**CORPORATE SOCIAL RESPONSIBILITY TOWARDS GREEN HUMAN RESOURCE MANAGEMENT**

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**ABSTRACT**

Corporate social responsibility is practiced by companies dedicated to making a positive social or environmental impact on society . The perception of creating a sustainable environment by business entities is explored in this paper. The rising demand for corporate social responsibility (CSR) leads to the application of management tools of green human resource management. Most organization have adapted human resource practices that encourage a green environment with a consideration of minimal environmental pollution and destruction of the environment as part of a conservation motive , the human resource development has played a critical role of securing the environment via their normal official activities . The expected outcomes of green human resource management (GHRM) are evaluated and the setbacks expected when trying to achieve a green environment it can also create goodwill for an organizations reputation and contribute positively to brand health and performance.

**KEYWORDS** ; Green human resource management, corporate social responsibility , sustainable environment.

**INTRODUCTION**

The current century portrays great interest in all the concerns on the environment in a global perspective to all the fields in business. Disposition of waste materials and industrial pollution such as toxic chemicals are areas of focus that need the formulation of polices and regulations and its effects to the society. With the current situation organizations are on the look to find out the techniques and ways to mitigate the ecological foot prints in addition to holding the pressuring economic issues. To achieve an organizations objectives of making profits and maximizing the shareholders wealth, business attain the success by considering and concentrating on environmental and social factors , leaders of different organization are prioritizing sustainability issues by integrating the green environment corporate strategies to create successful ways in the business. Green human resource is conceptualized as the use of the respective human resource management (HRM) polices in promoting the sustainable spending of resources in a business and with the main aim of encouraging the cause of a sustainable environment. The basic elements GHRM are preserving and developing knowledge c apital and the application of HR practices that are environmental friendly. Through an eco-focus drive , the HR function is the epitome of environmental sustainability in a firm via the alignment of its polices and practices with the trajectory sustainability goals.

The purported HR strategies inspire and reflect the ambitions of employees and the HR team by aligning with the companies strategy , culture and values , delivery of sustainable returns to the investors , and addressing the needs of the customers. The process also involves addressing and influencing of the public policy agenda the prompt response to the regulatory and government expections and responding as well as identifying the emerging trends in the society. A recent study explained the relations that various firms are following to the GHRM , the importance and impacts of the applying GHRM polices and practices, theatrically this research contributed to earlier studies by various levels. Specifically the past literature enriched to the green human resource management through examining recruitment , selection . performance and appraisal and rewards systems that develop corporate social responsibility. Furthermore this study contributes to the sustainable environment literature that is contingent to the green human resource management practices towards employees, practically , results of this research provide significant knowledge and guidelines to green practioners that how managers can be involve in greeting HR practices to account for multiple levels of sustainable environment developments.

**LITERATURE REVIEW**

1. DEFINITION ;-

Green human resource management is a process of ensuring that the management system practicing in an organization is ecologically balanced and environmentally affable (Kapil , 2015). It considers human resource management practices as a factor of using resources in sustainable manner (Deshwal 2005). Some environment friendly practices to stay green are green manufacturing and disposal system, teleconferencing and virtual interviews, online training , electronic filling, green payroll, company transport flexi work and recycling (Bangwal and Twari).

1. FUNCTIONS;-

The environmental management initiatives deals with some new job positions and specific set of skills (Arulrajah , opatha and nawaratnc , 2015). Green human resource management includes sourcing and acquisition with green job description induction with green consciousness , performance management and appraisal system with green targets learning and development with environment related aspect , compensation and reward considering green skill and achievement employee relation through developing green workplace(Deshwal , 2015) green recruitment , green selection employees discipline management (Aruirajah et al,2015).

1. IMPORTANCE

Green HRM practice facilities an organization as well as its employees through improvement rate of retention in employees , improved public image, improvement in attracting better employees, improvement in productivity , improvement in sustainable use of resoures , reduction of practices that cause the environmental degradation , reduced utility cost , save environmental impact , rebates and tax benefits and increased business opportunities (Bangwal and Tiwari 2015).

Greening of HRM functions will decrease the negative environmental impacts of the organization and increase the positive environmental impacts of the organization. The green HRM practices are more powerful tools in making organizations and their operations green the green performance green behaviors, green attitude and green competencies of human resources can be used through adaption of green HRM practices(Arulrajahet al, 2015).

(iv) CHALLENGES;-

The main challenge in front of HR professionals is to understand the scope and depth of green HRM in transforming their organizations as green entities to create. Practice and nurse environmental related innovative behavior of employees with right attitude of being green. Green HRM practices , are critical and without proper green practices it is difficult to create and maintain sustainable environmental performance. Challenges for adopting green HRM policy are that it is very tough to change employee behavior in short-time all employees will not be motivated easily , developing green culture is a long process require high investement primarily , recruitment is challenging difficult to meaure green performance and so on (Aggarwal and sharama, 2015).

(v) OUTCOME;-

Green human resource management promotes environment friendly activities by engaging employees in greener activities(Kapil,2015). Environment friendly HR policies resulting in greater efficiencies, lower costs and create an atmosphere or better employees relationship, which in turn helps organizations to operate in an environmentally sustainable fashion(Dutta , 2012) in increases employee morale, reduces labour turnover , attract human talent, builds company image, improves externals and internal quality of an organization ,improves relationship with stakeholders , reduce cost, facilates growth advantages(Deshwal , 2015). Environmental practices help an organization to save money, discover new sources of business and avoid problems(Mehta and chugan, 2015).

**OBJECTIVE OF STUDY**

The study has two objectives,

1. To analyze the increased need for HRM skills in green practices including selection recruitment , rewards and training implementation .
2. To examine the relationship of sustainable environment by testing the mediation between green human resource management and corporate social responsibility .

**A STATEMENT BY PUBLIC INTEREST TOWARDS GREEN HUMAN RESOURCE**

This study contributes towards working on methods which help to create sustainable environment through green HR practices and emphasize on mutual benefits of bulling strong corporate social responsibility for both firms image and society. This research was conducted on selected garment companies and findings of this study suggest that there is a lack of education among employees regarding green environment, therefore it is believed that by proper education on green practices, there can be assisted training programs in the creation of sustainable environment. Furthermore , there is a detailed discussion on GHRM practices which includes selection and recruitment process, performance appraisal, rewards and pays understanding the role of GHRM can greatly have positive. A business must incorporate environmental strategies and objectives in its overall strategic development goals. There are several factors that influence a companies adoption of the environmental strategies the factors may include the stakeholders pressure , the financial performance and the corporate image. In 1994, Wilson and lado gave a definition of HRM as a combination of inter-related function processes and activites aimed at directly developing maintaining and attracting the human resource of an organization.

The implementation of effective HR practices with the strategic systems must concur with the business , strategies and the companies culture. The management and technical skills of employees are required to implement corporate green management systems thet are effective. The word green has its relevancy depicting the description of nature from the general meaning of a leafy plant to a deeper meaning of an environmentalist and preservationist or an eco-acttivist.

**RELATIONSHIP BETWEEN CSR AND GHRM**

Green programs helps the organization to promote HR social responsibility among workers. To improve organization environmental performance. People factor is one of the prime factors. Human resources management plays an important role in promoting and enhancing corporate social responsibility as it has contribution to the development of the co-ordination between economic and social goals and performance of the organasation.

CSR policy emerges from the corporate vision, mission and objectives corporate does not operate in vaccum, they are part of society and environment an responsible to different stakeholders business has to take responsibility for the impact of their activities on the environment.

1. METHODOLOGY OF THE PAPER

It is a qualitative as well as descriptive study. So qualitative data were collected and analyzed.

* DATA COLLECTION

Both primary and secondary data had been used to this study with a greater focus on secondary data.

PRIMARY SOURCE ;- Several discussion and questionnaire had been conducted at selected organizations.

SECONDARY SOURCE ;- Different articles, reviews and business magazines , websites of different practicing green HRM. Books and references.

**DATA ORGANIZATION**

After collecting data it had been organized or classified to make them more useful and easy to use. It is actually giving a shape to the data as needed for further analysis. First of all, data had been categorized on basis of needed sectors, then it had been identified with same information and stored in the same file and finally it had been arranged an the basis of importance. All files named according to its content to make it easier to find when relevant and where needed.

* Data analysis :- Data had been analyzed through focus on people who working in organizations and different experts in related field.

**LIMITATIONS**

As the combined scenario of green HRM and CSR is not a widely discussed topic there were some variations among experts opinions. Data resources to the point were limited. For this reason findings of the study may have lighter focus on relating green HRM and CSR if a focus group discussion could be arranged with the renowned experts world wide it could be avoided.

(i) CSR PRACTICES

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(ii) CSR practices of garments industry in Telangana is a part of a group of companies that’s why CSR practices in this industry is headed by the mother company and from group perspective rather than separate industry perspective .

**SUGGESTIONS**

* Use online systems in most of the procedures of the organizational activites to make your organization eco-friendly.
* Develop or enhance waste management system to reduce atmosphere (air , water , soil )pollution.
* Encourage suppliers to provide environmentally sustainable product to make the outer world green.
* Highly care about uses of water and leakage of drainages system to ensure efficient use of water and to reduce water pollution.
* Use less harmful chemical where possible.
* Consider alternative energy sources which are more environment friendly such as wind power solar energy ect….
* Install more energy efficient equipment to reduce energy consumptions as well as emission of green house gases.
* Focus on recycling where possible that will reduce the amount of wastage as well as pollution.
* Spreads green thinking among employees and stakeholders to make them green psychologically.
* Reward employees on the basis of green activites to motivates them to be more aware about environment.
* Try to integrate green HRM practices with corporate social responsibilities.
* Get all level managers involved in greening practices.
* Conduct annual survey on measuring the level of green practice adopted by the organization.
* Reduce paper work to make your organization dust free.

**CONCLUSION**

Today organizations are trying to focus on profit maximization and environmental obligation at a time in today’s world which organization has more focus on environment has higher acceptance in society. Due to this rising awareness of the society about environment organization are being pushed to pay more attention on the environment. Now , it may seem that more investment on environmental issues will cause profit maximization in that case non-financial practice like green human resource management can be implemented in the organization. Financial help to a part of the total population of a country may get less focus than being green through green HRM. Higher focus will create higher acceptance. Higher focus will facilitate an organization to maximize their profit in long run. In this way CSR can be performed through green HRM.

So practicing green HRM as a means of promoting CSR in this industry. Will have a position impact over the industry which will facilitates them to achieve higher social acceptance as well as higher profit making in the long-run.

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