Green HR Practices: An Empirical Study of Cargill, Jalgaon

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ABSTRACT: There is a growing need for the integration of environmental management into Human Resource Management (HRM) – Green HRM – research practice. A review of the literature shows that a broad process frame of reference for Green HRM has yet to emerge. A concise categorization is needed in this field to help academics, researchers and practitioners, with enough studies in existence to guide such modeling. This article takes a new and integrated view of the literature in Green HRM, using it to classify the literature on the basis of entry-to-exit processes in HRM (from recruitment to exit), revealing the role that HR processes play in translating Green HR policy into practice. The contribution of this article lies in drawing together the extant literature in this area, mapping the terrain in this field, and in proposing a new process model and research agenda in Green HRM. The Greening of HR Survey examines the types of environmentally friendly "green" initiatives that companies are utilizing involving their workforce and human resource practices. The results confirm that companies are incorporating and working toward integrating a number of green practices. The world is a smaller place thanks to the Internet, global trading and new communication and technology. More companies are expanding overseas and now manage a global workforce that has unique benefits, rules/laws and different languages and currencies.

I. INTRODUCTION TO GREEN HR

“Green HR” is an employment model designed to assist industry professionals in retaining, recalling, preserving and developing talent needed to ensure future business initiatives and strategies are met. Efficiency afforded by the “Green HR” model can lower operational costs and enables industry professionals to better utilize their investment in knowledge capital. Green HR is one which involves two essential elements: environmentally friendly HR practices and the preservation of knowledge capital. Green HR involves reducing your carbon footprint via less printing of paper, video conferencing and interviews, etc. Companies are quick to layoff when times are tough before realizing the future implications of losing that knowledge capital. Green HR initiatives help companies find alternative ways to cut cost without losing their top talent; furloughs, part time work, etc.

II. OBJECTIVES OF THE STUDY

• To study the effectiveness of Green HR mechanism at Cargill.
• To determine current green sustainability of Cargill.
• To determine measures of green success.
• To understand that how Green HR policies and practices can improve the environmental performance of organizations.

III. RESEARCH METHODOLOGY

The type of research used in this project is descriptive in nature. Primary data was collected using the questionnaire. A survey was done with the researcher meeting the respondents in their respective places. The respondent’s reference to each question was carefully noted in the carefully observed and registered Questionnaire. Analysis techniques are used to obtain finding and arrange information in a logical sequence from the raw data collected. After the tabulation of data the tools provide a scientific and mathematical solution to a complex problem.

IV. IMPORTANCE OF THE STUDY

We are entering a green economy-one in which consumer and employee expectations and future environmental change will require business to address “green” issues. Environmental conscious organizations will become increasingly prominent as we re-enter into a period of growth. Green HR is
not just a strategy used primarily for reducing the carbon footprint of each employee and talent retention. Green HR is one which involves two essential elements: preservation of knowledge capital and environmentally friendly HR practices. Green HR involves reducing your carbon footprint via less printing of paper, video conferencing and interviews, etc. Companies are quick to layoff when times are tough before realizing the future implications of losing that knowledge capital. Green HR initiatives help companies find alternative ways to cut cost without losing their top talent; furlough, part time work etc. “Green HR” is an employment model designed to assist industry professionals in retaining, recalling, preserving and developing talent needed to ensure future business initiatives and strategies are met. HR professionals in organization can develop a powerful social conscience and green sense of responsibility internal and external customers, stakeholders, partners etc. Recent times, consumers demand ethics and environmental credentials as a top priority. Society and business see their agenda align.

V. PUTTING HUMAN CAPITAL MANAGEMENT PROCESSES ONLINE ALSO HELPS TO:

- Significantly reduce wasted time and effort in collecting paper forms and building reports.
- Push out information right now, rather than waiting for paper newsletters and forms to be printed and collected.
- Provide easy to use multimedia content including video, PowerPoint, audio, text, pictures.
- Reduces carbon footprint by reducing paper usage.
- Reduces waste by preventing hard copy from being thrown in the bin.
- Easily gather employee feedback.
  - Save lot of money on printing costs
  - Get managers talking more to employees by streamlining existing processes.

VI. Green Transformation Process of Cargill

Many organizations are still considering the feasibility of going green in their business while others are exploring the desirability to adapt a green business strategy. However, in order for HR to consider becoming green and incorporating green practices in their strategies and people development plans, it is critical that organizations adopt a strategic decision to incorporate a green approach to their desired business results. The most important way to do this is to make changes to both the internal and external value chain that defines the business in its industry together with the competitors and the supply chain that directly impacts the final business results. The framework indicates an organization’s developmental decision to make the move to green performance within the context of corporate sustainability.

VII. SURVEY AT CARGILL:

The survey noted that 60% of organizations are measuring their cost savings – this is up from 39% last year. Among the organizations that have a formal green program, the most common practices are:

- Recycling and paper reduction (97%)
- Web and/or teleconferencing (95%)
- Healthy living and wellness (85%)
- Internal green communication programs (81%).

VIII. Data Interpretation and Data Analysis

1. Green HR has the better ability to respond to environment changes?
A) Yes  B) No  C) None

Inference - From the above pie chart it is found that in view of 75% respondents green HR has the better ability to respond to environmental changes whereas only 15% respondents opined that green HR does not respond to environmental changes and 10% respondents are unaware about the green HR ability.

2. Is green HR More meaningful in career planning?
A) Strongly agree  B) Agree  C) Disagree

Inference - From the above pie chart it is found that as green HR is aligned with all the strategic activity so 65% respondents feels that it is meaningful in career planning but 15% respondents are aware of the concept and disagree that going green doesn’t help in career planning.

3. Best practice for going Green can be?
A) Elimination of excess use of paper  
B) Computerized training  
C) Sharing of vehicle  
D) Any other

Inference - From the above pie chart it is depicts that 60% respondents felt that elimination of excess use of paper is best practice for going green whereas 15% respondents feels that there are many other things for going green like providing limited resources, going for 3R’s – REDUCE, RECYCLE, REUSE. They felt that policies are important but more can be done at individual level.

4. Role of Green HR in environment management?
A) High  B) Medium  C) Low

Inference - From the above pie chart it is shows that in view of 60% respondents Green HR has positive impact on environment whereas 10% respondents feel that there is no impact of green HR on external environment.

IX. FINDINGS

a. It is revealed that role of HR professional is very big for Green HRM. Companies that want to be more earth-friendly need to make sure current employees are on board with the goals. This can be accomplished through
communication and training by the HR professionals.

b. Discloser of study shows that Impact of Green awareness is fruitful. There are numbers of program which offers monthly electronic communications, including newsletters and interactive games, as well as working with companies to appoint green coordinators in local offices to help develop plans and serve as points of contact for green practices.

c. It is founded that changing attitudes and behaviours related to environmental issues in the workplace. Flexibility is often the driver of change, and it’s at the heart of the sustainable management initiative.

d. It is concluded that it retires burdensome paper-based processes and improve the process efficiency.

e. It shows that it also reduces turnaround times and as well as costs/paper consumption.

f. Study shows that it help in additional tools for automated and business processes.

g. It also revealed that it is important to improve the Green Hr policies at Employee level for the better result.

h. It is found that people thinks it’s very necessary to go Green but again they don’t know how to take the first step so the proper training and communication should be done.

i. It may also reveal data to add an HRM element to the knowledge base and Green Management in general for academics.

X. CONCLUSION

It is concluded that Green ideas and concepts are beginning to gather pace within the HR space, often complementing existing sustainability-based initiatives. Increasingly they are delivering tangible benefits to the business, rather than simply adding a gloss to brand and reputation. During the research, researcher has observed the new processes, policies and tools are actually helping to ensure compliance and improve process too. And with legislation now in place to effectively formalize the need for a new corporate approach to the environment, now’s the time for HR to embrace the green agenda. In future research into Green HRM may provide interesting results for all stakeholders in HRM. It is concluded that specific focus on waste management and recycling; for employees, they may help them lobby employers to adopt Green HRM policies and practices that help safeguard and enhance workers health and well-being.

XI. REFERENCES