

## **Business Process In Green Human Resource Management In Banking Sector**

---

Author1:- **Mandeep Kaur**, PhD Research Scholar, MMIM, Maharishi Markandeshwar Deemed to be University, Mullana – Ambala.

Author2:- **Prof (Dr.) S. Ramachandran**, Dean Faculty MIET Business School, Meerut Institute of Engineering and Technology, Meerut

Author3:- **Dr. C.Venkateswaran**, Associate Professor, MMIM, Maharishi Markandeshwar Deemed to be University, Mullana – Ambala.

### **Abstract**

Green human resource management initiatives have become an important factor in forward-thinking businesses around the world. Researchers argued that employees must be environmentally aware, empowered and inspired of greening management policies and schemes. Corporate green management requires a high level of technical and management skills in employees, since the company will develop innovation-focused environmental initiatives and programs that have significant managerial implications. However, gaps still exist in the human resource management literature on human resource aspects of environmental management- Green human resource management. There is a growing need for strategic green human resource management the integration of environmental management into human resource management. This paper includes an informative guide on the emergent literature, agenda. The main purpose of this study is to explore constructs of green human resource management with respect to Indian Banking sector. From the perspectives of strategic HRM and green management, this study argues that the new model should include among others the relationship of assessment based HR interventions, environmental management system, green management system, green intellectual capital and corporate environmental citizenship.

Keywords: Green HRM, Green management, intellectual capital, corporate environmental citizenship, Green bank.

### **INTRODUCTION**

The argumentative effects of global warming from rising sea levels to undesirable changes in temperature has took up sudden wake up to all of us towards a green environment. This has further lead to the production of energy efficient products and other environment viable procedures to encourage environment protection. During these stringent times of sustainability crisis, there is a high amount of resolution to address this issue tomotivation in saving the environment has increased more than ever beforehand. The Chipko movement

began the green revolution (in India). Since then, the need to savour the trees, recycling waste come into play.

Although there is completely a greater awareness about the need to protect and domain our environment than there was around 20 years back. Now days more Indian businesses are going in for ISO 14000 series authorization, in order to meet quality standards with respect to protecting the environment. The inevitable need for corporation to shift to environment-friendly business practices has helped reduce carbon emissions, and in the process, proved that sustainable business will be the only lucrative business as we move into the next round of trade social responsibility and the issue of sustainability gains ground across the world.

Auspiciously, a lot of respected businesses have already adopted the green agenda into their business mandates and are showing real progress in term of return on investment. In fact, in the last era, the importance given to social responsibility CSR has increased in most global businesses. CEOs, investors and stakeholders have started to realize that keeping the environment in mind can unquestionably impact organizational performance in many expected and unexpected ways. It's more than creating and adopting green practices. It's about enabling subsidies and tax exemption to these kinds of operations. "Greed for Green" has just initiated and is soon going to transform all industries of business of all shapes and sizes alike. It is an acute need of the hour to be form and practice environmentally viable businesses. It's about greener jobs, greener organizations and holistically green HRM.

## **GREEN HRM**

Mampira (2013) defined Green HRM as the practices and policies of HRM for the inspiration of sustainable resource use in businesses and the promotion of conservationism that would be cooperative for boosting the satisfaction and hence self-confidence of the employees within organizations. Green HRM is the practice of practices and policies of HRM to promote ecological tradition of business resources and avoid any harmful environmental effect arising with the processes of the firm (Zoogah, 2011). The green HRM is basically supportive to the paradigmatic comprehension of "triple-bottom-line" concept. Stating differently, the green HRM comprises specific practices and policies regarding human resources in line with economic, social and environmental pillars of sustainability (Muster & Schrader, 2011). Renwick et al, (2013) declared that the green HRM area is still very young in the body of research. The literature in the field of green HRM is generally western-centred, and, keeping in view the significance of economic development in Asia, this big gap in the body of literature. There is a lot of potential in the area of Green HRM, which contain the green scope, coverage, a process model and the research agenda (Muster & Schrader, 2011).

## **CARBON TRADING**

We are just round the corner to 2020 and very soon we might be filing tax returns upon units of carbon productions. Per capita units of carbon productions would be levied with tax rates and tax credits will be provided to those who would indulge into green initiatives. If a

particular bracket is frozen for a particular industry, those companies that adopt and knit these green practices into core processes would incur first mover advantage. Further to say, if an individual like a farmer, cyclist, feeding themselves on fresh food with no use of refrigerator or air conditioners, thereby cause no or minimal carbon emissions. Such persons might sell their amount of carbon emissions to companies. But knowingly, when these carbon emissions prerogatives can sell in dollars why would then it be sold for less?

The authors propose that an organization should have a developed strategic intent to establish Green HRM shown in the diagram below:-

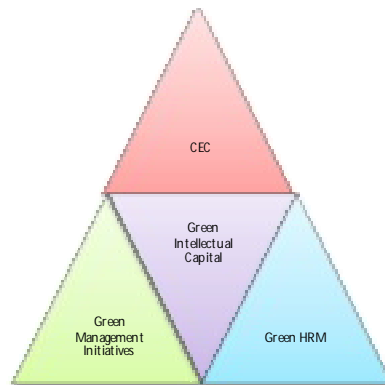


Figure 1:- Source – Primary

**GREEN MANAGEMENT INITIATIVES**

Green Management is defined as the course in which companies need to balance edged by industrial growth and protection of natural environment so that future generation may flourish (Daily and Huang, 2001). This concept becomes a strategic leading issue for businesses especially worldwide enterprises handling their business worldwide (Banerjee, 2001). In summary, green management refers to the management of businesscommunication with, and impact upon, the environment (Lee and Ball, 2003), and it has gone ahead ofautocraticsubmission and needs to include pretend tools such as pollution prevention, product stewardship and mutual social responsibility (Hart, 2005; Pullman et al., 2009; Siegel, 2009). Corporatepractices plays a key role in the problems of environmental management since they are part of our society and cannot be remote from the environment, and in fact, they pay most of the carbon ways in the past (Liu, 2010). Application of innovative technology could lighten the environmental fall by developing, for example the biotech products and by searching for substitute energy to reduce the use of finite natural resources. Thus, business should put more stress into the research on innovation of technology to diminish the impacts of greendemolition by creating products that are harmless and less pollution to environment (Liu, 2010; Ozen and Kusku, 2008).

## **GREEN BANK**

Green is striking symbol of Eco awareness in the world. According to Indian Banks Association (IBA, 2014) “Green Bank is like a usual bank, which considers all the social and environmental ecological factors with an aim to protect the environment and conserve natural resources”. It is also known as moral bank or sustainable bank. Their principle is to perform banking performance but with an additional plan towards taking care of earth’s ecology, environment, and natural resources including biodiversity.

Green banking is making technical improvements, effective improvements and shifting client habits in the banking sector. It means to promote environmental welcoming practices and to reduce the carbon footprint from banking operations. It is a smart and hands-on way of thinking with a visualization of future sustainability.

## **GREEN MANAGEMENT IN BANKING SECTOR**

### **ICICI**

ICICI Bank is India's major private sector bank in terms of total possessions. As a footstep towards building of a greener future, ICICI Bank launched 'Go Green' – ICICI Bank’s wide initiative to reduce its own carbon trail. The proposal sheltered for energy conservation, water conservation and reduction of paper usage. With active participation from their employees, the Bank has cut-off paper consumption by 45% over the past two years thereby saving over 13,000 trees.

### **HDFC**

A quantity of initiative have been pushed the second largest private sector bank of the country according to RBI, 2017. HDFC Bank successfully works on watershed management, tree plantation, and soil and water treatment and also constructed check- dams.

### **STATE BANK OF INDIA**

SBI reputable Green Channel Hostage facility at their divisions in 2010 to modify the traditional way of paper based financial transactions. The bank partnered with Suzlon Energy LTD for the generation of wind power for selected branches by setting of windmills in Gujrat, Tamil Nadu and Maharashtra.

### **PUNJAB NATIONAL BANK**

PNB had planted more than 300 Tree Plantation Drives. It started stressing on Green Banking Practices such as energy efficient lights, immediate repair of water leakage, printing on both sides of paper.

### **Axis Bank**

Bank has been stated in Limca Book of Record with the title “Root for Planet” as it’s continues development on Green Axis Banking.

**HSBC**

HSBC is one of the top three banks in the world in green finance. It involves flow of funds to help countries to cut their emissions and adapt to Green Banking.

**STANDARD CHARTERED**

Standard Charterer’s digital movement is successfully promoted e-statements, digital display instead of paper display.

**VIJAYA BANK**

Vijaya Bank severely recycle e-waste under the document management system it also donated desktops to schools under their Green Banking Initiatives.

**CANARA BANK**

Canara Bank is provides finance at lower cost for solar energy related projects and also conducting carbon financing in India.

**INTERPRETATION**

The calculated correlations are 0.344, 0.331 and 0.701 which are positive correlation and found significant statistically among the Green Banking effect on reducing the Carbon Footprint of Individual, Global Warming and Green Environment and Environment friendly nature.

**Table 1**

			<b>Do you feel green Banking Reducing the Carbon footprint of individual</b>	<b>Can green Banking concept Helps to Reduce Part of Global Warming</b>	<b>Green Banking concept Helps to green Environmental Friendly Nature Present and Future</b>
<b>Spearman’s rho</b>	<b>Do you feel green Banking reducing the Carbon Footprint of Individual</b>	<b>Correlation Coefficients</b> <b>Sig.(2- tailed)</b> <b>N</b>	<b>1000</b> <b>.</b> <b>50</b>	<b>.344*</b> <b>.014</b> <b>50</b>	<b>.331*</b> <b>.019</b> <b>50</b>
	<b>Can green Banking concept Helps to Reduce Part of Global Warming</b>	<b>Correlation Coefficients</b> <b>Sig.(2- tailed)</b> <b>N</b>	<b>.344*</b> <b>.014</b> <b>50</b>	<b>1000</b> <b>.</b> <b>50</b>	<b>0.701**</b> <b>.000</b> <b>50</b>
	<b>Green Banking concept Helps to green Environmental Friendly Nature Present and Future</b>	<b>Correlation Coefficients</b> <b>Sig.(2- tailed)</b> <b>N</b>	<b>.331*</b> <b>.019</b> <b>50</b>	<b>.701**</b> <b>.000</b> <b>50</b>	<b>1.000</b> <b>.</b> <b>50</b>

(Source: International Journal of Environment, Ecology, Family and Urban Studies (IJEEFUS) ISSN (P): 2250-0065; ISSN (E): 2321-0109 Vol. 9, Issue 4, Aug 2019, 67-74 © TJPRC Pvt. Ltd.)

\* Correlation is significant at the 0.05 level (2-tailed)

\*\*Correlation is significant at the 0.01 level (2-tailed)

According to the correlations, also it proved that the few public sector banks are planning for developing the future the plan for the Environment protection in the proper strategic planning.

## **FINDINGS**

The research implied the importance of the creation of supportive work for banking environment to function in line with modern environment principles. This study recognises the recruitment, training and employee motivation are important human measurements to develop the employee engagement in green management principles. These studies examine the detailed functionality of the human resource behaviour with natural environment in banking workplace and also offer the ventures for future. The study tells us about these recommendations. The bank should use green HRM practices. The bank should avoid to paper wastage. The bank should make their policy to keep view in environment issues. The nature of the work was of significant for atmosphere formation. The culture of invention had quite lesser level of relation with special variables in compare to helpful culture that was because inventive culture requires significantly different type of formation in terms of concentrating on the enrichment of the inspired abilities of banking sector employee. This implied that modern type of culture requires much advanced degree of liberty and independence for introducing, discussing and practicing new and even uncooperative ideas in banking or organizations.

## **CONCLUSION**

Green human resource management initiatives have become an important factor in forward-thinking businesses around the world. Researchers argued that employees must be environmentally aware, empowered and inspired of greening management policies and schemes. Trade green supervision requires a high level of practical and supervision skills in employees, since the company will develop innovation-focused oneco-friendly initiatives and programs that have important managerial effects. Human resource aspects of environmental management- Green human resource management. If we do not keep pace with the changing time and environment, many jobs would fade away due to resources diminution, biodiversity loss, escalating natural catastrophe impacts and other disruptions. Green banking is making technical improvements, effective improvements and shifting client habits in the banking sector. It means to promote environmental welcoming practices and to reduce the carbon

footprint from banking operations. It is a smart and hands-on way of thinking with a visualization of future sustainability.

## **REFERENCES**

1. Ragupathi M. and Sujatha. S, (January-2015), 'Green Banking Initiatives of Commercial Banks in India', International Journal of Research Business and Management, Volume No- VIII, Issue 2,
2. GargShruti,(2015), 'Green Banking an overview' Global Journal of advanced research, vol-2, issue-8.
3. Dr. DeeptiNarang (2015), 'Green Banking A study of select Banks in India' International Journal of Management and Commerce Innovations Vol-3, Issue-1.
4. Neyati, V., Nayak, N.&Goel, A.(2014). Green Banking in India; A Review of Literature', Internationa Journal for Research in Management and Pharmacy, Vol-4, Issue-1.
5. Kanak Tara, Saumya Singh and Ritesh Kumar, 'Green Banking For Environmental Management; A Paradigm Shift', Current World Environment Vol-10, Issue-3.
6. Dr. P. Raja& M. Muthaiyan
7. International Journal of Environment, Ecology, Family and Urban Studies (IJEEFUS) ISSN (P): 2250-0065; ISSN (E): 2321-0109 Vol. 9, Issue 4, Aug 2019, 67-74