

Future Outlook of Green Management Practices

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Abstract: *Today, more than ever before, are willing to operate in an environmentally responsible way and they understand that they are part of society and should therefore adopt green practices in organizations. With passage of time, people understand the relevance of adopting green practices and “being green” is becoming the norm and the future belongs to a green economy.*

This research papers tries to explore the ways in which organizations of modern times can become a better place and the strategies that need to be adopted to become green organizations. Business professionals today working towards initiatives needed to reduce employee carbon footprints to become more accountable towards society and people’s well being. The various initiatives that should be promoted in the employees by the organization can be like car-pooling, teleconferencing, recycling, online training, e-mailing etc. It has also been observed that these small initiates taken by organization go a long way to build brand and reputation among the customers. Green, signifies color, peace, growth, greenery & is definitely in fashion these days as organizations today are realizing the fact that going green is not only good and a responsible thing to be done but can also be good for the public image of the organization. This paper tries to discuss the various initiates that can be taken by government to promote green practices in the organization.

Keywords: *Green Management, green initiatives, green practices, environment, management.*

I. Introduction

Green Management is replacing the old and traditional management which doesn’t take into account the environmental aspect. There are several issues pertaining to Green Management practices that include the difficulty in trying to implement Green Management practices in the workplace, the policies and procedure required to implement it, the difficulties observed while trying to make employees aware about Green Management, and how to overcome resistance created by employees not willing to participate in promotion of Green Management Practices in the workplace.

With change in lifestyle our daily activities are impacting the environment and it has become important for us to adopt green practices. Now not only just individuals but organizations are also following the green way now. Today, more than ever before, are willing to operate in an environmentally responsible way and they understand that they are part of society and should therefore adopt green practices in organizations. With passage of time, people understand the relevance of adopting green practices and “being green” is becoming the norm and the future belongs to a green economy.

In recent times the importance of environmental issues and sustainable development has increased both in the developed and developing nations. The reason behind the increase in concern towards environmental issues is that if we do not change the way we manage our organizations the future of the coming generations will be seriously threatened.

Survey conducted on companies reveals that have organizations with green management practices have higher staff morale, reduced labor turnover, and attract top quality human talent .Successful green management shows that companies have saved costs and show how small steps can make a positive impact on your organization.

Green Management is perceived in different manner in different places of the world. For instance- In developed countries Green Management is a new concept and has become a vital part in all types of organizations but if you talk about developing nations there is a lot of scope from improvement and much need to be done in the area.

Today, more than ever before in the history of management, organizations are launching Green Management as a crucial part of organization by undertaking every possible way to educate and aware employers on Green Management practices in the workplace.

Why adopt Green Management Practices?

There are numerous benefits to organizations that address green issues that include improved brand and company image. The impact of adopting green management practices can be observed quite easily with companies observing a noticeable improvement in the quality of the organization and its mission both internally and externally.

Besides improving the public image of the organization, going greener help improve the relationship of the organization with its stakeholders like customers, suppliers, government agencies, and the media. With increase in concern about global issues, many organizations are trying to reduce their impact on the environment. Green initiatives can also reduce costs. The reduced costs depend on the size of the organization and the steps taken to reduce energy consumption.

II. Strategies To Go Green

Here are some actions companies can take to go green:

1. Try to save power and energy by taking free on-site consultations on how to use energy in the best possible manner. Suggestions like improve insulation, install timers to automatically turn off lights, use energy efficient light bulbs, keep temperatures at comfortable ranges, switch off electricity when not needed should be adopted. Establish policies and standards such as proper waste disposal, using environment friendly gadgets, water and energy efficient products and environment friendly fuel vehicles should be adopted.

2. It is very necessary to survey employees to assess how well the organization is doing in implementing the green practices in the organization. Measuring performance with the standards annually will enable the organization to assess their performance in going green and further actions to be taken if the standards are not met.

3. To follow the green path, organizations should start using the 3 R model of REDUCE, RECYCLE & REUSE. Material like glass, paper, plastic, metal trash should always be recycled as far as possible. Eliminate unnecessary photocopying and both side used paper should not be thrown to dustbin; it should be recycled to avoid the wastage of resources.

4. Small initiatives go a long way in promoting the green initiatives within the organization. All the employees of the organization should be encouraged for carpooling by free car parking space. Car-pooling should be encouraged by discussing the benefits of it with the employees.

5. Try to reduce business travel and official tours if they can be replaced by teleconferencing, and video-conferencing instead of traveling.

6. Always encourage the employees to buy sustainable, eco-friendly products that can recycled, or can be reused easily. Try to use jute bages instead of using plastic bag. These small habits of buying environment friendly product go a long way in promoting the green initiatives of the organization.

7. Toxic substances, such as used batteries and copier toner, printer ink used in offices should be disposed off carefully. Talk to suppliers about how to dispose of toxic substance, and make sure you properly dispose off the goods.

8. Evaluate the impact of vehicles you use for transportation. Purchase or lease energy-efficient car and trucks and other heavy vehicles for use in the organization. The importance of face-to-face meetings can't be ignored when you're establishing a relationship with stakeholders however, if possible try to go for conferences and meetings virtually. These virtual events are not only cost-effective but have lower impact on the environment.

9. Water is a very precious resource for society and should undoubtedly be used well. Eliminate wastage of water in any kind of manufacturing processes and rain water harvesting should be promoted in the organization

10. Wherever and whenever possible try to make use of renewable sources of energy like solar energy, bio-fuels, wind power and other alternative energy sources. Use of cups, plates, and eating utensils and dishware that you can wash and reuse should be encouraged.

11. Save energy and improve the appearance of your work environment by planting more and more trees in the surroundings. You can not only reduce costs but also improve energy efficiency by planting more trees. Aforestation will not only increase the beauty of your office but will also make the efforts towards green management practices go a long way.

12. Encourage employees to save electricity by turning off lights when they aren't being used. Switch to laptops when it's time for an upgrade from desktop computer as they use 80 percent less energy than desktop computers.

Make more and more use of natural light to save power. If possible rearrange workspaces to take benefit of light coming from windows.

13. Allow team members to work from home one or more days each week. This can yield great benefits for both your organization and the environment. People who work from home don't waste time in travelling which petrol and prevents carbon emissions.

14. Creating a carpool information board to connect people who use similar routes to work can also work wonders in going green initiative. Team members should be encouraged to walk and to take public transportation to the office. Reward car-poolers with reserved parking. Make it easy for people to start using green transport options by posting transit schedules, bike routes, and details of incentive programs in easily accessible spots to let everyone connect.

Current Scenario in Green Management

Green Management which is becoming the new norm and trend is making a significant place in today's organizations. An organization of today cannot succeed in the present competitive environment if it does not follow the current green management practices effectively and efficiently. Green Management has revolutionized the way organizations function it is also argued that in order to carry out Green Management in the organization effectively and efficiently participation of employee must be received.

There need to be done a lot to inculcate green management as an integral part of green management. Moreover, it is high time that the environmental management practices are adopted as a way of doing business. The organizations should understand that adopting green management practices is beneficial to them as it helps them save money and avoid intervention from the government. . Going green also help companies to enhance the public image, and improved public image that can have a strong positive impact on company revenues, thereby increasing the profits.

The organization of today should understand that it is more economical to go green than to continue adding harmful chemicals to the environment.

Seek Employee's Participation in Green Management Practices

Green management practices can be successful only if employees participate in all the activities related to green management. The following steps therefore should be taken to seek employee's participation in the Green management practices:

1. Charity begins at home. Keeping this in mind employees should be advised to start making amendments at home to practice environmentally responsible behaviors at work and ways should be suggested to them to go green. Companies can start an employee "green team" and draw volunteers from the firm's and some from employees to actively participate in Green management Practices.

2. Employees should be encouraged by publicly congratulating them for the efforts taking towards going green and then publishing a quarterly or annual newsletter devoted to the stories and steps taken forward towards achieving the green management practices.

3. Continuous reminders should be sent to employees for reminding workers about the benefits of going green and how to participate in the practices to inculcate green behavior. Also it is important to review what employees have already done and employees considering the green aspect should be given preference at the time of recruitment. HR professional should ask candidates how the importance of green management practices.

4. Publicize company's efforts in going green initiative. Social media should be told the organization's attempts to hype the green benefits and practices.

Inform suppliers and customers about your efforts .Company should publicize the efforts they are making to inculcate green management practices. Publicize what the companies are doing. Publishing in media will benefit the company in the form of improved public image.

5. The most important step in seeking employee contribution is start communicating about Going Green issues with the employees. Keep employees and shareholders/investors informed about going green progress and also get in touch with different association and agencies that promote such practices to businesses that implement green management initiatives.

BENEFITS OF GREEN PRACTICES ADOPTED IN THE ORGANISATION

Improved public image:

Improved public image is the biggest benefit of adopting green management practices in the workplace. As the consumers are getting more and more concerned about the environment, they perceive organization adopting green management practices better as compared to organization that are causing harm to the environment, thereby improving the public image of the organization.

Increases profit in the organization:

Adopting green management practices have direct impact on the profitability of the firm and as such it is beneficial for the organization to adopt green management practices as Green is the way of future.

Better employee retention rate:

Survey conducted among the organization with Go green Moto shows that they have a better employee retention ratio as compared to firms not adopting green management practices, the reason being firms with Go green Moto have greater market value.

Stimulates innovation:

Green initiatives can stimulate innovation. Studies shows that going green has helped organizations manage risks more effectively, enter new markets, improve their product quality, enhance the processes, use resources more efficiently with the help of stimulating innovation to adopt green management practices at the workplace.

III. Conclusion

Green, signifies color, peace, growth, greenery & is definitely in fashion these days as organizations today are realizing the fact that going green is not only good and a responsible thing to be done but can also be good for the public image of the organization. Green ideas, concepts and initiatives are becoming of greater value within the organizations and are undoubtedly delivering tangible benefits to the business. These initiatives if supported in the organization not only add brand and reputation but are said to increase the profitability of the organization by promoting the product and services of the organization through improved public image. These green practices and initiatives promoted in the organizations go a long way in ensuring compliance and improving productivity. It has also been observed that employee participation in green programs like reducing carbon prints increases the output of these programs. Studies show that as companies begin recycling, reusing, refurbishing their products and upgrade to energy-efficient production systems that save energy or reduce wastage of energy, it becomes quite easier for them to achieve many indirect benefits of going green.

The organizations are also offering a strategic communications platform to their stakeholders that include employers, workers to encourage the need and importance of Green Management as an important part of today's organization. However, even after so many efforts it is not difficult to conclude that lots of gaps and problems exist even in recent scenario to promote Green Management in the organization of today.

To conclude, Green Management is the management practice of today but there is a need to acknowledge the issues related to implementing Green Management so that is a successful and adopted at a larger scale. For employers, managers, leaders and other stakeholders there is a need to establish Green Management practices as a vital part in the organization and to establish link between employee and Green Management for increased organizational performance, productivity and improved processes.

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