

Effectiveness of Green Banking Initiatives Towards Public Sector and Private Sector Banks (A Special References to SBI & ICICI Bank Aligarh Division)

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Abstract

The conception of Green HRM has cropped from the Green Movement. Green Movement is a political activity that promotes four crucial principles: Environmentalism, Sustainability, Non-violence and social justice. The follower of the Green Movement is summoned as “Green”, adhere to green ideology and share many ideas with ecology, conservation, environment, feminist and peace movements. With the growing awareness of the Green Movement across the world, management scholars from diverse areas such as accounting, marketing, supply chain management, and HRM also start analyzing how managerial practices in these areas can contribute to environmental management goals. Already, today the UN global Compact in collaboration with several educational organizations has developed (PRME, 2010). As there as growing concerning for environmental issues. Organizations are turning their human resource activities into the green. They are implementing green initiatives across the organizations to minimize the negative impact on the environment around us. Therefore, the concept of green human resource management is gaining significant attention from academicians recently.

Introduction

The concept of Human Resource Management has evolved in recent times. It was in the late 1980s that the term HRM came into existence. Due to the development of industries, the origin of HRM has taken place. The industrial revolution has marked the development of the concept of the concept of Human resource management. Initially, it was difficult to handle the employees at workplace. The employees were treated like machines with low wages. The word Human resource management was coined by Peter Drucker, 1954 (Marciano, V, 2017). HRM is an area of constant development and evolution. Thus, there are different modules to explain the development of HRM (Ahmad and Kazmi, 1999, Granton and Truss, 2003). It was in the 20th century when Frederick Winslow proposed “Scientific Management Theory”. The theory explained there is only “one best way “to do the task. Every worker should follow the best method to complete the task successfully.

He applied scientific techniques to handle the workers at the workplace. Soon, after the factory system was introduced. This led to the trade unionism concept. The concept of strikes, boycotts, walkouts, picketing etc began (Manashree, C). The scientific management theory is among the prominent theories which elaborated on the concept that led to the development of modern HRM (Jamrog and Overholt, 2024).

The conception of Green HRM has cropped from the Green Movement. Green Movement is a political activity that promotes four crucial principles: Environmentalism, Sustainability, Non-violence and social justice. The follower of green movement is summoned as “Green” , adhere to green ideology and share many ideas with ecology, conservation, environment, feminist and peace movements. With the growing awareness of the green movement across the world, management scholars from diverse areas such as accounting, marketing, supply chain management and HRM also start analysing how managerial practices in these areas can contribute to environmental management goals. Already, today the UN Global compact in collaboration with several educational organizations has developed the (PRME, 2010). As there is growing concern for environmental issues. Organizations are turning their human resource activities into the green. They are implementing green initiatives across the organization to minimize the negative impact on the environment around us. Therefore, the concept of green human resource management is gaining significant attention from academicians recently.

The term Green HRM has derived from the book named “Greening people: human resources and environmental management”. (Jackson, Renwick, Jabbour & Muller- camen, 2011). Later the book was edited by Wehrmeyer (1996), The concept of green human resource management is gaining wide recognition recently. The novel coronavirus has enhanced the implementation of Green Human Resource management practices. Globally, the term Green HRM has received popularity and importance widely. The case studies has been researched on various companies such as Wipro, Suzlon Energy, ONGC, ITC etc. India is at the nascent stage in the development of the concept of Green HM. Developed countries like US are aware of the importance of Green HRM. India is slowly developing in the concept of Green HRM, but still the area needs to be explored. Wehrmeyer, 1996 is often stated as laying the foundation with his idea that “if a company is to adopt an environmentally-aware approach to it’s activities, the employees are the key to it’s success or failure. Jain (2009) explained the green HRM is one engages two fundamental principles: environmentally friendly HR practices and conservation of knowledge capital. Green HR involves reducing carbon footprint via less printing of paper, video conferencing and interviews etc.

DIMENSIONS OF GREEN INITIATIVES:

Dimensions of green initiatives	Definition
GREEN RECRUITMENT	Green recruitment and selection practices aim at attracting and hiring an environmentally responsible workforce that can help in the execution of the organizational green strategy leading to the achievement of the organizational environmental goals (Renwick et al, 2013).
GREEN SELECTION	It involves the framing of the organizational selection process in such a way that ensures the employees have environmental values and beliefs similar to the organization (Jackson and

	Seo, 2010).
GREEN TRAINING AND DEVELOPMENT	Green training and development practices aim at enhancing employee's environmental awareness, knowledge, skills and attitudes (Renwick et al, 2013)
GREEN COMPENSATION AND REWARDS	Green compensation and rewards practices by providing necessary motivation for engagement in green behaviour will encourage employees to exhibit both task-related and voluntary behaviours supporting organizational environmental goals.
GREEN EMPLOYEE RELATIONS	Green involvement practices present employees with the opportunity to participate in the greening of the organization. It involves creating a participative culture where employees can raise their ideas on important environmental issues and suggest ways to creatively solve such issues (Leibowitz, 2010).

GREEN INITIATIVES BY SBI BANKS

GREEN INITIATIVES BY SBI BANK	
Installation of windmills	SBI is the first bank of India to produce green power. It has installed 10 windmills till the date of 15 MW capacity. The installation of windmills has taken place in Gujarat, Tamil Nadu and Maharashtra The installation cost of a 1.5 MW has cost approximately 10 crores. Suzlon Energy has taken the authority for the installation of windmills. The banks are providing loans to support the project which is famous by the name "Carbon Credit Plus" (Bureau, 2010).
Green housing	Green housing is the prominent initiative taken by the SBI for upgrading the carbonless society. The buildings are incorporating the designs of green housings. The agencies which are promoting green designing are Leadership in Energy and Environmental Design (LEED), India.
Green Channel Counter	The Green Channel counter was inaugurated on State Bank Day i.e 1 st July 2010 It is for convenience of customers It has made banking services easier, simple and fast for customers. The processing time and infrastructure development time is reduced.
Long term loans	The banks provide loans at a concessional rate of interest with ecological objectives in the case of manufacturing process (Vadatre, 2016). The major effort taken by the SBI is the joint agreement of SBI EXIM to provide long-term loans to Astonfield renewable resources. The loans are provided by banks for 14 years in the installation of solar plants in India (Yadav & Pathak, 2013) The bank has launched a "carbon credit plus" loan to provide clean development projects (Janakiraman, 2016)
SBI Green Marathon	The SBI promoted the idea of an organization marathon to promote sustainability targets. The marathon was held in Delhi, Bangalore, Chennai, Ahmedabad and Chandigarh. The marathon was based on the theme "Run for Green" The purpose of the marathon is to adopt green practices (India, CSR Network, 2018).
Development initiatives in retail and digital	To promote the green banking concept SBI has

banking	launched he YONO app to spread knowledge. In 2018, SBI has launched various digital platforms such as the YONO omnichannel, mobile banking. SBI in touch is a digital branch.
Solar ATMs	The SBI ATMs were initiated in the year 2008. The banks have installed 250 ATMs with solar panels and are expected to install approximately 10000 ATMs in the coming years. The purpose of the project is to reduce carbon footprint and carbon emissions. The bank has adopted efficient time management, automatic system to save energy.
Electronic annual report	The electronic annual report is contributing to saving the environment. In 2014, the bank collected an amount of 3.09 cr and donated to SBI's children's welfare funds.
Carbon disclosure project	SBI has become a signatory to Carbon Disclosure Projects with 550 institutions to build and exercise to reduce the carbon footprints and motivate green banking practices.

Green initiatives by ICICI Bank	
Instabanking	It is a service that gives convenience to the customers to do banking anywhere and anytime through internet banking, mobile banking, IVR banking etc. This reduces the carbon footprint of the customers as they do not require the physical statement or travel to bank branches (Jaggi, G 2014).
Vehicle finance	They ae offering 50% waiver on the processing fee of auto loans on the car models which uses alternative sources of energy like Civic Hybrid of Honda, Tata Indica CNG, Reva electric car, Mahindra Logan CNG versions, Maruti'sLversion of Maruti 800, Omni and Versa and Hyundai Santro Eco. (iii) Home finance – the bank has reduced the processing fee for one customer who are purchasing homes in LEED – certified buildings (Jaggi, 2014)
Green engagement	During Diwali, 2013 the organization had conducted an environmental awareness program for employees and customers in which money plant was presented to all people present there as a token of collective responsibility to protect the environment. It has also become partners with green theme CNBC- overdrive auto awards (iii) the bank is celebrating World environment day every year on June 5. They perform various activities on that day like green pledges through signature campaigns, plantation and distribution of saplings etc. They are also celebrating earth hour day every year in March in which they switch off lights of their premises, branches, ATMs between 8.30 to 9.30 (Jaggi, g, 2014)
Green Communication	The bank always insists on their customers for online bill payments , online fund transfers and subscription to e-statement which promote “paperless” and “ commute free” modes of banking transactions (Jaggi, G , 2014)

Review Of Literature

Rani, S; Mishra,K (2014) Green HRM Practices and strategic implementation in the organizations. “The objective of the paper is to elucidate the concept of Green HRM. To study the practices and strategic implementation of Green HRM and to study the outcome after adopting the concept of Green HRM in the organization. Data collection is from the secondary sources such as journals, research papers, articles

etc. The data was extracted using standardized data extraction technique. The paper has presented a model on Green HRM. The model explains the link between the possible outcomes of implementing Green HRM practices in organizations. With society becoming more environmentally conscious, companies are adopting the concept of green HRM widely.

Damont, J; Shen, J and Deng, X (2017) Effects of Green HRM practices on employe workplace green behaviour. The role of psychological green climate and employee green values. The purpose of the paper was to explore the concept of green HRM. To investigate the practices and strategic implementation of Green HRM and to study the outcomes of adapting Green HRM in companies. The collection of data has taken place through secondary sources from journals, published books and research papers. With people becoming more environmentally conscious more companies are adopting the concept of Green HRM practices. The green concept is the combination of environmental management and human resource management practices.

Gupta, N and Sharma,R (2015) Green HRM : An innovative approach to environmental sustainability. The case study of Green HRM initiatives adopted by HCL technologies is discussed in the paper. HCL technologies have adopted a holistic approach of involvement of suppliers, vendors and senior management to understand the concept of Green HRM.HCL technologies received the golden peacock eco-innovation award of the year 2013. The HCL technologies have contributed to the green revolution. Employee involvement is encouraged in green initiatives. The paper discusses the various ways being adopted in the implementation of Green HRM initiatives in HCL. The study fulfills the gap for further research on the Green HRM initiatives.

Chaudhary, R (2019) Green Human Resource Management in Indian automobile industry. The study was aimed to explore the implementation of green human resource management practices in India. Five factors were undertaken in the study such as green recruitment and green selection, green training and development, green performance management and green compensation and rewards. The data was collected from the employees of automobile industry working in India. The data was collected from employees of the automobile industry working in India. Data analysis was conducted by SPSS software. The findings indicate low levels of implementation of green human resource management. Green performance management and compensation were found to have the lowest score. The paper was explored empirically the relationship of Green human resource management with green performance behaviours of employees.

Hamza, N (2019) Green HRM: People Management commitment to environmental sustainability. The objective of the paper is to examine the HR processes translating into HR practices. The paper has discussed the green hrm practices incorporated by ITC limited. The model is discussed in detail involving green hrm practices. The research methodology adopted in the study is a literature review. Pioneer work in the field of green human resource management is incorporated in the study. Case study of ITC limited is examined in the studied has launched environmentally friendly paper. Craft premium business paper,

biodegradable paper and paper board laminates. The future of green HRM appears promising for researchers.

AlZgol, M (2019) Nexus between green HRM and green management towards fostering green values. The focus of the paper is to understand the nexus between green HRM, green management towards individual green values. The study aims to test the moderation of green management on the relationship between green HRM and individual green values. The study was conducted in Bahrain's Private Distribution business. Due to its recent initiatives adopted towards green HRM, the company was selected for the study. A random sampling technique was used for the study. Structural Equational Modeling using Smart PLS was used to test the hypothesis. The findings revealed a positive relationship between green HRM and individual green values.

Saeed B; Afsar, B; Hafeez, S; Khan, I; Tahir, M and Afridi, M (2019) In the paper titled "Positioning employee's PR environmental behaviour through green human resource management practices". The purpose of the study is to explore the effects of green human resource management practices such as green recruitment and selection, green training and development, green compensation and reward, green empowerment and green performance management on employee's PR environmental behaviour. The study will test the mediating effects of the PR environmental psychological capital and the moderating effect of environmental knowledge on green HRM practices.

Conclusion:

The paper discusses the various dimensions of green Human Resource Initiatives i.e green recruitment, green selection, green compensation, green training and development and green employee relations. The paper discusses the green initiatives taken by ICICI & SBI Banks. The paper gives an overview on the review of literature on green initiatives.

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