

Building Green Organisation Culture: The Strategic Role of Green Human Resource Management.

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Abstract

Organisation culture refers to norms and beliefs of the employees- its the underlying fibre that connects everyone in the organization. A Culture is the shared belief. Green organization culture means a intangible, shared understanding - running through every level of the company. Where every decision is taken within the parameters of that green culture.. At its fundamental, Green organisation culture is about interlacing sustainability into the everyday workings of, a company. This might mean from recruitment to selection- awareness and contribution towards environmental sustainability remains a main parameter. The organisation runs training sessions that go beyond the usual compliance, or links performance rewards, to actual, measurable reductions in waste and energy use. Human resource departments play a very important role in this regard., which select and puts the right person on the right jobs that built businesses that treat financial success and environmental responsibility as well-matched - not a trade-off, but almost a establishing principle. This makes all the change, as sustainability is still seen as a trade-off to profitability. This paper looks at that intersection - how GHRM works as a instrument for building green organizational cultures. This research delves into various companies reports-like Business Responsibility and Sustainability Reporting (BRSR) framework, literatures written by other scholars, analysis developed by rating and ranking institutions and real life cases to observe that dynamic.

KeyWords: Organisation Culture, Human Resource Departments, GHRM, Sustainability, Environmental Awareness, Green Cultures

I. Introduction

II. Traditionally, many businesses, thought that introducing green business policies and practices was just a popular thing to do. And they would do it only, if a company had surplus time or money. However with the increasing carbon footprints and environment degradation this has completely changed. Today, being eco-friendly has progressed from being a "bonus" feature to something that companies sincerely can't disregard if they want to stay successful. Customers, investors, and even employees- all stakeholders nowadays expect businesses, to care about the planet, and failing to do so can actually negatively affect a company's reputation and eventually, its profits. Since, the world is facing serious environmental challenges, businesses are recognising that protecting the environment is no longer just an choice or a marketing trick- it is a vital part of staying in business for the long term. This shift means that sustainability is now at the very core of how modern companies plan for the future and cope their daily work. Many business owners are increasingly showing green human resource management as a pathway to attain sustainability goals and build green c ultures in the organisation. This study looks at how companies use Green

Human Resource policies and practices to make sustainability feel like a natural part of their culture. The aim of the study is to understand the points of intersection of GHRM with building Green cultures.

Objectives of the study

- To understand the concept of building Green Organisation cultures.
- To comprehend, the concept and dimensions of Green Human Resource Management GHRM in the framework of Green cultures.
- To examine the role of GHRM practices in building a sustainable and environmentally responsible organizational culture
- To analyze -key GHRM roles such as Green recruitment, Sustainable training, Green performance management, and employee involvement in light of building green Cultures

Methodology:

This research is based on a descriptive analysis of a phenomena- Green Organisation Culture. The study is based- on secondary data – sourcing information from academic journals, industry reports, and other credible online sources. The aim is to build a broad picture of how Green Organisation cultures can be built by following Green Human Resource Management policies and functions. Observing and analysing big corporate green activities- as to how companies approach sustainability and workplace culture, this study identifies the points of intersection, configurations that help explain how green human resource initiatives actually usher the era of Green Culture in organisations.

Discussions and Key Insights:

This paper attempts to make the case for how Green organizational cultures can be ushered through the lens of GHRM. The stark degradation of the environment has made the case for environmental awareness a mandatory practice rather than a

luxury,, Nowadays many new Entrepreneurs, are bringing in new initiatives and novel ideas that in itself rationally support with sustainability practices. Entrepreneur's stresses on following environmentally conducive practices, have society answerability, and focus on long term survival and thinking over short-term gains. Green Human Resource Management plays,, a significant role in all this. The green culture is after all for the people by the people and through the people.

Let us begin by getting insights on our key concepts-

What does Green organization Culture mean?

Green culture in an organisation-refers to a established beliefs, values and practices within an organization that everyone assents to and is a common thread,, linking all organisation mind-sets. This puts environmental responsibility at the centre of daily operations. It's about sustainability becoming part of -how people think, and make decisions - from the top management to the lowest level of management. Having a green culture in the organisation displays up in things like reducing paper usage, conserving water, preserving energy, responsible procurement, and how teams are trained and recognized.

This cultural change can also be seen with external stakeholders. Green Organisational culture outlines how an organization transacts with customers, suppliers, and with the wider community. A Green mindset or culture automates aspects like responsible sourcing, sustainable consumption, social accountability. In long run, these policies bring a Green Culture. The Green culture, symbolises- the organization's identity. It influences what gets prioritized, how resources are used,, and what kind of legacy the business is building.

What does Green HRM mean?

Green HRM is, basically, about managing people in a manner that not only support the business - but also considers the well-being of employees, society, and the environment. That means developing HR policies that are socially responsible,

environmentally conscious, and economically viable. Green HRM applies sustainability thinking across all the functions and activities of Human Resource department such as - recruitment, training, performance evaluation, motivation, and rewards and many others. It is engrained in the mind-set of employees where before taking an organisational decision a manager or director would consciously consider its environmental impact and then formalise his decision. It starts with hiring people who already care about nature and continues by training employees on how to save energy or reduce waste in their daily tasks. Companies following the principles GHRM also include environmental objectives in their performance reviews, rewarding staff members who come up with "green" ideas or help the business lower its carbon footprint. Ultimately, the goal of GHRM is to move away from out-of-date, paper-heavy office customs and shape a workplace culture where being eco-friendly is a normal, everyday priority for everyone.

Green Human Resource management activities and the points of Intersections Between Green HRM

Sustainable Recruitment

Recruitment and selection are core HR practices. Hiring, in a Green HRM framework, comprises a deeper exploration about the candidate's skills, experience and environmental contributions. It analyses as to whether candidates actually share the organization's environmental values. Do they understand sustainability? Do they care about it? What all previous activities of the candidate proves his environmental awareness. Organizations that embed this into their hiring process end up building a workforce that naturally supports green initiatives..Rather than one that needs to be pushed toward them.

Sustainability Training

Training and development programs are essential parts of employee career trajectory. Programs under Green HRM go beyond the normal compliance sessions.,each green training session highlights the

impact of organisation decisions on the environment. Thus employees not only gain proficiency in their skills during the training but also understand the need to take a conscious sustainable decision During trainings-Employees learn about the actual environmental impact of their work. and more importantly, what they can do about it. It raises awareness, yes,, but it also gives people practical tools. That combination tends to be more effective than awareness alone.

Green Rewards and Benefits

Rewards and benefits are the core components why employees directors and top management works in any organisation. any pre-arrangement, in compensation to encourage environmentally responsible behaviour shall go a long way in building Green culture in an organisation. This could include monetary rewards linked to lessening the impact on the environment or non-monetary choices like carpooling programs, remote work arrangements, or subsidized green transportation. Employees have a tangible inducement,, to think and behave more responsibly when rewards have a connection to sustainability objectives.

Healthy Work Practices

Organisational Work practices like- work from home, flexible scheduling, and office creches for childcare near a new mother while on work,, are some of the common examples of flexible work arrangements. Green work practices are regulated and controlled by Human resource department in organisation. These practices not only reduce the carbon footprints but also lower employee stress and promote a better work-life balance. Furthermore,, they reduce resource consumption and transportation in an indirect manner. Thus this shows strong connection between environmental sustainability and employee well-being.

Conclusion

The findings show a direct relation between Green Human Resource Management (GHRM) and building a green culture in an organisation. Green

Human Resource management is thus,, important, tactical instrument for- developing and maintaining a green corporate culture.

HR department is responsible for the recruitment, selection training and placement of the right person at the right jobs. If the Green HRM policies selects, trains and promote an environmentally mindful and sustainable labour force than over time it would eventually develop into Green Culture through out the organisation. Human Resource-by including environmental issues into basic HR tasks such as recruiting, training, performance assessment, and employee engagement can bring the era of green cultures.,

Thus deep analysis shows that GHRM improves not just environmental performance but also employee,, behaviour and attitudes towards sustainability?, corporate reputation, and long-term overall sustainability. Employees become active players in achieving environmental goals when they are provided with appropriate strategies, preparation, and motivations.

To sum up, GHRM is an effective instrument for integrating sustainability into company culture and usher in a era of Green Organisation cultures. The planned application of GHRM is crucial,, for firms seeking to attain Eco friendly growth, competitive edge and sustainable growth. Supporting corporate goals with environmental goals, making them achievable and accountable is the key to organizational- Green success in the future. Inspite of many challenges such as low awareness, reluctance to change, and little resources Implementing Green practices and building Green cultures is a survival mandate in the present World scenario.

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