

A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT AS A STRATEGY FOR SUSTAINABLE ORGANIZATIONAL DEVELOPMENT AT TATA INTERNATIONAL LIMITED, MIHAN, NAGPUR

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Abstract

In the present business environment, environmental sustainability has become an important concern for organizations across the world. Green Human Resource Management (Green HRM) focuses on integrating environmental management into HR policies and practices to promote sustainable organizational development. This study examines the role of Green HRM practices in promoting environmentally responsible behavior among employees at Tata International Limited located in the Multi-modal International Cargo Hub and Airport (MIHAN) region of Nagpur. The study highlights various Green HRM practices such as green recruitment, environmental training, green performance management, and green reward systems. The research is based on secondary data collected from research articles, company reports, and academic sources. The findings suggest that Green HRM practices contribute significantly to environmental sustainability, employee awareness, and organizational development. The study concludes that adopting Green HRM strategies helps organizations achieve long-term sustainability and competitive advantage.

Keywords: Green HRM, Sustainability, Environmental Management, Employee Green Behavior, Organizational Development

INTRODUCTION

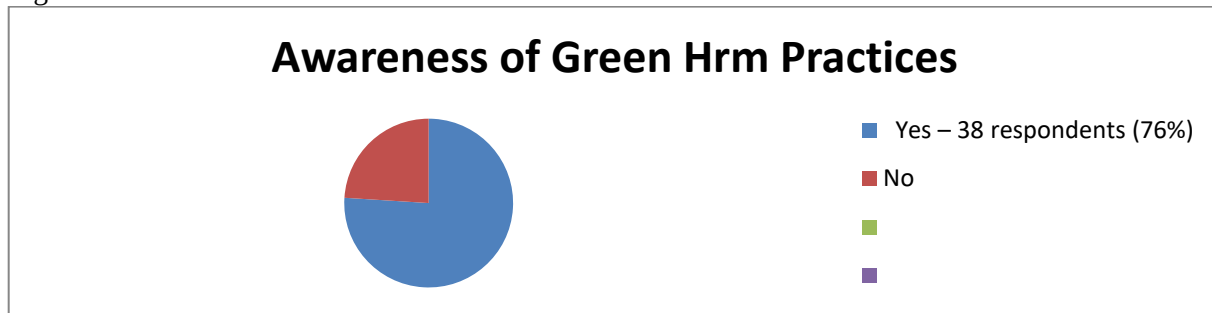
Environmental issues such as climate change, pollution, and depletion of natural resources have increased significantly in recent decades. Organizations are now expected to contribute to environmental protection and sustainable development while maintaining business profitability. Green Human Resource Management refers to the integration of environmental management into human resource policies and practices. Green HRM encourages employees to adopt eco-friendly behaviors such as energy conservation, waste reduction, and responsible use of resources. Tata International Limited, a part of the Tata Group, has implemented various sustainability initiatives and environmental management practices. The company focuses on responsible manufacturing, waste management, renewable energy use, and water conservation to minimize environmental impact. The company operates within the MIHAN industrial region of Nagpur, which is one of India's major economic development projects designed to promote industrial growth and employment. Green HRM practices implemented in such organizations help develop environmentally responsible employees and promote sustainable organizational development.

LITERATUREREVIEW:

Several researchers have emphasized the importance of Green HRM in modern organizations. Renwick, Redman, and Maguire (2013) explained that Green HRM involves integrating environmental concerns into HR policies such as recruitment, training, and performance management. Jackson et al. (2011) stated that Green HRM encourages employees to adopt environmentally responsible behavior, which contributes to organizational sustainability. Opatha and Arulrajah (2014) defined Green HRM as policies and practices that make employees environmentally conscious and responsible. Research also indicates that companies adopting sustainable practices such as waste recycling, renewable energy use, and water conservation can significantly reduce environmental impact and improve corporate reputation. programs and festive sales, improve customer retention and engagement.

DATA ANALYSIS AND INTREPRETATION**1. Awareness of Green HRM Practices**

Question: Are you aware of Green Human Resource Management practices implemented in the organization?

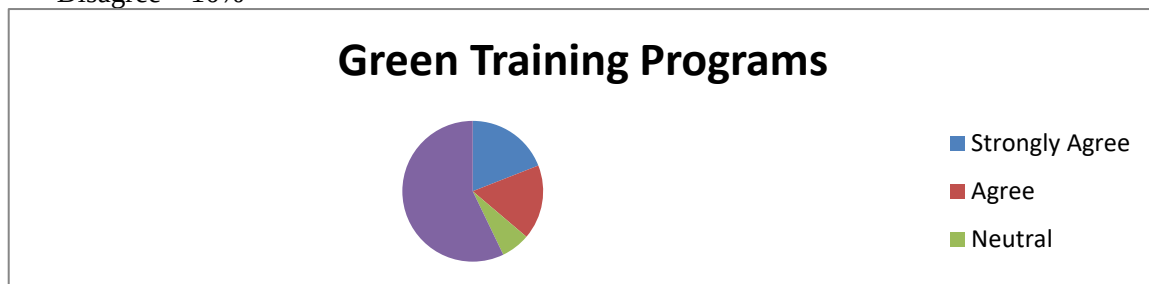
**Interpretation:**

The pie diagram shows that the majority of employees are aware of Green HRM practices. This indicates that environmental initiatives and policies are effectively communicated within Tata International Limited located in MIHAN, Nagpur.

2. Green Training Programs

Question: Does the organization conduct training programs related to environmental sustainability?

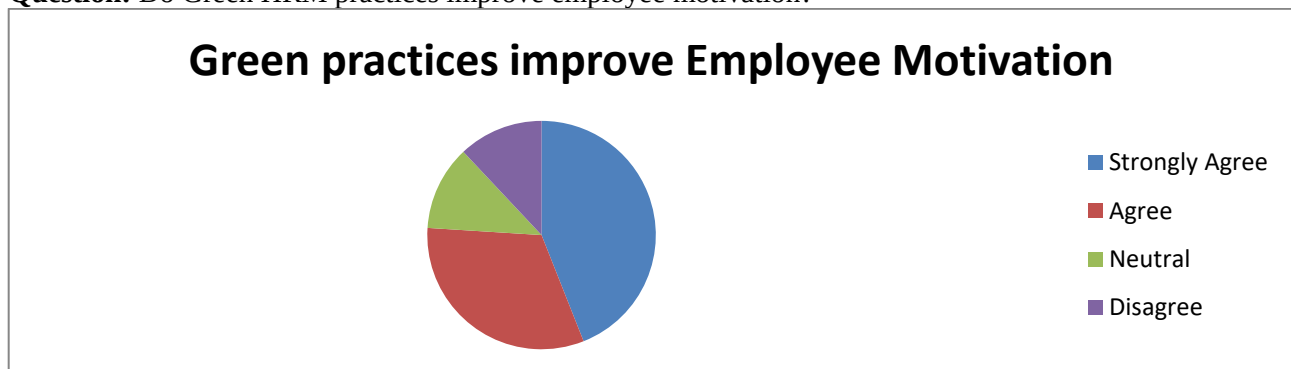
- Strongly Agree – 40%
- Agree – 36%
- Neutral – 14%
- Disagree – 10%

**Interpretation:**

Most employees agree that the organization conducts environmental training programs. These programs help employees understand sustainable practices and encourage eco-friendly workplace behavior.

3. Green Practices Improve Employee Motivation

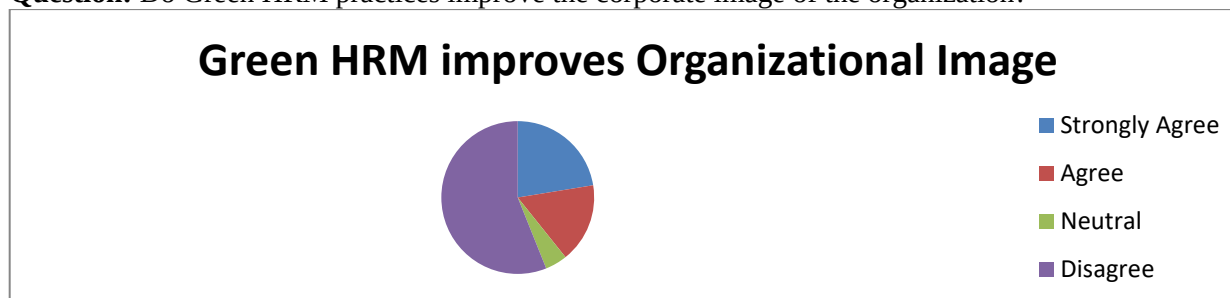
Question: Do Green HRM practices improve employee motivation?

**Interpretation:**

The majority of employees believe that Green HRM practices positively influence their motivation and encourage them to participate in sustainability initiatives.

4. Green HRM Improves Organizational Image

Question: Do Green HRM practices improve the corporate image of the organization?

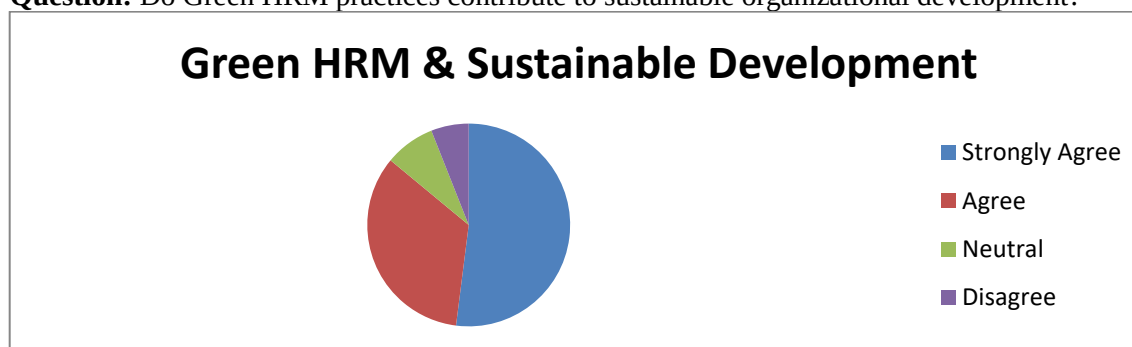


Interpretation:

The results indicate that employees believe environmental practices enhance the reputation and brand image of the organization.

5. Green HRM and Sustainable Development

Question: Do Green HRM practices contribute to sustainable organizational development?



Interpretation:

Most respondents strongly agree that Green HRM practices play a significant role in achieving sustainable organizational development.

CONCLUSION:

The study concludes that Green Human Resource Management (Green HRM) plays a significant role in promoting sustainable organizational development. The findings of the research indicate that employees are aware of Green HRM practices and recognize the importance of environmental initiatives within the organization. Environmental training programs, green workplace practices, and sustainability initiatives help employees understand the importance of protecting natural resources and encourage them to adopt eco-friendly behavior at the workplace. Furthermore, the results show that Green HRM practices positively influence employee motivation and improve the corporate image of the organization. Employees believe that such practices contribute to environmental protection and support long-term sustainability goals. Therefore, the implementation of Green HRM strategies at Tata International Limited located in MIHAN, Nagpur helps create an environmentally responsible workplace and supports sustainable organizational growth.

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