LITERATURE REVIEW:

Green HRM involves addressing the company carbon footprint by cutting down on usage of papers, reducing unwanted travel. Green HRM is about the holistic application of the concept of sustainability to organization and its workforce (Aravamudhan, 2012). It has been found out in various researches that HR department in many companies are increasingly greening their processes to gain competitive advantage over others.

According to Justin Victor (2008), one half of HR professionals indicated that their organizations have a formal or informal environmental responsibility policy. Top Three green practices reported by HR professionals were encouraging employees to work more environment friendly, offering recycling programs and donating / discounting used furniture supplies.

John R. Rathgeber (2007) has said in his research that many business leaders are embracing Corporate Sustainability and Green Business practices as a way to improve their operations and enhance their competitiveness.

According to Candice Harris and Dr. Helen Tregidga (2008), many organizations have quick to Jump onboard the Sustainability bandwagon, little appears to have been done to consider the role of, and effect on, the HR function and managers. How are HR managers defining and enacting Corporate Sustainability. All participants felt that HR function has a role in fostering environmental practices within an organization due to their role as stewards of value, and as skilled communicators in the organization. Findings indicated the HR managers espouse private moral positions around concern for the environment, however environmental action in their personal lives appears limited.

On other hand John Sullivan (2009), in his paper has stated that environmental issues are on most every one’s mind so if your firm has a competitive advantage in this area will create an employment brand. Green recruiting is a chance to differentiate yourself in a recruiting marketplace where standing out from the crowd is already extremely difficult. Moreover Gen y is focusing on the Green Recruitment.
According to Fineman (1997:37), the environment belongs to everyone its damage is quintessentially a matter of broad consensual moral concern and organizational actors are as culpable as anyone else. So HR managers are requested to reconsider the implications of what their passive position on the environment could mean by giving them important role of shaping employees behaviour in organizations and beyond.

Research by Suhaimi Sudin (2011), shows that green management initiatives has become an important factor in forward thing businesses around the world. Researchers argued that employees must be inspired empowered and environmentally aware of greening in order to carry out green management initiatives. The paper focuses on development of a new model of strategic Green HRM which includes relationship between assessment based HR interventions, environmental management system, Green intellectual capital and corporate environmental citizenship.

Stephen King (2004) stated that the future of HRM will be built on innovation and creativity, in nutshell innovation and creativity approaches were needed towards quality of life, environmental improvements through the healthy, sustainable, vibrant community theme. In summary it was said that money and support of employees can put HRM on the road to environmental Sustainability.

According to Chad Holliday (2001), CEO DuPont says shrinking your environmental footprint is more than just the right thing to do, it also generates tremendous business value. This is the challenge of Sustainable growth and to meet it, the primary motivation for any company should be improved business performance of course, environmental societal benefits will follow.

Malt Bolch (2008), in his research has said spreading the word about Sustainability initiatives may fall to more than one department but human resource plays an important role, it is important for human resource professionals to have conversations with employees and the community at large about the implications of environmental initiatives.
As per the survey done by Buck Consultants (2009), 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 towards integrating a number of green practices. While the study’s questions and results are broad, they hint at several areas for HR practitioners to consider in the green space. Over half of the companies surveyed have incorporated environmental management into business operations and have a formal green program in place or plan to implement one in the next twelve months.

N R Aravamudhan in his Research Paper has said that HR departments in many companies are increasingly greening their processes. The time has come to greenify their companies and build world class sustainable businesses.

According to Douglas Renwick, University of Sheffield Management School, in his paper he has mentioned the different shades of HR starting from Non Green in yesterday and Dark Green In future which he has adapted from James and Stewart, 1996. He in his study has said that HR can include environmental aspects in Recruitment, Training and development, Induction, Performance appraisal etc. He has also mentioned in the study that HR professionals appears as one close to management as well as employees and thus can help the management and employees to implement Green initiatives in day to day life.

Mr M.W.Shaikh in his paper submitted Green HRM, A requirement of 21st Century to Abhinav journal of Research has made an attempt to promote the importance of Green HRM in industries, The Green Human Resources Management is based on green movement related to Protection of Environment and save the planet Earth from future disasters. The “Magna Carta” on Human Environment was declared in the first United Nation’s (International) Conference on Human Environment held in June 1972 in Stockholm declared that, to defend & improve the human environment for present and future generation has become an imperative goal for mankind. The Green Human Resource Management will play an important role in industry to promote the environment related issues by adopting it, in management philosophy, HR policies and practices, training people and implementation of laws related to Environment Protection. The Green HRM will also help the employers, manufacturers in image and brand building and by strictly
implementing the ISO 14000 standards, environmental audit, thus changing the organizational culture, thinking about waste management, pollution and helping the society and its own people, those are getting effected by pollution. It will also make employees and society members aware of the utilization of natural resources more economically and encourage eco-friendly products.

The Greening of HR survey done by Buck Consultants in January 2009 has showed that greater than 60% of companies have made environmental responsibility a part of their organizational mission statement and view the promotion of social responsibility as the most critical objective of their green program.

The review of literature is done on the topic and it has been found Green HRM is an upcoming topic, there is still limited research done on the concept of Green HRM and Sustainability. The overall aim of the study is to contribute to the existing literature and highlight the major role of HR for Sustainability.