GREE HRM ENVIRONMENT AND ORGANISATIONAL SUSTAINABILITY OF SELECTED INDUSTRIES IN COIMBATORE DISTRICT- AN EMPIRICAL ANALYSIS

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ABSTRACT

The term "Green Human Resource Management" refers to the usage and use of systems, processes, and products that protect the environment as well as the creation of fresh, creative ideas and tactics that will lessen the causes of environmental deterioration. When a business creates an environmentally friendly activity to manage the environment, green initiatives and sustainable concepts are put to action. Therefore, proactive green measures are required. Proactive green initiatives are closely linked to improved operational effectiveness and financial outcomes. The adoption of green practises by businesses can lead to higher performance, an improvement in organisational culture, cost savings, efficient use of resources, and improved brand reputation. This is true for the manufacturing industry as well. The green human resource revolution will spread quickly in the upcoming years. The goal of the current study is to evaluate the sustainability and amenities offered in Coimbatore's selected industrial businesses' Green HRM working environments.

KEYWORDS: Green HRM Environment, manufacturing industry, sustainability, Coimbatore.

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INTRODUCTION

Only when organisations have the right people with the proper skills can green practises be implemented effectively. Numerous studies stressed how important it is for organisations to implement green practises in order to function effectively and leverage human resources. However, this is only achievable with the active involvement of both employer and employee in both our everyday job and personal obligations. Additionally, in order to address the creation and promotion of new environmental innovations, businesses must raise employee environmental awareness through energy-efficient workplaces, green pay and reward systems that use both monetary and non-monetary incentives to encourage employees to adopt environmentally friendly habits, and training and development programmes that improve employees' attitudes and behaviours toward green initiatives. In light of this, the goal of this study is to investigate the connections between green HRM and sustainable business environment.

GREEN MANAGEMENT WORKPLACE

An environment-aware, resource-efficient, and socially responsible workplace is known as a "green workplace." There are many definitions of "green management" in the environmental literature, but they all aim to emphasise the necessity of striking a balance between industrial development for wealth creation and environmental preservation for the benefit of future generations (Daily and Huang, 2001). In the past, businesses and their shareholders relied on strong economic performance to ensure corporate success. This is no longer the case; instead, economic and financial outcomes now also need to be accompanied by decreased ecological footprints and increased focus on social and environmental issues. As a result, corporate environmentalism, also known as green management, became a new strategic

concern in the 1990s and a global catchphrase in the 2000s (Lee, 2009). According to Lee (2009), "green management" is the process by which companies manage the environment through the creation of environmental management plans. To ensure the prosperity of future generations, companies must combine industrial expansion with environmental preservation (Daily and Huang, 2001). For organisations, particularly multinational corporations with global operations, this idea has become a strategic focus (Banerjee, 2001). Briefly stated, "green management" is the control of a company's interactions with and effects on the environment (Lee and Ball, 2003). It has evolved beyond regulatory compliance to include theoretical techniques like pollution avoidance, product stewardship, and corporate social responsibility..

Environment Sustainability

Environmental sustainability entails making choices and acting in ways that benefit the environment, with a focus on sustaining the ability of the environment to support human life. Since people are becoming more aware of the entire influence that organisations and people may have on the environment, it is a crucial topic right now. Making ethical actions will help to lessen the damaging effects of your company's operations on the environment. It involves creating procedures that will enable firms to become fully sustainable in the future, rather than just lowering the quantity of waste you create or consuming less energy. The media and various government agencies are currently paying a lot of attention to the topic of environmental sustainability. This is a result of the extensive research being done to evaluate the potential effects of human activity on the environment. Although the full extent of this critical issue's long-term effects is not yet known, it is generally acknowledged that the risk is sufficiently great to warrant an early action. Since they are the largest contributors and are in a position to have a considerable impact, businesses are expected to take the lead in the field of environmental sustainability.

Green HRM and its role in Environment Sustainability :

Green management and related initiatives have gained prominence among forward-thinking corporate entities all over the world. Green HR programmes support businesses in finding cost-effective alternatives to furloughs, part-time work, and other methods of losing their best employees. Strategic Green HRM, or the incorporation of environmental management into HRM, is becoming more and more necessary. According to HR professionals, their companies' top practise is to motivate workers to conduct more environmentally responsible behaviour at work. This means that businesses are encouraging their staff to engage in practises like making double-sided photocopies, turning off computers after a short period of inactivity, using energy-efficient bulbs for desk lamps, making sure blinds are drawn in the summer to save energy, and giving away or offering to discount used office equipment and supplies to staff or a nearby charity as the most environmentally responsible action.

Review Of Literature

Jyoti Koshish (2019) opined that Ecological maintainability is gaining more and more attention from academics. Despite the importance of human force management systems to supervisors, representatives, clients, and other partners, there aren't many studies that take this into account in order to achieve ecological sustainability. In this way, the need for the integration of natural resource management is growing. Green HR uses HRM techniques to enhance the practical utilisation of resources inside business associations and, more broadly, advances the cause of environmental sustainability. Some of the larger corporate social responsibility projects are shaped by green HRM initiatives. Two key elements of green HR are the safeguarding of knowledge capital and environmentally responsible HR practises. This paper's goal is to describe a procedural model of the HR procedures involved in green HRM using readily available green HR literature. The literature has been arranged according to entry-to-exit HRM processes (from recruitment to exit), revealing the role that HR procedures play in bringing green HR methods into the application. The research also examines the type and extent of Green HR initiatives adopted by firms as a whole.

Poonam Likhitkar (2017)found that for achieving long-term sustainable growth, organisations must integrate environmentally

friendly practises with their human resources departments. This integration is described by the developing management concept known as "green HRM." This review paper provides you with information on green HRM strategies for long-term development and greater employee retention in the workplace. The information is gathered from secondary sources, including academic journals, case studies, whitepapers, and websites. The advantages of green HR practises to both employers and employees are also highlighted in the current study.

S C Das, M.D. (2016) detailed The concept of "sustainability" which has grown in importance for both business and society in the twenty-first century. According to research, a company's social and environmental performance may be closely related to its ability to succeed financially and commercially. A company's green human resources division has the potential to make a substantial contribution to the development of the sustainable culture within the organisation. Adapting HR Practices to Sustainability Principles All HR decisions must be seen by HR personnel from the perspective of the shareholders. Through national and international research, the current work focuses on the connection between green HRM and organisational sustainability. More businesses are now aware of how important sustainability is to their brand, competitiveness, and capacity to draw in and keep top personnel. Sustainable firms now seek input from a large, diversified collection of stakeholders—both internal and external—in designing their business goals and operations, mindful of their effects on the economy, society, and environment. HRM may assist in developing and implementing sustainable business strategy across the organisation by utilising the green HR skills in organisational process, change management, and culture stewardship. This paper describes how green HRM and HR professionals can access a growing body of information to aid them on their journey toward organisational sustainability, despite the fact that green HRM is still in its infancy in India.

MartaPinzone et al (2016) insisted that "Sport for Sustainable Development" has lately explained sustainability in sports facilities to hasten sustainable societal transitions, it seems rather tiny and needs movement to produce a substantial view. The debate of "Green Human Resource Management" practises, which evolved with the Ability-Motivation-Opportunity theoretical lens to incorporate sustainability in such centres, served as the foundation for the research for this article, which was undertaken to achieve this goal. It outlines a set of essential procedures for implementing a more environmentally friendly sustainability strategy at the sports facility, which will have a variety of repercussions on the macro, meso, and micro levels of society. A innovative multi-methods strategy was adopted in three phases to address the dearth of study on such a system. Based on factor analysis of a pilot study with 97 respondents from the green community of the Johor Darul Ta'zim Football Association, an initial seven-component structure was identified in the first segment. After that, the first structure was created using interpretive structural modelling based on a survey of expert opinion. In order to test the developed model, structural equation modelling was lastly examined. After the proposed model had been validated, the findings showed a seven-factor interpretive structural equation model with four levels: performance management, player empowerment, culture and supportive climate, pay and reward systems, attracting and selecting, training and development, and union role in player involvement and environmental management. The findings showed that these crucial activities were closely related throughout the system. The system emphasised methods for coordinating "performance management" and "player involvement and empowerment," which serve as the framework for putting the system into effect. The research's conclusions emphasised the significance of this method in establishing Johor Darul Ta'zim as a "sustainable centre," as well as for other sporting facilities across Malaysia.

Statement of the problem

Studies integrating the fields of human resource management (HRM) with environmental management, sometimes known as sustainable HRM or green HRM, are required. The ability of the planet's ecosystems to sustain future generations can no longer be taken for granted, according to the Millennium Ecosystem Assessment from 2005, which stated that "human actions are depleting earth's natural resources and putting enormous demand on the

environment." Employers can provide good, strong authority and leadership (Li & Hung, 2009). We might be required to carpool, recycle, compost, rethink product designs, and use less water, power, and materials if we work for a company who is environmentally conscious. This begs the question of whether our green workplace practises permeate into our personal lives. Can employing green HRM techniques increase a person's satisfaction with their job? Can a person's degree of commitment to an organisation be further impacted by their job satisfaction? The connections between green HRM and individual working and private lives have received less attention in study than the numerous studies on green HRM conducted by various social scientists. Because the success of an organisation depends on the performance of all of its employees, saving the environment is both an organization's and an employee's responsibility. Therefore, the research's goal is to ascertain whether requiring people to adopt green HRM practises in both their professional and personal lives will increase their job satisfaction and, if so, whether that increased job satisfaction will increase their readiness to commit to their employer. Therefore, greening an organization's workforce from top to bottom is not an easy process, but putting green HRM policies into practise actually has a beneficial impact on the green employee.

In the above background The following questions raised in the mind of the researcher:

1. What are the demographic profile of employees working in Manufacturing industry and how the different factors influences job satisfaction?

2. What are the green HRM provisions provided to employees working in manufacturing industry?

Objectives:

1.To assess the demographic profile of employees working in Manufacturing industry and how the different factors influences job satisfaction ?

2. To identify the green HRM provisions provided to employees working in manufacturing industry.

Sampling Design

The study depends on primary data by using structured Questionnaires .Questions related to the objectives have been framed after consulting the employees and employer in Coimbatore district.

Sampling Technique

The researcher selected manufacturing industries for the purpose of assessing the level of job satisfaction of employees and Green HRM practises adopted . The researcher has adopted cluster sampling for collecting the responses from employees.

The total population is around 8450 manufacturing units registered under various categories and the total population is divided in Coimbatore East West North and South. From each cluster 125 sample respondents have been selected with the help of random sampling method and the total of 500 questionnaires were issued .There were 25 questionnaire not filled properly from each cluster. So the researcher has ended up with the sample of 400 respondents for the study.

STATISTICAL TOOLS USED:

To Assess GREEN HRM environment and organisational sustainability of selected industries in coimbatore district the following statistical tools have been adopted by the researcher

(i) Descriptive analysis
(ii) ANOVA
(iii) Garret Ranking and

DESCRIPTIVE ANLAYSIS

The gender profile of the selected manufacturing industry employees in the study are as shown in the following table :

TABLE 1.1

GENDERWISE DISTRIBUTION OF MANUFACTURING INDUSTRY EMPLOYEES SELECTED FOR THE STUDY

SL.NO	GENDER	COUNT	PERCENTAGE
1	Male	286	71.5
2	Female	114	28.5
3	Total	4 00	100

Source: Computed from questionnaire

The table above represents the gender wise distribution of manufacturing industry employees selected to analyse the influence of Green HRM on environmental and organisational sustainability in manufacturing industries . It is observed from the analysis that there are 286 male employees and 114 female employees. Even though manufacturing industry sector provides opportunities for male and female employees equally the selection of the samples is in the ratio of 7:3 which proved that there are 71.5% of the male employees and 28.5 % of the female respondents were issued with the research questionnaire.

TABLE 1.2

AGE WISE DISTRIBUTION OF MANUFACTURING INDUSTRY EMPLOYEES SELECTED FOR THE STUDY

SL.NO	AGE GROUP IN YEARS	TOTAL	PERCENTAGE
1	Up to 30	98	24.58
2	31-40	175	43.67
3	41-50	75	18.83
4	Above 50	52	12.92
5	Total	400	100

Source: Computed from questionnaire

The table above represents the age wise distribution of manufacturing industry employees selected for the study. It is clear from the analysis that out of 400 selected respondents 98 respondents are upto the age of 30 group which proves they are young employees who started their working in manufacturing industry units in the earlier age itself and 175 persons are in the age group of 31-40 age group. In the age group of 41-50 there are 75 Employees where as 52 respondents are from above 50 age group category which means they have good experience in the same field .

TABLE 1.3

MARITAL STATUS OF THE MANUFACTURING INDUSTRY EMPLOYEES SELECTED FOR THE STUDY

SL.NO	MARITAL STATUS	COUNT	PERCENTAGE
1	Married	368	92
2	Single	32	8
3	Total	400	100

Source: Computed from questionnaire

The table above represents the Marital status distribution of manufacturing industry employees selected for the study. It is clear from the analysis that out of 400 selected respondents 368 are married which accounted for 92 % of the total samples and the remaining are single .

TABLE 1.4

EDUCATIONAL QUALIFICATION OF THE MANUFACTURING INDUSTRY EMPLOYEES SELECTED FOR THE STUDY

SL.NO	EDUCATIONAL QUALIFICATION	COUNT	PERCENTAGE
1	School level	114	28.5
2	Graduate	104	26
3	Postgraduate	19	4.75
4	Diploma/ others	163	40.75
5	Total	400	100

Source: Computed from questionnaire

The table above represents the Educational qualification wise distribution of manufacturing industry employees selected for the study. It is clear from the analysis that out of 400 selected respondents 114 respondents are school level educated and 104 employees are in graduate level where as 19 completed their postgraduates and working in manufacturing industry units. There are 163 persons who hold diploma and other qualification. Primarily diploma holders are employed with good salary for taking care of technical part of the manufacturing industry units by their qualification and experience.

TABLE 1.5

NATIVE OF RESIDENCE OF THE MANUFACTURING INDUSTRY EMPLOYEES SELECTED FOR THE STUDY

SL.NO	NATIVE OF RESIDENCE	COUNT	PERCENTAGE
1	Urban	58	14.5
2	Rural	222	55.5
3	Semi Urban	120	30
4	Total	400	100

Source: Computed from questionnaire

The table above represents the native of residence of manufacturing industry employees selected for the study. It is clear from the analysis that out of 400 selected respondents 58 are from Urban area which accounted for 14.5 % of the total samples and the mainly the employees are from rural area . It is revealed that there are 222 employees who are from rural background which accounted for 55.0 % and finally 242 employees are from semi urban area. This proves that above more than half of the selected respondents are mainly from rural background who are villagers moved to manufacturing industry units for job opportunities.

TABLE 1.6

EMPLOYMENT STATUS OF THE MANUFACTURING INDUSTRY EMPLOYEES SELECTED FOR THE STUDY

SL.NO	EMPLOYMENT STATUS	COUNT	PERCENTAGE
1	Permanent	184	46
2	Temporary	146	36.5
3	Contract	70	17.5
4	TOTAL	400	100

Source: Computed from questionnaire

The table above represents the employment status of manufacturing industry employees selected for the study. It is clear from the analysis that out of 400 selected respondents 184 are permanent employees which accounted for 45.8 % of the total samples and. It is revealed that there are 146 employees who are working in temporary basis which accounted for 36.5 % and finally 70 employees are working under contract . This proves that manufacturing industry sector provides job opportunities in all the categories and temporary employees are those who are working in probation period of one or two years and contract workers are appointed based on the need .

Apart from the above demographics Employee category ,Monthly Income(in Rs.),Length of service and Family pattern factors also considered and tabulated in the following ANOVA

ANALYSIS OF VARIANCE.

The analysis of variance is a powerful statistical tool for tests of significance. The test of significance based on t-distribution is an adequate procedure only for testing the significance of the difference between two sample means. In a situation when we have three or more samples to consider at a time, an alternative procedure is needed for testing the hypothesis that all the samples are drawn from the populations with the same mean. The basic purpose of the analysis of variance is to test the homogeneity of several means.

In the present section an attempt has been made to analyse the relationship between demographic profile of the manufacturing industry employees and Factors influencing job satisfaction of employees

HYPOTHESIS:

H0: There is no significance difference between demographic profile and Job Satisfaction of manufacturing units in the selected study area.

H0: There is no significance difference between demographic profile and Green HRM practices followed by manufacturing units in the selected study area.

TABLE 1.7

RELATIONSHIP BETWEEN DEMOGRAPHIC PROFILE OF THE MANUFACTURING INDUSTRY EMPLOYEES AND FACTORS INFLUENCING JOB SATISFACTION

Sl.No	Demographic profile	F-value	Pvalue	S/NS
1	Gender	6.091	000**	**S**
2	Age	12.213	.013**	**S**
3	Native	17.542	.000**	**S**
4	Marital Status	15.235	.000**	**S**
5	Educational Qualification	19.882	.000**	**S**
6	Employment status	6.159	.011**	**S**
7	Employee category	10.189	.000**	**S**
8	Monthly Income(in Rs.)	2.85	.035**	**S**
9	Length of service	4.12	.000**	**S**
10	Family pattern	9.882	.000**	**S**

** P<0.01 * P<0.05 S-Significant NS- Not Significant

It is revealed from the table that the p-value of gender is less than 0.05; and the results are significant. Hence, the hypothesis "there is no difference between gender of the manufacturing industry employees and factors influencing the job satisfaction " is disproved. This shows that There is a relationship between gender profile of the manufacturing industry employees and the factors influencing job satisfaction.

It is proved from the table that the p-value of age is less than 0.05 with the F-value of 14.213 and the results are significant. Hence, the hypothesis "there is no difference between age of the manufacturing industry employees and factors influencing the job satisfaction" is disproved. This shows that there is a relationship between agewise distribution of the manufacturing industry employees and the factors influencing job satisfaction.

It is shown from the table that the p-value of marital status is less than 0.05 with the F-value of 18.235 ; and the results are significant. Hence, the hypothesis "there is no difference between marital status and factors influencing the job satisfaction of manufacturing industry employees " is disproved. This shows that There is a relationship between marital status and the factors influencing job satisfaction of manufacturing industry employees.

It is proved from the table that the p-value of educational qualification is less than 0.05 with the F-value of 9.882 and the results are significant. Hence, the hypothesis "there is no difference between educational qualification and factors influencing the job satisfaction of manufacturing industry employees " is disproved. This shows that there is a relationship between education qualification and the factors influencing job satisfaction of manufacturing industry employees.

It is shown from the table that the p-value of employment status is less than 0.05 with the F-value of 12.159 ; and the results are significant. Hence, the hypothesis "there is no difference between employment status of and factors influencing the job satisfaction of manufacturing industry employees " is disproved. This shows that there is significant difference between employment status of and factors influencing the job satisfaction of manufacturing industry employees

TABLE No 1.8

RANK THE GREEN HRM PROVISIONS AVAILABLE IN YOUR WORKING ENVIRONMENT

S.No	Values-added services	TOTAL SCORE	MEAN SCORE	RANK
1	Solar lighting	5478.5	6.94	**II**
2	Ventilation	3663	5.45	**VI**
3	Water saving fixtures and technologies	2987	3.97	**XII**
4	Rainwater harvesting systems	3643	5.20	**VII**
5	Adequate air filtration	3427	4.90	**VIII**
6	Day Lighting And High Efficacy Lighting	4300	5.80	**IV**
7	Green Ground keeping	3421	4.88	**IX**
8	Indoor pest prevention and control	3294	4.62	**X**
9	Cleanliness	5200	6.00	**III**
10	Machinery	3765	5.60	**V**
11	Safety	5670.5	6.98	**I**
12	Guest education and communication programs on recent developments in sustainable practises	3219	4.50	**XI**

The above table reveals the ranking of provisions available in the working environment. "Safety " was ranked first by the Employees with the total score of 5670.5 and

mean score of 6.98. "Solar lighting " was ranked second with the total score of 5478.5 and mean score of 6.94. Cleanliness " and "Day Lighting And High Efficacy Lighting " occupied third and fourth position with the total score of 5200 and 4300 and mean score of 6.00 and 5.80 respectively. "Machinery" was ranked fifth with the total score of 3765 and mean score of 5.60. "Ventilation " occupied sixth position with the total score of 3663 and mean score of 5.45. "Rainwater harvesting systems " occupied seventh position with the total score of 3643 and mean score of 5.20. "Adequate air filtration "was ranked eighth position with the total score of 3427 and mean score of 4.90. "Green Ground keeping" was ranked ninth with the total score of 3421 and mean score of 4.88. "Indoor pest prevention and control " occupied tenth position with the total score of 3294 and mean score of 4.62 ." Guest education and communication programs on recent developments in sustainable practices " was ranked eleventh by the selected sample respondents with the total score of 3219 and mean score of 4.50. "Water saving fixtures and technologies" was ranked twelth with the total score of 2987 and mean score of 3.97.

Conclusion:

Organizations have been discovered to be employing a range of green HRM strategies to support sustainability. However, a more serious effort must be taken to put them into practise, inform the workforce about them, encourage adherence to such green initiatives among all stakeholders, and suitably reward those who do. Additionally, it is crucial to integrate the green HRM policy into a number of HRM tasks, including hiring and firing, training and development, managing performance and remuneration, and encouraging employee involvement in green HR initiatives. The study also suggests that by emphasising waste management, recycling, maintaining health and safety standards, implementing learning from training modules, and promoting an environmentally friendly organisational culture, employee involvement and participation would play a crucial role in promoting organisational sustainability. By doing this, businesses could indirectly enhance their brand image and create a working environment that is safer, cleaner, and more environmentally friendly for both their stakeholders and their employees. With the involvement of staff, management, and stakeholders, Green HRM's future seems more bright in the foreseeable future. As far as Indian commercial organisations are concerned, there hasn't been much research done on this subject. Academics can contribute by conducting more research on this subject.

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