
GREEN HRM PRACTICES FOR SUSTAINABLE GROWTH AT NUTRIVATIVE FOODS PVT LTD

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ABSTRACT: GHRM, or green human resource management, is a critical approach for organizations that are striving to reconcile environmental sustainability with development. Nutrivative Foods Pvt. was examined. The organization has initiated the implementation of sustainable human resource management strategies. Ltd., with a particular emphasis on the influence of environmentally cognizant HR policies and procedures on sustained productivity and morale. Green performance evaluations, green incentive programs, green hiring processes, and environmental education and awareness initiatives were all evaluated. Based on the data, it appears that these initiatives promote a more environmentally conscious mindset, optimize resource utilization, and increase output while simultaneously reducing operational waste. Furthermore, employees demonstrate increased enthusiasm and motivation when sustainability is prioritized in organizational policies. An examination of Nutrivative Foods Pvt. Comprehensive green HRM strategies must be implemented by the organization. Ltd. is dedicated to establishing a sustainable business model, achieving a competitive edge, and expanding its ethical operations. This essay will examine the integration of HR strategy with environmental objectives in order to create a more sustainable and ecologically conscious organization.

Keywords: *Green Human Resource Management (GHRM), Environmental Sustainability, Sustainable Performance, Nutrivative Foods Pvt. Ltd., Green Recruitment.*

1. INTRODUCTION

Green HRM techniques assist organizations in achieving their sustainability objectives and fostering development by integrating environmental sustainability into all HR responsibilities. Important strategies include performance management that promotes ecological consciousness, comprehensive environmental training, and green recruiting and selection. Businesses may enhance their image, motivate and retain more employees, and save money by reinforcing a sustainable culture and implementing eco-friendly policies such as recycling more, reducing energy consumption, and offering remote work options.

Green HRM practices

Green planning: Form an educated estimate regarding the environmental initiative requirements of your team and develop a plan to meet them, such as outsourcing audits.

Green recruitment and selection: Employers are motivated to recruit individuals whose values are consistent with their own environmental objectives.

Green training and development: Ensure that your employees are well-informed about the company's commitment to sustainability, the ways in which they can contribute to reducing their environmental impact, and the methods by which they can conserve resources (notably

energy and recycling). This encompasses guidance on how to identify methods to enhance the sustainability of their respective positions within the operation.

Green performance management: Establish mechanisms to monitor and evaluate the progress of staff members in achieving sustainability objectives.

Green compensation and benefits: Offer incentives that encourage environmentally favorable pursuits, including telecommuting, public transportation, and the use of e-bikes.

Green employee engagement: To cultivate a robust green culture, it is necessary to reduce paper consumption, promote recycling initiatives, and provide assistance to personnel who are involved in sustainability initiatives.

Green workplace practices: Promoting sustainability in the workplace can be achieved through the implementation of paperless workplaces, remote work opportunities, energy-saving measures (such as turning off lights and equipment), and the provision of ecologically sympathetic options (such as organic or locally produced food).

Green HR practices or sustainable HR practices are strategies and programs that prioritize environmental sustainability in HR operations. These practices, which are designed to promote an ecologically conscious mindset in the workplace and reduce carbon emissions, include reduced paper consumption, increased energy efficiency, telecommuting, and flexible work schedules. Organizations can simultaneously enhance operational efficiency and employee engagement while reducing their environmental impact by incorporating environmental factors into HR processes.

2. REVIEW OF LITERATURE

Hosain, M. S. (2025): This paper aims to comprehend the impact of specific Green HRM (GHRM) initiatives—such as environmentally oriented performance evaluation, green training, and green hiring—on the environmental performance of firms by employing experimental methodologies. This paper investigates a structural model that assesses survey data from manufacturing enterprises in order to establish a connection between GHRM and environmental outcomes, taking into account the scale of the company and the industry. The results indicate that the efficacy of the GHRM system has a positive impact on energy efficiency, waste reduction, and regulatory compliance.

Faeni, D. P., et al. (2025): This research constructs and assesses a model that establishes a connection between GHRM practices and both short- and long-term success, as well as corporate reputation, with an emphasis on the beverage and food sector. The paper employs structural equation modeling and data is collected from employees at environmentally certified organizations. The results indicate that eco-focused training, green employment, and green performance assessments all contribute to the increased environmental consciousness and happiness of employees. These labor accomplishments have a positive impact on the company's environmental reputation and overall sustainable performance.

Zihan, W., et al. (2024): This investigation examines the manner in which GHRM implements green process and product innovation to enhance sustainable performance. The authors evaluate a mediation model in addition to surveying SMEs in Malaysia. The results indicate that green innovation is a significant predictor of the social, economic, and environmental aspects of sustainability, and it serves to mitigate the impact of GHRM. In

order for HR policies to be effective, executives must endorse environmental initiatives. This is where transformational or "sustainable" leadership is necessary. It strengthens the connection between innovation and GHRM.

Correia, A. B., et al. (2024): Healthcare providers are the primary focus of this research, which examines the impact of GHRM on long-term performance in a highly regulated service industry. According to hospital data, environmental indicators such as energy and waste management are significantly improved by green hiring, training, and performance management. The paper also indicates that social outcomes, such as worker safety and patient satisfaction, exhibit beneficial knock-on effects. Employee environmental commitment is a critical mediator of GHRM and performance.

Ahmad, F., et al. (2023): This essay explores the collaborative efforts of green information exchange and GHRM to influence the environmental performance of universities. The authors investigate a paradigm in which GHRM (competence development, motivation, and participation) improves environmental performance by fostering employee environmental commitment by surveying faculty members at Pakistani universities that are part of the UI Green Metric. GHRM enhances commitment, which in turn enhances environmental performance measures on campus, as indicated by the data.

Shrivastava, M. K., & Sharan, V. D. (2023): The objective of this investigation is to examine the long-term performance of Indian service organizations by examining the logical and practical implications of GHRM practices. The authors assert that GHRM is distinct from traditional HRM methodologies due to its explicit integration of environmental objectives into HR policies. Their four primary activities are green recruiting, green development and training, green assessment and monitoring of performance, and green employee involvement.

Awwad Al-Shammari, A. S., et al. (2022): This empirical paper investigates the role of green innovation in mediating the relationship between GHRM and sustainability performance. They demonstrate that GHRM substantially enhances long-term performance by utilizing data from technology-focused companies. Furthermore, they find that green innovation significantly predicts sustainability outcomes and partially mediates the relationship between GHRM and performance. The paper identifies substantial route coefficients for GHRM's beneficial impacts on sustainable performance and innovation through structural equation modeling.

Sapna, A. G. (2021): This paper addresses the importance of GHRM and the challenges associated with its implementation in India. Despite the fact that it refers to Green HRM as a "buzzword," it asserts that its effectiveness is contingent upon its proper implementation. Some of the critical strategies for ensuring the long-term sustainability of an organization that the author investigates include green recruiting, training, and performance evaluation. According to the research, human resources may be essential for the establishment of proactive environmental policies and the coordination of employees' efforts to achieve sustainability objectives.

3. HR ROLE IN IMPLEMENTING GREEN HR PRACTICES

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Recruitment and Talent Acquisition

Talent acquisition and recruitment are two critical areas in which green HR practices have the potential to make a significant impact. Employers can attract candidates who are similarly dedicated to environmental preservation by emphasizing sustainability in job postings and other workplace branding initiatives. Hiring sustainability advocates not only fosters the development of innovative ideas and strategies in the pursuance of environmentally friendly business practices, but also increases the level of environmental awareness among employees.

Training and Development

Initiatives to enhance employee development and training are frequently incorporated into green HR strategies. Organizations have the ability to coordinate a variety of workshops and training sessions that address topics such as environmental sustainability, waste reduction, and energy efficiency. Companies may contribute to the development of a more environmentally conscientious workforce by educating employees on the significance of sustainability in their personal and professional lives.

Performance Management and Incentives

Performance management systems that incorporate sustainability objectives are more likely to encourage employees to participate in environmental initiatives and engage in eco-friendly activities. Companies can encourage their employees to be more environmentally conscious and assist in the attainment of their sustainability objectives by associating employee performance evaluations and bonuses with sustainability indicators.

Employee Engagement and Well-being

Additionally, it is imperative to implement green HR practices in order to foster a more engaged and content workforce. When employees are motivated, fulfilled, and productive, they are more inclined to participate in sustainability initiatives. Sustainability committees, green teams, and volunteer programs are among the initiatives that offer employees the opportunity to contribute to both the environment and the organization.

Building a Sustainable Brand

In today's socially conscious market, businesses that demonstrate their commitment to environmental sustainability are more likely to prosper. By implementing green HR practices, businesses can enhance their image and appeal to environmentally conscious consumers. Companies that exhibit a robust sustainability profile are distinguished from their competitors, which in turn attracts additional consumers and fortifies their loyalty to the brand.

4. INDICATORS OF GREEN HUMAN RESOURCE MANAGEMENT



Employee empowerment

The utilization of the term "empowering" in relation to action teams is deliberate. Despite its effectiveness, employee empowerment is a potent instrument that is not utilized fully. Give your employees greater autonomy in managing situations, decisions, and issues, and they will

1. First, remove it from your platter, and then proceed to step 2. Make that individual feel as though they have a stake in the outcome and have the ability to influence it.

Recruitment and selection

Hiring individuals who prioritize environmental sustainability is an effortless, apparent, and cost-effective approach to cultivating an environmentally conscious workforce. It is more probable that individuals will incorporate their personal values, experiences, and perspectives into their professional lives.

Education and training

It is imperative to maintain their current and up-to-date status, as is the case with any talent, especially in the face of new discoveries and ideas. Plastic serves as an exceptional illustration of this. Initially, it was a revolutionary product that offered manufacturers and consumers a hygienic, risk-free, and affordable alternative to traditional materials. In the 1980s, statements that plastic was still superior to natural resources due to its simplicity of recycling were instrumental in alleviating trash concerns. We now understand that the process of recycling plastic is labor-intensive, time-consuming, and highly carbon-intensive.

Performance management

Starting any endeavor without a system to track progress is akin to planting a flag: it will not flourish. In order to ascertain the effectiveness of your environmental management initiatives and identify areas in which your managers and employees are falling short, incorporate PEB targets into your performance management system.

Reward systems

Disney, Marriott, and Singapore Airlines are among the organizations that offer incentives to their employees for utilizing personal electronic devices (PEBs). The desire to act responsibly toward the environment is heightened by financial and non-financial incentives for eco-friendly actions.

Communication

Communication is a dynamic and multifaceted relationship that is perpetually in motion, rather than being either one-way or two-way. It is imperative that you consult with professionals in order to ensure that your strategies are successful. The involvement of employees is essential for the successful planning and execution of any undertaking. Obtaining feedback from clients and colleagues regarding what is effective and what could be enhanced is crucial.

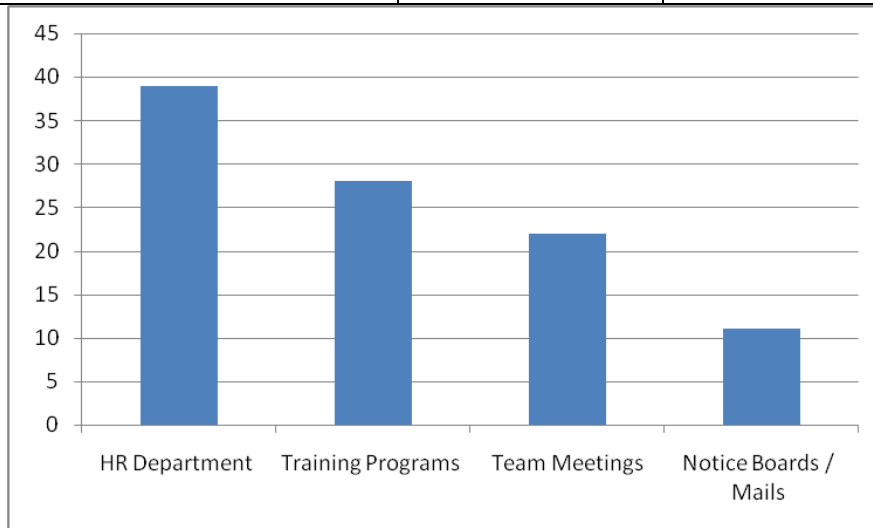
Action teams

Depending on the nature of your organization, action teams may be either mandatory positions with a specific focus or optional additional responsibilities that employees assume. In either case, a certain method of ensuring that all individuals are in agreement with your eco-initiatives is to establish a team and allow them to carry them forward.

5. DATA ANALYSIS AND INTERPRETATION

1. What is your favorite place to find information on green HRM programs?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	HR Department	39	39%
2	Training Programs	28	28%
3	Team Meetings	22	22%
4	Notice Boards / Mails	11	11%
TOTAL		100	100%



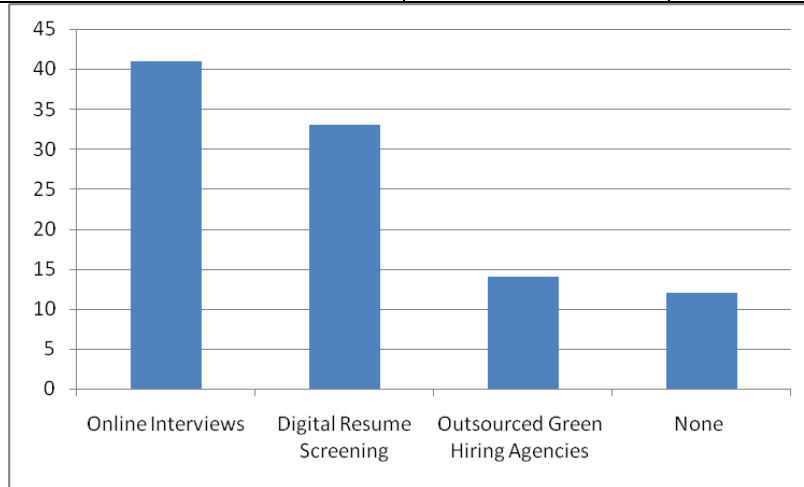
INTERPRETATION:

The data indicates that the HR department is the primary channel of communication within the company, as 39% of respondents consider it to be their primary source of information regarding Green HRM practices. 28% of training programs indicate a substantial emphasis on awareness seminars and skill development. The fact that 22% of the total is spent in team meetings implies that there are coordinated discussions regarding sustainability issues. The low importance of emails and notice boards (11%) suggests that formal written communication channels are not frequently employed.

2. How does the organization guarantee that its employment practices are environmentally-friendly?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Online Interviews	41	41%
2	Digital Resume Screening	33	33%
3	Outsourced Green Hiring Agencies	14	14%

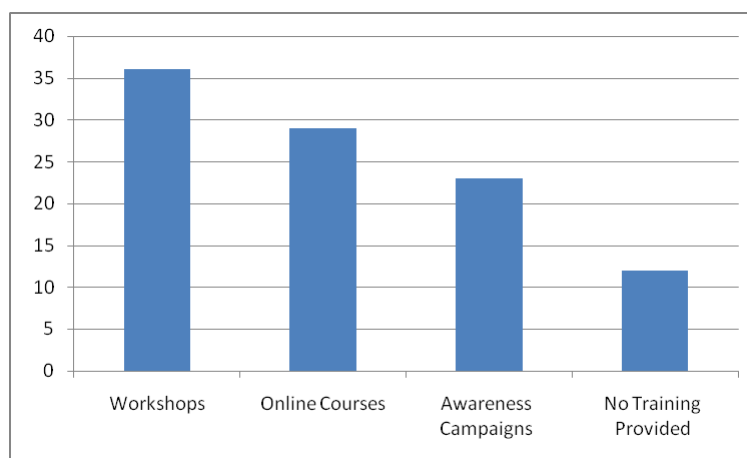
4	None	12	12%
TOTAL		100	100%



INTERPRETATION: The statistics demonstrate a reliance on technology to save time and money, as 41% of respondents believe that online interviews are the most prevalent green recruiting strategy. The fact that digital resume screening ranks second with 33% is indicative of the increasing prevalence of paperless operations. It is evident that sustainable recruiting requires moderate external assistance, as 14% of firms employ outsourced green hiring services. 12% of respondents indicated that they did not employ green recruiting tactics, which underscored potential underdeveloped areas.

3. What is the organization's standard approach to educating its employees on environmental concerns?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Workshops	36	36%
2	Online Courses	29	29%
3	Awareness Campaigns	23	23%
4	No Training Provided	12	12%
TOTAL		100	100%

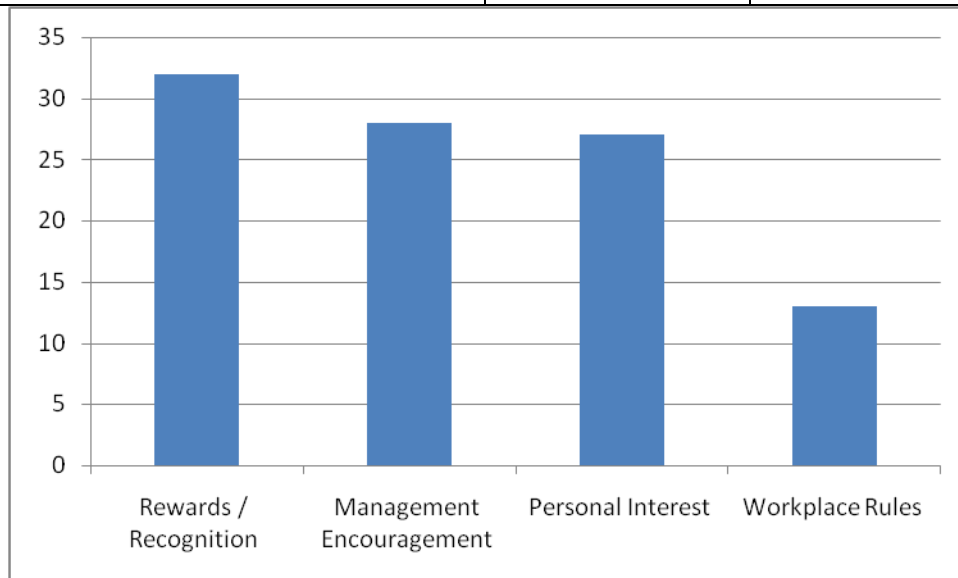


INTERPRETATION: Workshops were the preferable green training option for 36% of respondents, which underscored the importance of interactive learning. The 29% of courses that are available online serves as an illustration of the growing importance of digital learning

platforms in sustainability education. Various forms of communication are employed by awareness campaigns to increase the public's understanding of environmental issues; it is estimated that 23% of the population utilizes them. There is a potential to eliminate a training coverage deficit and enhance Green HRM initiatives, as 12% of respondents reported that they did not receive any training.

4. Why do employees feel the most compelled to participate in environmental programs?

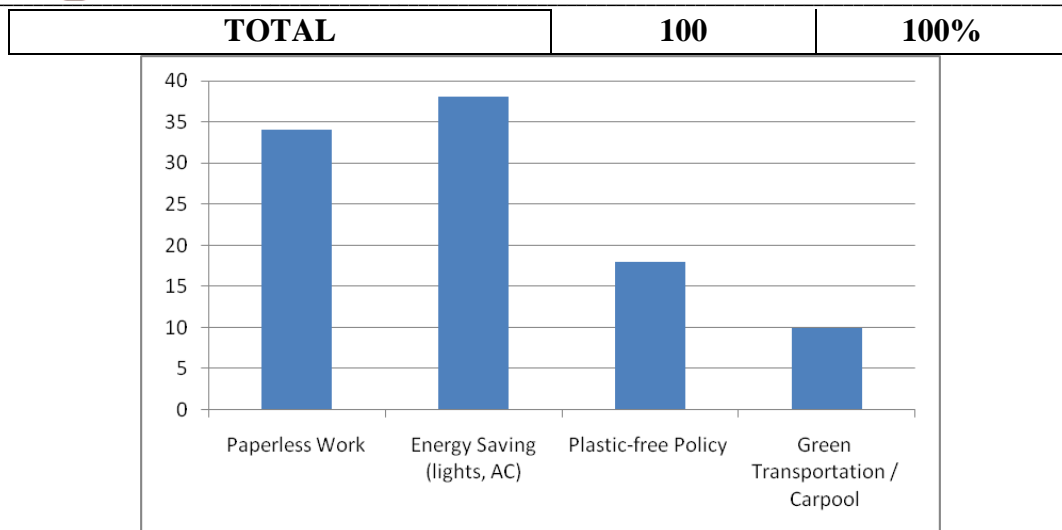
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Rewards / Recognition	32	32%
2	Management Encouragement	28	28%
3	Personal Interest	27	27%
4	Workplace Rules	13	13%
TOTAL		100	100%



INTERPRETATION: The most effective incentives for staff to participate in Green HRM initiatives are awards and recognition, which account for 32% of the total. This underscores the importance of incentive-based encouragement. The support of upper management is another critical factor that significantly influences sustainable practices (28%). It is evident that a significant number of employees are actively engaged in environmental issues due to their earnest concern for the environment, as 27% of them cite personal interest as a motivator. Formal policies are less effective than internal and extrinsic motivators, as evidenced by the 13% share of applicable workplace laws.

5. How does your organization address environmental concerns on an ongoing basis?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Paperless Work	34	34%
2	Energy Saving (lights, AC)	38	38%
3	Plastic-free Policy	18	18%
4	Green Transportation / Carpool	10	10%



INTERPRETATION: Energy-saving measures, such as more efficient air conditioning and lighting, were the most frequently implemented in green workplace projects that seek to minimize power usage, encompassing 38% of all green workplace projects. Paperless work is in second place with 34% of the vote, suggesting that there has been significant progress in the promotion of digital procedures and the reduction of paper utilization.. It is evident that waste reduction initiatives are being somewhat implemented, as 18% of respondents adhere to the plastic-free policy. Carpooling and green transportation received the fewest responses (10%), indicating that individuals are not particularly enthusiastic or engaged in these environmentally responsible modes of transportation.

6. CONCLUSION

In conclusion, green HRM practices are innovative because they allow businesses to grow over the long term without compromising financial success, environmental stewardship, or social responsibility. Organizations establish a culture in which sustainability is a shared priority by integrating environmental objectives into critical HR operations, such as hiring, training, performance management, and awards. The implementation of eco-friendly workplace regulations, technology-driven HR systems, and employee participation activities can be achieved to reduce waste and resource consumption and increase employee enthusiasm, engagement, and creativity. Additionally, continuous monitoring systems and collaboration throughout supply chains facilitate accountability and long-term development. By implementing green HRM, you can foster an eco-conscious workforce, which can enhance your brand image, operational efficiency, and competitive advantage. Lastly, green HRM is not merely a fad; it is a strategic imperative for organizations that prioritize the well-being of future generations, the environment, and their own long-term sustainability.

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