

IMPLEMENTATION OF GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN TEXTILE SECTORS WITH SPECIAL REFERENCE TO SOUTHERNMOST DISTRICTS OF TAMIL NADU

Lilly Sandhya T.*

Abstract *Green HRM is a subset of corporate social responsibility that refers to the use of HR policies to promote the efficient use of company resources while also supporting the environment. It strengthens HRM's role in bringing the concept of sustainable development to life. Green HRM refers to the degree to which human resource management practices have been greened, whereas its implementation necessitates the modification and adaptation of individual stages of human resource management in order to become green—i.e., those involved in Green HRM issues draw attention to a number of environmental practices applicable to the field of human resource management at each stage of the HR process. It emphasizes the importance of human resources departments in the execution of environmental policies and the development of a sustainable company culture. It is a major tool for implementing sustainable development throughout an organization in this setting.*

Keywords *Green HRM, CSR, Green Organisation, Culture and Practices*

INTRODUCTION

Green HRM is a subset of corporate social responsibility that refers to the use of human resource policy to encourage the sustainable use of company resources while also supporting the environment. Its main goal is to instil ecological awareness in employees and make them aware of how their actions may impact the environment. This is about inspiring people to participate in green activities and having them feel proud of themselves for doing so. Green HRM helps to create a green workforce that knows, appreciates, and practises environmental activities in this way. Green HRM is sometimes defined as the application of personnel practises to enhance environmental performance. This is because human resources procedures play a critical role in the implementation of sustainable development policies and the creation of a sustainable development culture. Green HRM, without a doubt, strengthens HRM's role in realising the concept of sustainable development. It emphasises the importance of human resources departments in the execution of environmental policies and the development of a sustainable company culture. It is a major tool for implementing sustainable development throughout an organisation in this setting.

GREEN HUMAN RESOURCE MANAGEMENT: NATURE AND IMPORTANCE

It is undeniable that environmental considerations are critical to the operations of today's businesses. Environmental practices increase firm performance and provide a competitive advantage, according to research. As a result, an increasing number of businesses are becoming engaged in environmental issues, recognizing that environmental protection is in their best interests. As part of sustainable human resource management, green human resource management may play an important role in environmental management (SHRM). This is a novel method to achieving the HR function, with the goal of incorporating ecological objectives into all HRM sub-areas, from job planning through recruitment, selection, and employee motivation and development, as well as their evaluation and impact on working conditions. This mandates that the HR function be developed to include not only economic but also ecological considerations in order to provide added value to stakeholders. As a result, Green HRM refers to the degree to which human resource management practices have

* Research Scholar (Part-Time), Xavier Institute of Business Administration (XIBA), St. Xavier's College (Autonomous), (Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli) Palaymkottai, Tamil Nadu, India.

been greened, whereas its implementation necessitates the modification and adaptation of individual stages of human resource management.

During each stage of the HR process, bringing attention to a number of environmental practices applicable to the field of human resource management is very much needed.

GREEN HUMAN RESOURCE MANAGEMENT ELEMENT

The enhancement of employee rights with reference to the implementation of green projects, referred known as Green empowerment, is a crucial component of Green HRM. It entails encouraging employees to make environmentally conscious decisions as well as empowering them to accept responsibility for their actions, resulting in cost awareness, a sense of belonging to a common community, improved performance, and improved team relations thanks to the belief that employees are given genuine decision-making power. As a result, empowerment increases employees' involvement in environmental projects as well as their satisfaction with achieving environmental goals. Green HRM also includes disciplinary measures, including as warnings, penalties, or work suspensions, imposed against persons who do not follow the environmental standards that apply to all businesses. If a company wants to meet environmental goals, this may be necessary. Trade union backing is essential to adopt Green HRM principles in large organizations.

GREEN HRM IMPLEMENTATION

Green HRM concepts are implemented early in the job analysis and design process. It is critical to have a similar design that adheres to the principles of environmentally friendly jobs, and that each work role defines tasks connected to environmental preservation. Many organizations have formed a separate job in which the holder is in charge of coordinating various areas of environmental management. Green HRM implementation entails informing candidates, even during the recruiting process, that as part of their jobs inside businesses, they are required to maintain an ecological attitude as a norm, with environmental protection being of paramount importance. Companies with a reputation for being environmentally conscious are better equipped to attract top talent. According to research, even recent grads who are just starting the workforce want to work for companies that are known for their environmental stewardship. Green recruitment, on the other hand, is not just about exposing environmental ideals in order to attract candidates that are eco-aware, but also about the approach to the recruitment process itself, i.e., limiting the use of paper throughout the process.

This is because environmentally conscious businesses is required to have a clear set of rules and principles governing employee behavior and encouraging them to respect environmental protection regulations. Employee motivation to participate in environmentally friendly activities plays a vital role in the successful implementation of Green HRM. Green Compensation, according to studies, is an important instrument for supporting environmental management and may aid in the achievement of environmental goals. Awards and rewards for promoting environmental initiatives across organizations are effective strategies. Managers can develop green attitudes among employees by incorporating components of green management into the pay programme. Other non-monetary incentives include praise, merit diplomas for the most engaged members, and funding for environmental projects, among others. Another critical issue is the formation of a participatory work environment in which employees may freely offer their environmental views, which may help to improve resource efficiency. Because of more efficient resource consumption, limited wasteful practices, and reduced contamination, employee participation improves the efficacy of environmental management systems.

ORGANIZATIONAL GREEN PRACTICES

Green HRM, which promotes a green organizational culture and encourages environmentally conscious employee behaviour, is helpful to businesses for a variety of reasons. The first result is a boost in image quality. The success of modern businesses is becoming increasingly reliant on their image. Given the foregoing, pursuing voluntary environmental initiatives rather than simply adhering to legally obligatory environmental standards is increasingly becoming a strategy of gaining a competitive advantage. The importance of increasing ecological awareness and the impact of diverse stakeholder groups is critical. Consumers are looking for environmentally friendly items, while business partners are looking for environmental certifications. Companies that want to keep their market share are pushed to take an environmentally responsible stance. As a result of this strategy, businesses are progressively adopting a new management mindset, in which spending on environmental protection is no longer viewed as an expense, but rather as an investment in the growth of the company.

Human resources can considerably contribute to the establishment of ecological organizations, according to an understanding of Green HRM. Environmental policies in terms of recruiting, performance management, training, development, and payment, they claim, are effective tools for engaging employees in the practical implementation of environmental protection measures. Green HRM tools, procedures, and practices can help enhance

employee participation in ecological innovation, minimize environmental waste, improve goods, enhance process efficiency, and save money. Green HRM, like greening operations, greening accounting and finance, greening retailing, and greening marketing, is a component of green management.

Environmental preservation, renewable energy, waste reduction, and energy-saving training are all important aspects of Green HRM implementation. Employees can obtain ecological knowledge and improve environmental awareness through this type of training. According to research, this is the most significant aspect of the human resource management process and aids in the achievement of environmental goals. As a low-emission economy and optimal use of environmental resources is a goal for the EU, environmental qualifications are also stressed in major EU papers, such as The Strategy for Education for Sustainable Development. The “Skills for Green Jobs European Synthesis Report” assumes that each work has the potential to become more environmentally friendly, as well as presenting the major demands for green skill development. The study is conducted mainly to understand the level of awareness about the GHRM among the employees in various retail sectors in southernmost districts and to explore the extent to which GHRM practices are implemented in retail sectors. Also the attitude of employers on Green HRM practices in selected textile retail outlets in southernmost districts of Tamil Nadu.

HYPOTHESES

- H1: Green Recruitment and selection affects EP positively textile retail outlets.
- H2: Green Training and development affects EP positively in textile retail outlets.
- H3: Green Performance management and appraisal affects EP positively in textile retail outlets.
- H4: Green Reward and compensation affects EP positively in textile retail outlets.

Southernmost districts of Tamil Nadu have been chosen for the study considering it to be more prominent area to collect the data. Southernmost districts include Madurai, Tirunelveli, Tuticorin, Virudhunagar. Researcher has opted

for stratified random sampling and no of respondents were 390. Respondents were from different textile outlets with total employees of more than 200.

DATA ANALYSIS AND INTERPRETATION

Table 1: Gender Wise Classification of the Respondents

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	195	50.0	50.0	50.0
	Female	195	50.0	50.0	100.0
	Total	390	100.0	100.0	

The research has factored to determine whether the respondents' gender affects their level of perception about GHRM. Equal weight has indeed been given to both genders by the researcher. Table 1 reveals that the gender classification in the study includes 390 respondents, 50 percent of the respondents are male and 50 percent of respondents are female selected from 13 textile retail outlets in Tamil Nadu's southernmost districts.

Table 2: Frequency Distribution of Age Group of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	92	23.6	23.6	23.6
	31-40	127	32.6	32.6	56.2
	41-50	108	27.7	27.7	83.8
	51-60	53	13.6	13.6	97.4
	Above 60	10	2.6	2.6	100.0
	Total	390	100.0	100.0	

In this study, 32.6 percent of respondents were between the ages of 31 and 40, while 27.7 percent were between the ages of 41 and 50. There were 23.6 percent and 13.6 percent of respondents in the age groups of 18 to 30 and 51 to 60, respectively. The responders who were between the ages of 20 and 25 make just 2.6% of the total.

Table 3: Frequency Distribution of Position of the Respondents

Position	Frequency	Percent	Valid Percent	Cumulative Percent
HR Manager	5	1.3	1.3	1.3
IT Employee	35	9.0	9.0	10.3
Sales Executive	285	73.1	73.1	83.3
Floor Manager	39	10.0	10.0	93.3
Session Supervisor	26	6.7	6.7	100.0
Total	390	100.0	100.0	

The aforementioned Table 3 looks at the roles of the respondents at particular retail outlets and which category of employees contributes the most to GHRM practices. Overall, 73% of the respondents are sales executives, 10% are floor managers, and 9% are IT personnel. Only 6.7 and 1.3 percent of responders are session supervisors and HR managers, respectively.

DESCRIPTIVE STATISTICS

Table 4: Mean Score of Green HRM Practices

Factors	Mean	Std. Deviation	Rank
Preserve the natural environment	3.5769	1.28786	VII
Ensure healthy working environment and raise employee morale	3.4872	1.31184	VIII
Gain competitive advantage	3.3282	1.33182	IX
Save cost	3.7538	1.01956	II
Increase the company's image	3.6026	1.36368	VI
Reduce intervention from the government and other law enforcing agencies	3.6949	1.23227	IV
Develop eco-friendliness and environmental learning among the employees	4.0923	.91359	I
Stimulate innovation and growth	3.7462	1.20823	III
Facilitate green learning and shape green behaviours	3.6923	1.44574	V

The mean employee opinion score for GHRM practices is shown in Table 4 for various employee categories working in the textile retail industry. Applying the perception score, it is clear that employees have a very positive perception of developing environmental awareness and friendliness. It can be said with confidence that the likelihood of selected textile sectors gaining a competitive edge through ensuring corporate responsibility is relatively low when compared to other considerations. Employee perceptions of how GHRM reduces costs and fosters innovation and growth are moderately average, on average.

Another aspect of Green HRM is the creation of green employment, which are defined as environmentally conscious, resource-efficient, and socially responsible roles. Green collar workers are those who work in these types of jobs. The list of green jobs includes jobs such as ecological auditor, ecological campaign management professional, and energy efficiency counsellor, in addition to those related to farming or forestry. Overall, it should be underlined that ecologically friendly Green HRM methods should be adopted in textile outlets leading to the creation of "green" human resources, i.e., highly skilled personnel who understand and adhere to ecological development principles.

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