

Green Orientation & Green Management Practices as CSR in Academic Institutions

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Abstract

Go green initiatives somehow also becomes the social obligation for currently running academic houses like private or public universities. The institutions are showing their inclination through implementation of Green HRM policies & practices to make better environmental sustainability. This paper examine about how various HR functions are reflecting green HRM practices adopted by such academic Institutes. This paper reveals how CSR is not only to perform for society amelioration but it is also to conduct for our environment or planet as green perspective. Researcher also tried to study that implementation of GHRM is accomplishing corporate social responsibility.

Key words: Green Human Resource Management, CSR, Environmental sustainability

Introduction

Stability & sustainability is the core important pillar for success of any business firm. It requires making business firm not only to grow commercially but also to grow socially & environmentally. As a result there is an emergence of so many concepts like green marketing, green accounting, green management etc. similarly academic houses started focusing on Green Human Resource Management & its policies implementation. This is helping the institutions in making their HR orientation towards promotion of sustainable employee practices by increasing the awareness among the employees towards environment friendly use of resources within the organization.

In general it is replacement of traditional HR practices which incur heavy cost with highly environment friendly & cost effective Green HRM practices

Concept of Green HRM

Whenever it comes to define HRM it is in general planning, organizing, directing & controlling the employees in regards to goal achievements of the organization. HRM includes various functions like –

- Manpower Planning
- Recruitment & Selection
- Placement & orientation
- Training & Development
- Performance appraisals & rewards, etc

Whereas green human resource management talk about reduced paper work in all above mentioned HR functions to accomplish environment friendly & sustainable benefit with employee engagement, quality of work life, employee retention through justified green human resource management. The followings could be consider as green HR functions & process-



This process is explaining is how the HR professionals correlating their major practices as green HR practices to conduct environment friendly policies for societal & environmental growth. The role of HR professional is becoming more crucial because ultimately the institutions are the part of

society & one's we are the part of it we should pay some seriousness towards our environmental obligation as corporate responsibilities.

Initial Stage Initiatives Taken by Academic Institutions for GHRM & other practices

- Inviting applicants for various teaching & non teaching positions through their websites & also considers job portals like naukari.com, timesjob.com, etc.
- Conducting online interviews through video conferencing, Skype, telephonic, etc.
- Bio-metric systems have been introduced just to maintain the record of employee's attendance. They replaced manual record keeping.
- Leave applications have been also introduced for employees where they can apply online through the ERP systems & databases
- For effective & efficient Human Resource Functioning HRIS is also applied by many of the institutions where they can maintain the record of employees through data bases.
- Online classes & courses are also being offered by so many academic institutes in India.
- Effective orientation & training sessions are conducted in context to save water, electricity on regular basis to students & staff members.
- Formation of clubs like environmental club & organized events like earth day, plantation day for making efforts to make institution more environment friendly.
- Wages & salary administration is also replaced by ERP systems.
- Reduced paper work to communicate with the staff members is done through emails formally.
- Lots of plantation is initiated within the campuses to enhance greenery in surrounding.

Objective of the study

1. To understand the idea of Green orientation in management practices in more comprehensive manner.
2. To find out the awareness of Green HRM & green management practices in academic Institutions.
3. To list out the various Green HR & managerial initiatives taken by the academic institutions especially.
4. To understand the benefit of Green Management & GHRM for academic institutions.

Research Methodology & Variables used in study

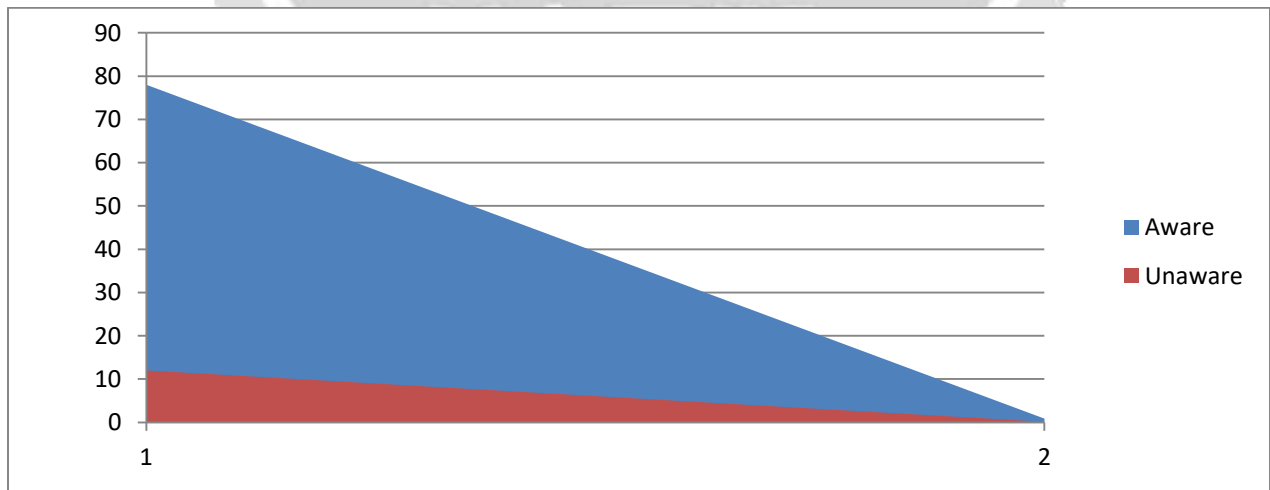
This study is based on the understanding of the GHRM to academic institutions especially in private sector. On the basis of discussion with the HR department, management & the personal observation of the researcher to the following variables have been taken into the study with the sample of 90 staff members within the university.

Questions were based on the variables & triggered personally to the staff members & their answers were recorded to analyze their understanding to Green Human Recourse Management. The method of sampling is convenient sampling.

1. Awareness for Green Management Practices & GHRM
2. Functions Under Management & GHRM
3. Saving electricity
4. Saving water

Analysis & Interpretation

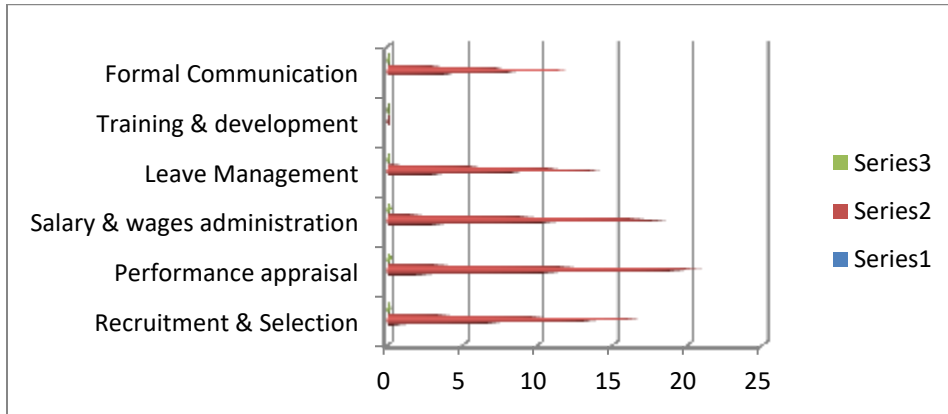
1. Staff Members awareness to Green Practices & Green Human Resource Management(GHRM)



On the basis of above diagrammatic presentation it becomes clear that academic institutions are also following the smart ways of doing this with the help of technology to avoid the harm to the

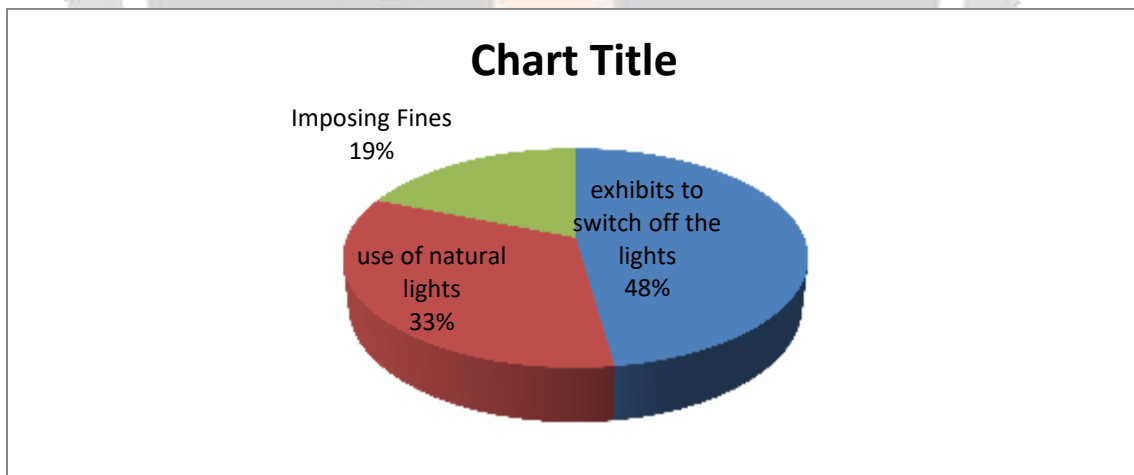
environment. The awareness level of staff members is also at the higher end as per the sample taken into the consideration.

2. Tick the Functions carried under GHRM by your organization



The above graph is explaining that function of performance appraisal & salary & wages administration functions is more based on the principle on GHRM instead of other functions. Where as one function as per the respondents Training & Development functions somehow running on traditional basis which needs an improvement.

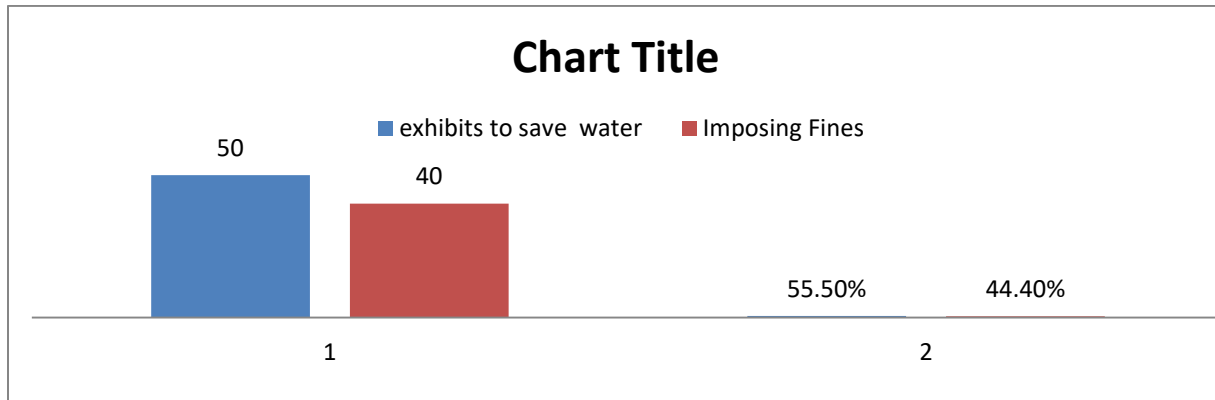
3. Initiatives taken for saving the electricity



As per the above opinion shown in the diagram, it is very clear that academic institutions are also very much concerned about not to waste the electricity. The consumption of power should be preferred at adequate level as much as it is required. Wastage if found will lead to imposition of fine also on who so ever found wasting it. To abide with the culture of saving energy or power

they mostly prefer exhibits of stickers & slogans regarding saving energy. Also the infrastructure they made like where less power & more natural light could be used.

4. Initiatives for saving water



The above chart explaining that every possible effort has been taken to ensure that no wastage of water takes place. Most preferred initiative as per the responses in academic institutions is to show the exhibits at every possible location especially nearby drinking water area from where anyone could read & follow the as the principle of saving water.

Findings

- Academic organizations are becoming more aware about green management & the HR practices in relation to Green Human Resource Management.
- Out of so many functions of HRM few of the functions like performance appraisals, salary & wages administration, online leave management is more adaptive as compared to other functions as Green Human Resource Management for green management of institutions.
- It is found that various initiatives taken by the institutions for saving energy, water for making their positive contribution in environmental sustainability & as organizational social responsibility.
- Effective management criteria is also influenced by green management practices or it can be seen as organizations are heading towards “go green concept”.

Suggestions

- Organization can provide training to their employees in regards to green management especially their HR professional convey the same at the time of recruitment & selection of employees
- E recruitment or online recruitment should be more preferred to reduce the wastage of other related resources
- Employees should be given motivation to use environmental friendly ways to accomplish their task
- They can provide their employees the idea of pooling of car
- They can prefer the use recycled papers for documentation purposes
- They can prefer to use online record maintenance of data through the software's like HRIS, MIS, ERP, etc.
- HR people could pursue to motivate employees to follow the green practices at work place.
- Provision of incentives & rewards should be maintained especially for those employees who are following & adapting the environmental friendly provisions of doing their work. It will help in motivating the employees more towards green management & its practices.
- Employee should be given with their space to implement new eco friendly systems at their work place.
- When it comes to the purchasing of electronic appliances for work place the energy save appliances should be preferred by the organization to maintain green rules.
- Plantation of trees should be encouraged more for maintain the greenery at the campus in association of incentives to perform such activities.

Conclusion

Green Management is to develop the employees in order to make organization more green in terms of less of wastage of resources, more plantation, reduced paper work which led to the growth of the organization in terms of environmental sustainability. This concept could better be implemented if HR professional provide effective training & understanding to the current employees as well newly joined one's regarding how going green managerial practices will help the employees in their improved performances & their retention. This will result in

reduction of activities which degrade the environment & it will also helps not only in achieving commercial objectives but also helps in achieving environmental objectives set by the organization as their corporate social responsibility.

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