

**G-Hrm, Pq And Usp: The Relevance And Impact In The Area Of Human
Resource Management.**

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Abstract

Green HRM is the latest footstep in the organization. Human resource management is the major part of all organizations. So whatever the changes we need obviously we go with the human resource force. Human resource management is an important faction of management that deals with the most valuable assets of an organization which is Human Resource. “Customer is the king” is an age old business mantra accentuating the importance of customers in every business. Customer is only a part of success in the business field. For the survival of market in the present scenario we mainly focus on human resource- USP, and their environment –G HRM. This paper is an attempt to disclose, the ecstatic and stimulated working environment and unique potentiality of each human resource to enable the organization to be successful in the competitive corporate world there by enabling attainment of profit by the shareholders. Only through proper motivation and stimulus can we bring forth the integral potentiality- Passion Quotient, of the human resources for the success of the business. Thus this paper focuses on how these green practices enable to bring out innate potential and develop a powerful social conscience and a green sense of responsibility through the human resource for the success of the business.

KEY WORDS- Green HRM, Unique Selling Proportion, Passion Quotient, stimulated working environment, green practices.

INTRODUCTION

The strategies, practices and systems influencing employees' behavior, attitude and performance are referred to as human resources management. Business goals and objectives are supported by effective HRM practices. With a proactive mind-set focused on business strategy, HR becomes the heart of the organization. It takes on a new wider programme that remit incorporating and influencing many other aspects of the business. Stephen R Covey opines in his book *Principle - Centered Leadership* about the management paradigms showing evolution of man into a human resource.

MANAGEMENT PARADIGMS

“There is nothing as powerful as an idea whose time has come.”(Victor Hugo)
This is the right time for many individuals and companies to make a quantum leap performance, a healthy change of habits, a major shift in patterns; otherwise it's business as usual- and that's simply not cutting it anymore. As the paradigm shifts, it opens up a whole new area of insight, knowledge, and understanding, resulting in a quantum difference in performance. The following four management paradigm changes the situation in a totally new way.

- **Scientific management paradigm:** The main assumption of this paradigm is the economic man assumption. This means that we are motivated primarily by our quest for economic security. People would respond consistently from the

motivation to make a living for themselves or provide livelihood for their families.

- **Human relations Paradigm:** The assumption associated with this Paradigm is the socio economic man assumption. We recognize that in addition to having economic needs, people also have social needs: to be treated well, to be liked and respected, and to belong. This view of human nature is the basis for the human relations movement.
- **Human Resource Paradigm:** The assumption associated with this paradigm is efficiency assumption. Here people need to grow and develop and contribute effectively and creativity to the accomplishment of worthwhile objectives. Managers would see people as bundles of latent talent and capacity. Managers try to create an environment in which people can contribute their full range of talents to the accomplishment of organizational goals.
- **Principle Centered Leadership:** This paradigm uses mental capacities to their fullest. It lifts them, enables them, and brings them to their highest selves. People spend their creativity on their own goals and dreams. The formula for positive synergy is **Involvement + Patience = commitment**. Covey, (2002).

The study focuses on the strategies that can be used in bringing out the maximum capability of an employee for the success of an organization. “Green HRM is the use of HRM polices to promote the sustainable use of resources within organizations and, more generally promotes the causes of environment sustainability.” (Marhatta & Adhikari, 2013,p.2). Green HRM and USP are two sides of one coin. Through Green HRM we ignite the human resources and facilitate, motivate, empower and encourage them to their best selves. The term, USP is the abbreviation of Unique Selling Point or

Proposition, which discriminates the product or service from others. We have heard and studied that there is no one like us and that every person is unique. Our finger prints, our voiceprints, our DNA are only one of its kind so that we are singled out from a crowd of millions by the means of just those few physical characteristics. So, in the present scenario, Green HRM, USP and Passion quotient together play a vital role in the success of business by yielding the integral capacity in human resources.

1. G-HRM

Mathapati explains GHRM is directly responsible in creating green workforce that understands, appreciates, and practice green initiative and maintains its green objectives all throughout the HRM process of recruiting, hiring, training, compensating, developing, and advancing the firms human capital and business. (Mathapati,2013,p.2). Green human resource management is a proposal which helps to generate green work force that understands and appreciates green culture in an organization.

2. REASONS FOR ADOPTING GREEN HRM

1. Better workforce
2. More inspired workforce for better problem solving
3. Improved employee retention
4. Increased desirability as an employer
5. Standard of living maintained with less budget
6. More future for our own country.

3. GREEN INITIATIVES FOR HRM

Today, with the help of their human resource, organizations are executing and amalgamating green initiatives in their agenda. It is the duty of the management to

make sure that their HR is operating green human resource practices in the appropriate manner. A changed approach towards the existing HR practices on the part of both the management as well as employees is required for the complete adoption and integration of GHRM. A key role for HR environmental executives is to guide line managers in terms of gaining full staff co-operation towards implementing environmental policies. This means HR needs to nurture supporters of green practices and create networks of problem- solvers willing to act to change the current status quo. Here we briefly focus upon some of the major green initiatives for HR department.

3.1 Green building

Green building focuses on reducing the exploitation of natural resources that are utilized in their construction. Energy efficiency, renewable energy, and storm water management are some of enhanced features related to the Green building. As the construction and engineering engage low cost, Green buildings serve as a proposal for financial savings for organizations.

3.2 Paperless office

Today, a paperless office is an outcome of E- Business and e-learning that has changed the methods and procedures at office. By converting important official documents and other papers into automated workflows the concept of the paperless office has played an important role in propagating GHRM. The direct effects of reduction of the usage of paper are conservation of natural resources, prevention of pollution, and reduction of wastage of water and energy.

3.3 Green promotion and rewards

Some of the strategies that can be used in green promotion are provision for loan discounts on fuel efficient cars and energy-saving home improvements and discounts at local green supplies. Companies can introduce green rewards for employees and departments who contribute to innovative initiatives and green contribution by reduction of wastage, energy and resources.

3.4 Recycling and waste disposal

Recycling is a process of producing new materials from the used or waste materials which in turn reduces the use of raw materials that would have been otherwise used to produce new products. As it is against the conventional way of waste disposal it recruits the idea of energy saving.

3.5 Green Work Life Balance (G- WLB)

G-WLB concept is projected as a new View point for Green HRM. This designed at creating sound occupational health and organizational health .Green HR practices for work life balance help employees to gain personal gratification, and helps them to concentrate in their workplace better, moreover ,they imbibe a feeling of belonging for the organization and more productive since happy employees are more productive employees.

4. USP- UNIQUE SELLING PROPOSITION

The Chartered Institute of Marketing in 2009 states that USP is one of the key tools of marketing that has stood the test of time. USP is said to be dramatically improving the positioning and marketability of the company and products by accomplishing following objectives:

1. **Unique-** It clearly sets you apart from your competition, positioning you the more logical choice.

2. **Selling**- It persuades another to exchange money for a product or service

3. **Proposition**- It is a proposal or offer suggested for acceptance

People are presented with different missions as each individual is unique. Every person has a unique selling point. Every individual knows his own strengths and interests. Once they identify and understand what they are capable of doing, they make sure that this capability matches their passion. As they do this, they formulate and realize their mission. Looking at the strong sides helps, but to create a strong USP, differences counts.

5. PASSION QUOTIENT - PQ

The passion quotient (PQ) is a way to measure people having high degree of creativity, innovativeness and leadership traits. PQ brings out the best out of the ordinary. Deep love for your work is called passion. It is the most important strength of human beings and sets apart the great from the good ones. "Each individual creature on this beautiful planet is created by God to fulfill a particular role." (DR APJ Abdul Kalam). So success cannot be counted only on Intelligent Quotient (IQ). Passion Quotient definitely plays a role that contributes to reach the peak of success.

5.1 How passion ignites your minds

Virender Kapoor points out some of the characteristics of passion that would help in the betterment of life. They are as follows:

- **Makes you walks that extra mile** : It lets you perform and deliver beyond your ordinary capacity. Since you love it, it comes naturally to you. "Helps you identify your goal. Passion has been instilled in us by nature to remain "on track" - like an inner compass. It gradually pushes you to be what you ought to be.

- **It is a Source of Tremendous Energy:** Passion inspires and ignites the person and brings forth the full tremendous energy that differentiates them from others. Jackie Chan is a one man industry who writes, directs and acts in his film. He lives and breathes cinema all the time- because he loves it.
- **Becomes your inner calling:** Passion radiates and burns fire into the mind and helps in identifying your inner calling. Mother Teresa worked passionately for the poor because she felt for the poor and the sick. Many young people leave their well-paid jobs to start a meaningful NGO. The bottom line is that they want to do it.
- **Helps you identify your goal:** Passion acts as a driving force and it gradually pushes a person to be what he or she is capable to be.

CONCLUSION

. “Give a man a fish and you feed him for a day; teach him to fish and you feed him for a lifetime”. (Covey, 2002) I conclude that the Green HRM mainly focuses on the USP and Passion Quotient of employees and through them bringing forth their highest selves. G-HRM creates a positive environment desirable for a person to work in, leading to a successful business triumph. Along with G- HRM, USP and PQ plays an important role in integrating the whole efficiency of the person and contribute to the above cause. Even though USP is a term used in the advertisement sector to project uniqueness of an organization, here it is used to identify innate unique excellence of an individual in building up the organization. PQ on the other hand points out the tremendous energy in the area of his innate unique capacity. As the study concludes we understand that application of GREEN

HRM, USP and PQ can only promote successful and satisfied existence in the present competitive and corporate world. Thus we understand that through proper nurturing and enhancement of human resources with the above stated sources we can achieve success for an organization.

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