

A Study on Green HRM Practices in Manufacturing Industries with Special Reference to East Godavari District, Andhra Pradesh

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Abstract:

Green HRM is the rising point in current situation. As of late, there has been watched an expanding mindfulness inside business networks on the importance of becoming environmentally viable and receiving different condition the board procedures. There is a developing requirement for key GHRM - the combination of ecological administration into HRM. Lion's share of the investigations uncover that there is further degree for Extensive Research in this Area. This investigation attempts to comprehend and break down the GHRM rehearses in two chose units of assembling ventures i.e., 1. East India Commercial Company Ltd, Kakinada and 2. Nourishments Fats and Fertilizers Ltd, Tanu street, Kakinda.

Keywords: *Green HRM, Environmental Management, Manufacturing Industry, Employees attitude and behavior.*

INTRODUCTION:

GHRM is occupied with dealing with the earth inside an association. Natural administration manages attempting to forestall biological fiasco just as helping in ecological emergency and attempting to discover fitting arrangements. Green Human Resource Management (GHRM) has become a key business methodology for the huge associations where Human Resource Departments have a functioning influence in practicing environmental awareness at the workplace. In spite of the fact that a considerable degree of existing writing manages the subject of Green HRM, there is still uncertainty related with the viable execution of green HR the executives strategies in associations round the globe to achieve outright green corporate culture. GHRM is straightforwardly capable in making green workforce that comprehends,

acknowledges, and rehearses green activity and keeps up its green destinations all through the HRM procedure of enrolling, recruiting, preparing, redressing, creating, and propelling the organizations human capital (Mathapati,2013).

LITERATURE REVIEW:

Jabbour et al (2013) examined the connection among HRM and natural administration at 75 Brazilin organizations and inferred that HRM relates decidedly to ecological administration, GHRM includes a reconciliation of organizations ecological administration destinations too the HR procedures of enlistment and determination, preparing and advancement, execution Management, representative audits and acknowledgment and so forth. (Renwick et al, 2006). It was started by Wehrmejer(1996) from the

commitments of his altered book 'Greening People : Human Resources and Environmental Management'. Green HRM: A key aspect. Careful Management Research Journal,2(2), 1–6. [Google Scholar], p. 2). It alludes to the strategies, practices, and frameworks that make workers of the association green to support

the individual, society, regular habitat, and the business (Opatha and Arulrajah, 2014 Opatha, H. H., and Arulrajah, A. A.(2014). Green Human Resource Management: Simplified general reflections. Global Business Research, 7, 101–112.[Crossref], , [Google Scholar], p. 104).

Industry at a Glance at west Godavari District, Andhra Pradesh

S.No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	3651
2.	TOTAL INDUSTRIAL UNIT	NO.	-
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	42
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	-
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	16683
6.	NO. OF INDUSTRIAL AREA	NO.	05
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	-
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	-

Source: MSME report

The District of West Godavari is having 42 large and medium scale industries existing in the district with an investment of 597 crore rupees and also providing employment to 16,683 persons. Andhra sugars Ltd, Sri Krishna Hessians Ltd, Foods Fats and Fertilisers Ltd are some of the Major Industries in this district. (MSME information-west Godavari-A.P,2015).

OBJECTIVES:

- To study how the policies and practices could improve the environmental performance of organizations.
- To study the changing attitudes and behavior related to environmental issues in the workplace as a result of the environmental approaches.

- To analyze the green and sustainable practices in the manufacturing industries of West Godavari District, A.P.
- To research how the industries GHRM encourages green business development.

RESEARCH METHODOLOGY:

1. **Data Collection:** Primary data and secondary data is collected for this study.
2. **Tool:** Structured Questionnaire is used for collection of primary data.
3. **Sample Size:** Total 100 employees were selected from both the two units (50 from each unit) to collect the data as per the convenience.
4. **Sampling method:** Convenience random sampling method is used for this study.
5. **Hypothesis test:** Chi-Square test is used for the Hypothesis.

6. **Data Analysis:** Percentage method is used for the data analysis.

1	I	50	40	10
2	II	50	35	15
TOTAL			75	25

ANALYSIS AND INFERENCES:

1. Environmental performance of the units is influenced by the Industry Policies and Practices.

S.NO	Unit	Sample	Agree	Not Agree
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Applying Chi-Square test,

H0: Industry Policies and Practices and Environmental Performance are independent.

H1: Industry Policies and Practices and Environmental Performance are dependent.

Observed frequency (O _i)	Expected frequency (E _i)	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i) ² / E _i
75	50	25	625	12.5
25	50	-25	625	12.5
Total				25.0

2. Employees are always ready to accept the changes in the workplace.

S.NO	Unit	Sample	Agree	Not Agree
1	I	50	30	20

2	II	50	45	05
TOTAL			75	25

Applying Chi-Square test,

H0: The above statement is not true.

H1: The above statement is true.

Observed frequency (O _i)	Expected frequency (E _i)	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i) ² / E _i
75	50	25	625	12.5
25	50	-25	625	12.5
Total				25.0

- 3 Employees believe that Green HRM encourages Green business development in the organization.

S.NO	Unit	Sample	Agree	Not Agree
1	I	50	45	05
2	II	50	47	03
TOTAL			92	8

Applying Chi-Square test,

H0: Green HRM does not encourage Green business development.

H1: Green HRM encourages Green business development.

Observed frequency (O_i)	Expected frequency (E_i)	$(O_i - E_i)$	$(O_i - E_i)^2$	$(O_i - E_i)^2 / E_i$
92	50	42	1764	35.28
8	50	-42	1764	35.28
Total				70.56

Inference: It is evident from the above table that the employees believe that the Green HRM encourages Green business development in the organization.

CONCLUSIONS:

Green HRM has its significance in the achievement of objectives such as cost saving, talent acquisition and management, corporate social responsibility and at large gaining an advantage over the competition[18]. GHRM helps in employee retention and also reduces the labour turnover. GHRM as well can enhance corporate Image and Brand. GHRM stimulates innovation because employees are committed to improving their companies ecological footprint and this further facilitates the enhancement of procedures and methods in the Industries.

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