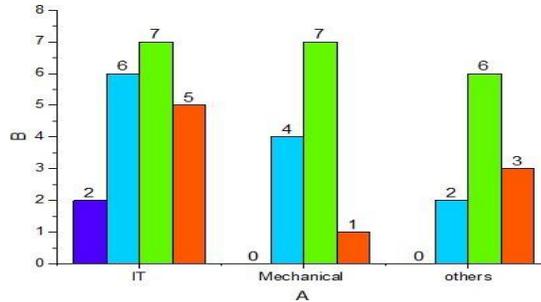
**Training and Development**

	Substantial	Some	Little	None	Total
IT	2	6	7	5	20
Mechanical	0	4	7	1	12
others	0	2	6	3	11
percentage	4.65	27.91	46.51	20.93	100.00

**Table 6 Training and Development**

Findings: Table 5 displays the firms' recruiting policies with regard to sustainability. Paperless recruiting policies and joining procedures are being implemented around 75 % of IT companies, mechanical companies, and other sectors. Environmental considerations are becoming an integral part of hiring policies at many companies. Paperless interviewing and onboarding are becoming the norm. Teams tasked with hiring find potential employees who would be a

good fit for their company's green initiatives. In terms of e-recruitment policies, other sectors are ahead of the curve.



**Figure 6 Training and Development**

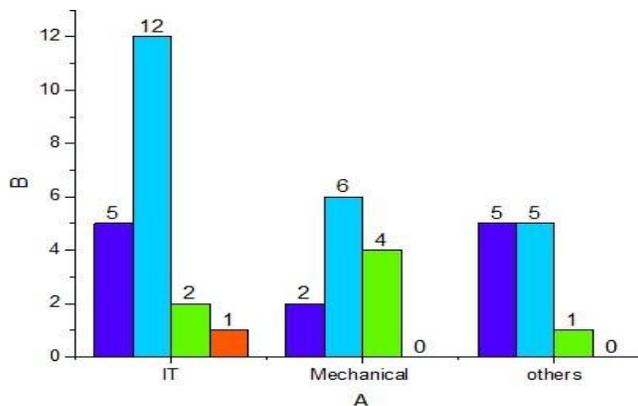
Note: The policy on training and development with an eye towards sustainability is shown in Table

6. Only 31% if the companies integrated sustainability into their training and development programs, remaining 69%of Companies are not integrated sustainability. Not enough training is provided to workers by organizations in order to raise knowledge about environmental concerns and how to safeguard the environment before green initiatives are implemented. There is a dearth of industry- specific training programs that teach people the proper greening techniques.

**Employee Participation**

	Substantial	Some	Little	None	Total
IT	5	12	2	1	20
Mechanical	2	6	4	0	12
others	5	5	1	0	11
percentage	27.91	53.49	16.28	2.33	100.00

**Table 7 Employee Participation**



**Participation of Employees (Figure 7)**

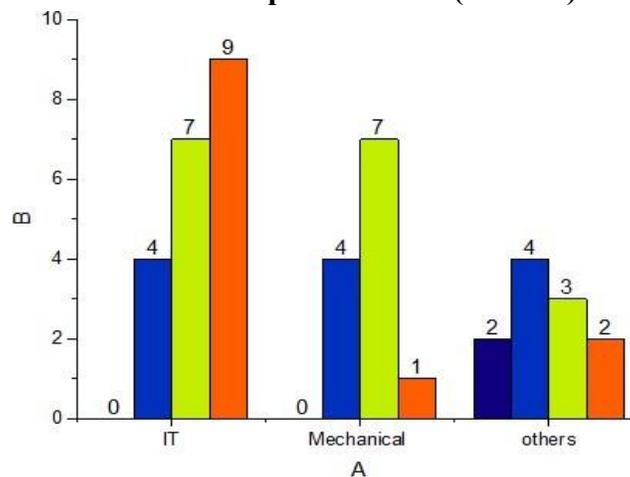
Observation: The involvement of employees in attaining sustainability objectives is shown in Table

7. When it comes to enthusiastically following green processes, only 33 % are in approval percentage of IT personnel, of mechanical employees, and remaining 67 % were not in approval. There has been very little buy-in from staff members about the green training and implementation initiative. Employees are not actively involved in making changes or creating new processes.

**Performance Appraisal**

	Substantial	Some	Little	None	Total
IT	0	4	7	9	20
Mechanical	0	4	7	1	12
others	2	4	3	2	11
percentage	4.65	27.91	39.53	27.91	100.00

**Evaluation of performance (Table 8)**



**Fig 8 Performance appraisal**

Remark: The performance review includes a sustainability agenda, as shown in Table 8. Twenty percent of IT workers, thirty-three percent of mechanical workers, and forty-six percent of workers in other sectors expressed disapproval of the inclusion of environmental elements in performance evaluation systems. Having a distinct component for progress on greening in the performance feedback interview and including environmental friendliness criteria into employee work performance evaluations have received poor responses from the company.

**Limitations:** The study acknowledges potential limitations, such as sample size constraints, respondent bias, and generalizability issues inherent in empirical research. Strategies are implemented to mitigate these limitations and enhance the robustness of findings.

**FINDINGS:**

**Awareness and Adoption Levels:** While data shows that Indian organizations are becoming more aware of Green HRM practices, the degrees of implementation vary greatly. Larger

corporations tend to have more structured Green HRM initiatives compared to small and medium-sized enterprises (SMEs).

**Drivers of Green HRM Adoption:** Regulatory compliance, stakeholder pressure, and the pursuit of competitive advantages emerge as primary drivers prompting Indian companies to adopt Green HRM practices. However, the level of commitment and understanding varies across organizations.

**Challenges and Barriers:** Resource constraints, lack of top management support, and resistance to change are significant barriers hindering the implementation. Many organizations struggle with integrating sustainability into their HR policies and practices effectively.

**Employee Engagement and Participation:** Employee engagement levels in sustainability initiatives vary across companies. While some organizations have successfully fostered a culture of environmental responsibility, others struggle to garner active participation from employees.

**Best Practices and Case Studies:** Several Indian companies, particularly in the IT, manufacturing, and automotive sectors, showcase exemplary Green HRM practices.

#### **SUGGESTIONS:**

**Top Management Commitment:** Encourage top management commitment and leadership support for Green HRM initiatives.

**Employee Training and Awareness Programs:** Invest heavily in initiatives that raise workers' consciousness about the importance of environmental sustainability and provide them with the skills they need to participate in green projects. Provide your employees with the resources they need to do their jobs in an eco-friendly manner.

**Integration of Sustainability into HR Policies:** Integrate sustainability objectives into HR policies, procedures, and performance metrics. Incorporate environmental criteria into recruitment, performance appraisal, and reward systems to incentivize green behaviors and performance.

**Stakeholder Engagement:** Foster collaboration and partnerships with stakeholders, including employees, suppliers, customers, and community members, to promote sustainability throughout the value chain. Engage stakeholders in dialogue, feedback mechanisms, and joint initiatives to drive collective action towards environmental goals.

**Continuous Improvement and Innovation:** Encourage a culture of continuous improvement and innovation in Green HRM practices.

**Knowledge Sharing and Collaboration:** Facilitate knowledge sharing and collaboration among Indian companies through industry forums, networks, and platforms dedicated to sustainability. Share best practices, lessons learned, and success stories to inspire and motivate other organizations to embrace Green HRM practices.

**Policy Advocacy and Compliance:** Advocate for supportive policies and regulations that incentivize and reward companies for adopting Green HRM practices. Collaborate with government agencies, industry associations, and advocacy groups to influence policy development and promote a conducive regulatory environment for sustainable business

practices.

By implementing these suggestions, Indian companies can enhance their Green HRM practices, foster a culture of sustainability.

### **CONCLUSION :**

The exploration of Green Human Resource Management (HRM) and sustainable practices within Indian companies underscores the critical intersection between environmental stewardship and organizational performance. As India continues on its trajectory of economic growth and industrial development, the imperative for integrating sustainability into HRM practices becomes increasingly pronounced. Throughout this study, it has become evident that Indian companies are grappling with multifaceted challenges and opportunities in embracing Green HRM and sustainable put into practise. Key findings reveal that regulatory pressures, stakeholder expectations, and the pursuit of competitive advantages serve as primary drivers for Indian companies to embrace Green HRM strategies. However, challenges such as resource constraints, limited top management support, and resistance to change hinder the effective integration of sustainability into HR policies and practices. Nevertheless, amidst these challenges, there are notable examples of Indian companies demonstrating exemplary Green HRM practices. In conclusion, the path to harmonizing growth with environmental responsibility in Indian companies requires concerted efforts and collective action. It necessitates top management commitment, employee engagement, and stakeholder collaboration to embed sustainability into the organizational DNA. Moving forward, Indian companies are encouraged to leverage the findings and suggestions outlined in this study to drive continuous improvement and innovation in Green HRM practices. Indian businesses may lead the way to a more sustainable future by encouraging a spirit of environmental stewardship, making good use of data analytics and technology, and pushing for supporting regulations. So, for Indian businesses to succeed in today's globally linked and ecologically sensitive market, Green HRM and sustainable practices are both moral and strategic imperatives. Through mindful and proactive approaches, Indian companies can emerge as leaders in sustainable business practices, driving positive change and creating value for society and the planet as a whole.

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