Importance of Green-Culture and Green-Behaviour in TCS

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Abstract:

"Green Culture" is always associated with environmental sustainability and Corporate Social Responsibility (CSR). In TCS green culture strengthens both green environment and green philosophy through green norms. TCS emphasises on practices of minimising wastages, reducing carbon footprint and conserving natural resources. It follows green philosophy across management and operational levels and aligns organization's goal with sustainable business practices. TCS takes initiatives to take care of planet through its major policies and creates awareness to develop client solutions with green technology. The basic policies it uses to protect environment and promote greenery are green procurement, environmental sustainability policy, water conservation, renewable energy, wastage management policy, employee awareness policies and other eco-friendly policies. The main objective of TCS is to focus on green culture by developing green behaviour from grassroot level to top level. It motivates employees to actively practice green behaviour which creates consciousness towards ecofriendly workplace. The main objective of the study is to focus on initiatives taken by TCS towards green philosophy and foster green behaviour practices. The study is based on qualitative research and data is collected from secondary sources.

Keywords: Green Culture, Green Behaviour, CSR & Sustainability.

Introduction

A "Green culture", in an organizational focus on constant efforts of both management and employees regarding environmental safety and security. Managers motivate employees to take decisions to minimise ecological footprint, reduce wastage, promote sustainable operation and empower environmental consciousness. Organizations prevailing green culture, give emphasis on green practices which can be explained in following manner. Examples: To reduce waste of organizations, minimise single-use items, focus on recycling and optimise packaging. Similarly, to conserve energy organizations are usually using electric vehicles, energy-efficient appliances, LED bulbs and educating employees to save water and use green transport.

Review of Literature

Morwani (2015), has focused on green-revolution of TCS in 2006-7. Under the leadership of Ramadori, CEO and MD of TCS it has started its environmental protection journey and taken the precautionary approach to save natural resources. It has released its first corporate sustainability report in 2007. TCS has initiated several conservative efforts regarding energy, power, water, electronics etc which are helpful to reduce wastes and produce eco-friendly products. Aggarwal (2021), has studied on green culture and focused on green behavioural guidelines which influence employees to practice environmental safety regularly. The author concludes that by creating environmental awareness across employees' organizations prevail

green culture. Zhongyuan, Huixin and Liyun (2022), have discussed on basic objective of green culture which is achieved by motivation of employees towards practice of green behaviour. Effective implementation of green management practices protect environment and offers competitive advantages towards organizations. Azizan, Riahi, Shahriari (2023), have studied on organizational commitment which helps employees to focus on environmental safety and security. Green behavioural practices strengthen inter-organizational relations and provision of eco-friendly services. As a result, both goodwill and profit of the organizations will be enhanced. Sharma, Prakash, et al. (2021), have gone through the study of analysis of increasing sustainability by adapting green innovation, green performance, green culture and commitment of employees. MNCs give emphasis on both profit of Business and environmental consciousness. Therefore, organizations adopt eco-friendly practices to eradicate problems of soil emission, water pollution, increased carbon footprint etc. Hence, environmental consciousness has brought practices of green behaviour and green culture. Katarzyna (2023), has gone through the importance of green-culture in modern world. According to the author green culture protects environmental stewardship and encompasses green attitude, green belief and green behaviour. It reduces ecological footprint and promotes sustainable business practices. Yesiltas, Gurlek and Kenar (2022), have investigated the relationship between green human resource management and green employee behaviour. The authors have differentiated between green hotels and non-green hotels and concluded with green hotels have mechanical relationship in between green human resource practices and organizational green culture. Karikari, Aloysius, et al. (2023), have focused on implications of green culture and green behaviour in organizations. They stated that there is positive relationship between green innovativeness and green intellectual capital which helps to enhance ecological balance. As a result, sustainable development goal of the organization can be achieved. Liu. Et al. (2020) have gone through practice of green behaviour in food safety and health care services. According to authors green organizational culture is the part of discharging social responsibility. As a result, environmentally friendly services are provided by the organizations. Maheshwari (2024), has studied on green human resource management practices and green cultural framework. Practice of green culture depends upon green beliefs, thought, ideology and green philosophy. To motivate employees and create regarding the values of green behaviour and green culture are very challenging for human resource managers. The author concludes that the management should focus on green cultural framework and shape green objectives. Noor, et al. (2024), have investigated the effect of CSR (Corporate Social Responsibility) and support of top management on EEB (Employee Ecological Behaviour). Authors have discussed on SIT (Social Identity Theory) which makes an association between green commitment, green culture and employee ecological behaviour. They have gone through the study of five higher education sectors of Malaysia and analysed responses of 308 academicians through structured questionnaire. They concluded that there is positive relationship between support of top management and CSR activities with employee ecological behaviour and commitment towards green behaviour.

Objective of this study

The main objective of the study is to focus on practices and impact of Green-Behaviour and Green-Culture in organizations like TATA. This study also deals with common challenges faced by companies while dealing with green culture and suggests measures to curb those issues.

Methodology

Data is collected from secondary sources like: articles and journals through internet. This is a purely review based paper.

Green-Culture & Green-Behaviour Practices By "TCS"

Let's broadly discuss on "TATA", where both "Green- Culture" and "Green-Behaviour" prevail. Tata Groups always highlight on comprehensive environmental sustainability approach. It creates awareness among employees to practice green-behaviour by integrating efforts like: water conservation and use of rain water in harvesting, waste reduction, smooth operation of offices with hygienic mode, increase renewable energy sources and reducing single use of plastic. Its culture believes in eco-conscious problem solving and decision making. One of the core values of TCS is "Green-Practices", which is the fundamental initiative of Corporate Social Responsibility (CSR). The company philosophy is to practice of green behaviour and strengthen green culture. "TCS Green Campus" is the best example of practice of green behaviour (https://www.tcs.com/what-we-do/services/sustainability-services). The green culture prevails in "TCS Green Campus" as employees focus on energy saving concept. They use natural lights, green roofs and green buildings conserve energy. For environmental safety and security TCS conducts regular training sessions and communicate employees on the importance of environment and eco-friendly behaviour. Awareness campaigns are organised by TCS to educate employees on sustainable environmental practices. TCS also establishes "Green-Teams" which consists of employees who ae responsible for implementation and monitoring of green behavioural practices in their departments. At the same time, TCS encourages volunteer employee participation for community development programmes and green environmental projects (https://www.tcs.com/what-we-do/services/sustainability-services/white-paper/greenit-framework-organization-sustainability-journey). Introducing green practices in manufacturing TCS selects eco-friendly vendors and it also provides "Sustainability Certifications" or "Green Certification". TCS creates regular energy audits to save energy and minimise electricity consumption. TCS creates awareness by promoting efficient plumbing fixtures and using rain water in systematic harvesting. As a result, water conservation and energy saving both are run smoothly. TCS uses recycling program to encourage waste management across offices and reduces single-use of plastics (https://www.tcs.on.ca/who-we-are/green-tcs/green-culture). It focuses on renewable energy sources like: solar power. TCS creates regular monitoring of important environmental metrics and data tracking to measure ecofriendly behaviour and publishes detail report on achievements and area of improvements.

Impact of Practices of Green-Culture & Green-Behaviour in TCS

With prevailing green culture and adopting green behaviour TCS maintains ecological balance and reduces poor environmental impact. Its strong leadership and employee commitment towards environment conserves energy and enhances sustainability. Data tracking and transparent reporting by green team members help to take further initiatives for environmental protection. The active support of top management creates employee awareness and provides opportunities for innovativeness and creativity of employees towards environmental protection and go-green initiatives. Energy procurement, usages and saving of energy across all

departments create environmentally friendly practices and organizational progress. Conservation of energy reduces cost of operation, enhances brand image, improves employee morale and satisfaction and strengthen sustainable business (https://www.tcs.com/who-we-are/tcs-sustainable-business-carbon-neutrality).

Challenges in implementing a "green culture" within an organization include: resistance to change from employees, lack of clear leadership commitment, difficulty in measuring environmental impact, potential cost concerns, integrating green practices into existing operations, aligning sustainability goals with business objectives, and ensuring consistent employee engagement across all levels; all of which can hinder the adoption of environmentally friendly practices within a company.

Common Challenges faced by organizations regarding Green Culture and Suggestive Strategies there to

Cultural inertia is a basic challenge in the path of following green culture and green behaviour. It demands constant effort to change the mindset of employees who resist to shift towards sustainability and adhere to existing traditional norms and beliefs. Lack of support of top management green initiatives cannot be successful. Therefore, leaders and managers should focus on the both practice of green behaviour and green culture. They should consider prevailing of green culture as their basic goal (Aggarwal &Aggarwal, 2021). Some organizations to cut their costs avoid green practices which creates ecological imbalance. Taking green initiative is challenging, but it provides long-term sustainability to the organization. It is very difficult to make employees understand the importance of green culture and practice of green behaviour. Therefore, organizations create environmental awareness programs for employees to participate and gain knowledge regarding ecological balance. Implementation of green sustainability demands specialization skills and internal support which itself is challenging (Azizan, et al. 2023) To overcome, organizations hire specialists and trained manpower for implementation of green culture and practice of green behaviour. Top management continuously monitors the performance of employees towards environmental sustainability and guides them to adopt green practices which is helpful to gain competitive advantage.

Conclusion

This small piece of study focuses on importance and impact of green culture and practices of green behaviour in organizations. This article is the best example of "TCS" which practices green behaviour and implements green culture for environmental sustainability. The common issues faced by organizations while dealing with principles and practices of both green culture and green behaviour has been given due importance with suggestive measures to curb those issues. Hence, awareness of employees and support of top management are basic weapon of environmental sustainability. Practice of green behaviour provides competitive advantage to the organizations and policies regarding green culture transforms organizations to gain environmental integration.

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