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## Relevance and challenges of ghrm in automobile industry: Case study of Delhi, Gurugram

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### Abstract

Today "Green" has become a keyword because of its corporates and individuals understanding that the over consumption of the resources can lead to a stage of their future extinction. Environmentally, conscious organisations will become increasingly prominent as we reenter in a period of growth. Green HRM may provide interesting results for all stakeholders in HRM. For employers and practitioners, these may be to establish the usefulness of linking employee involvement and participation in environmental management programme to improved organisational environmental performance, they may help them lobby employees to adopt Green HRM policies and practices that help safeguard and enhance worker health and well being, and for the academics, they may reveal additional data to add on HRM element to the knowledge base on Green Management in general. Across the Globe, we are moving from an industrial-based financial system to a talent based economy. However, HR is never going to have a truly significant impact on a business through the improvement of HR process alone so the greater opportunity is to contribute to the green agenda of the business as a whole. This paper refers to the relevances and challenges that are in automobile industry. We have taken the data from the Maruti Suzuki India Limited Company to deal with the problem of sustainability and GHRM.

**Keywords:** Green management, stakeholders, green human resource management

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### Introduction

A green business is an entity that provides or provides services aimed at making more productive use of resources, offering renewable energy sources, reducing green house gases emissions or otherwise mitigating the impact on the environment. Green or clean is any operation or service that carries out at least the following activities

1. producing renewable energy or storing it.
2. present materials recycling.
3. energy-efficient production, distribution, installation and maintenance of goods.
4. education, compliance and awareness.
5. natural and sustainable production of goods

### 1. Green Movement

The green movement is a political movement that promote four main values:

- Environmentalism
- Sustainability
- Non-violence
- Social justice

Green movement proponents are known as greens, subscribe to green philosophy and share many concepts with ecological conservation, environmental, feminist and peace movement.

Going green is seen as taking all available steps to maximize our planet's health and vitality, recycling paper is one of the man ways that individuals can contribute to the "green revolution".

### 2. Human Resource Management

The phrase "Human Resource Management" refers to how an agency, a corporation, or a company conducts its recruiting, selection, training, and performance evaluation activities. HR has significant opportunity to contribute the green movement and motivate the green movement and motivate employee and people to work for greener business.

### Relevance and challenges of ghrm in automobile industry: case study of d3elhi, gurugra Green Human Resource Management

Green human resource management is a framework for sustainable organisational development in an emerging economy. Green human resources management is based on the green environmental conservation movement

which has become an imperative aim for humanity to save the planet Earth from future disaster in order to defend and strengthen the human ecosystem for present and future generations.

Green HRM has the ability to have a significant effect on the various stakeholders involved, allowing employers and suppliers to establish their reputation and brand by strictly applying ISO 14000 standards and environmental auditing.

### 3. Objectives of Study

1. Relevance of GHRM in automobile industry.
2. Challenges of GHRM in automobile industry.

### Organization under Study

#### 1. Maruti Suzuki

Maruti Suzuki India Limited is a leading manufacturer of passenger cars in India. Maruti Suzuki India Limited, formerly known as Maruti Udyog Limited, is a subsidiary of the Japanese automotive manufacturer Suzuki. In 1981, the company was established as a joint project between the Indian government and Maruti Suzuki Motors Corporation of Japan until 2003 when it was sold to Suzuki Motor Corporation. As of 2018, it had a market share of 53 percent in the Indian passenger car market. It produces products Automobiles, Commercial vehicles, Automotive parts, Pickup trucks etc. The company also believes in the theory of GHRM. It ensures the best possible utilization of energy, water and other resources. Green Initiatives:

- Its Gurugram and Manesar plant's street lights work on the solar energy. Its plant also uses the natural gas which is environmental friendly.
- It tries to recycle half of the water used by its manufacturing units.
- As most of the manufacturers do it also sends its hazardous waste to the cement factories for further processing so that it causes less harm to the environment.
- Also try to give us a better and efficient environmental friendly technology.
- Maruti Suzuki was the leading company to take steps towards factory fitted CNG vehicles and offers many vehicles with CNG facility.



### Factors that affect the Green Human Resource Management practices in organisations

Human resources professionals and owners of automotive businesses can expand and enhance their businesses' efficiency by being aware of the challenges they face.

- Lack of Human Resources Strategic Plan
- High Turnover
- Developing Leaders
- Lack of Collaboration and Communication.

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#### Suggestion for better Green practices to be followed

- **Increased use of renewable and sustainable fuels for power generation**  
By using renewable source of energy we can reduce the carbon emissions and other gases which are causing greenhouse effect. Also, such fuels offer an alternative to the nuclear power.
- **Carbon regulation policies**  
This policy says that we should limit the carbon emission by establishing certain regulations and policies on the vehicles that emit a lot of carbon and take steps towards the eco-friendly system.
- **From an employee viewpoint**
  1. Employees will play an important role in determining the company's green initiatives.
  2. Employees' economy green behavior can be rewarded financially.
  3. Employees can create eco-friendly policy to modify the framework and policy of the organisation.
- **General Initiatives**
  1. Conduct an annual survey towards "Going Green" and "Sustainability Management".
  2. Try to be more strict towards paperless practices.
  3. Encourage carpooling to reduce travel time.
  4. Teleconferencing should be used instead of business travel.
  5. Investigate the possibility of introducing renewable sources of energy.

### Conclusion

It examines the relationship between GHRM practices, the enablers of green organisational culture, and a firm's environmental performance.

Companies can gain a competitive advantage over their competitors by adopting green practices, which can also have a positive impact on the environment by reducing greenhouse gases from cars.

Green ideas and concepts are beginning to gallop within the HR space, often complementing existing sustainable based initiatives increasingly they are delivering tangible benefits to the business and stakeholders, rather than simply adding a gloss to brand and reputation. Here are several areas where companies can incorporate more environmentally conscious strategies like the use of internet or tele-ferencing to cut down on business travel, putting employee manuals, policies or other company information online to reduce printing. Research has shown that employee involvement in green programmes dramatically increases when organisations appoint one employee to lead the effort. At most organisations like Maruti Suzuki, earth-friendly perks emerge for an overall effort to green the business. Organisations can also launch a carbon credit card employees receive points for taking public transport, purchasing a hybrid car or video conferencing rather than taking a flight or visit. This article focuses on a new innovative approach which can be applied adopting environmental practices helps company save money, new source of business and avoid trouble. Growing green also helps company enhance their relations and improved public relations and positions public perception can have a strong impact on company profit.

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