

# A Study on HR Role of Sustainable Strategies in India

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## Abstract:

This study depicts how HR practices relate to achieving Sustainable Development Goals (SDGs). Putting sustainability into HR is important for companies to do well. Key HR roles like hiring, managing performance, training, and getting employees involved help make a workforce that cares about sustainability and pushes forward SDGs. Back in the 70s, sustainability was mostly about environment and money. Later, people added the social part. The Brundtland Report from 1987 said sustainable development was key and that HR was super important for boosting the economy and keeping businesses and society growing. Since then, majority of the population want to know how sustainability and HR connect. HR can really help a business be sustainable by using their people's skills, knowledge, and values. Workers can help a company stay ahead of the curve.

Keywords: Development of Employees, Human resources Organization Sustainability.

## INTRODUCTION

HR practices that keep sustainability in mind are super important for creating a workplace that helps the company make money while also supporting its people and the environment. Cooper, Walker & Wootton (2012) showed how sustainable HRM can be added to businesses. This comprises of diversity and inclusion, employee well-being, chances to learn and grow, and a long-term supportive work environment. Why SDGs Matter in HR: Adding SDGs into HR means making sure company policies match up with sustainability (Sharma & Gupta, 2021). This is key for making sustainability part of the company culture, which makes the company look good and encourages new, sustainable ideas (Lalwani & Anand, 2019). For HR, it helps show what the company offers employees, like good work, chances to move up, and values that match their own, as well as a decent company culture (Bansal & Sharma, 2018). Making the Employee Value Proposition (EVP) Better: The EVP relates to all the good services a company offers to its workers for their hard work and loyalty (Armstrong and Taylor, 2014). By adding SDGs to the EVP, companies can stand out as responsible employers that care about sustainable development (Jain & Sharma, 2017). This not only helps get the best people but also makes employees happier and more committed (Sharma & Gupta, 2020). Diversity and Inclusion: It's worth saying that diversity and inclusion are big parts of sustainable HR. They make sure everyone, no matter their background, gets a fair shot at doing their best. Equal Opportunity Policies: Workers want to know their rights are protected and that they get equal chances, like fair hiring and equal pay. This means having a hiring process that's fair to everyone and giving everyone the same benefits and perks.

## SUSTAINABLE STRATEGY

Programs for Underrepresented Groups: Some groups, like women, minorities, and people with disabilities, might need special programs to help them get a fair share at work. These programs could include mentoring, sponsorships, and efforts to find diverse candidates. Employee Well-being: Taking care of workers is a must for good, long-term HR. Healthy employees are not only more productive but also happier at work. Health Programs: Good health programs

cover physical, community, emotional and mental well-being. This could mean health insurance, therapy and exercises like Yoga and others.

**Work-Life Balance Initiatives:** Companies should help people manage their time with flexible hours, remote work, and policies like parental leave and paid time off. A good work-life balance can prevent burnout, attract talent, and make the company function better. **Always Learning and Growing:** This is a key part of company learning and helps create a workforce that's skilled and ready for anything. It helps employees stay competitive and motivated.

**Training and Development Programs:** Keep investing in training and offering new courses to help employees learn new skills. This could include tech skills or soft skills. **Upskilling and Reskilling:** With the changing career requirements, it's important to help workers improve their current skills (upskilling) or learn new ones for a different job (reskilling).

**Sustainable Work Environment:** This means to lower our impact on the environment and make the workplace more sustainable. **Environmental Sustainability Initiatives:** Companies can save resources, lower their carbon footprint, and use eco-friendly production methods. This could also mean using sustainable sourcing to lower carbon use.

**ELABORATION Putting SDGs into HR:** By matching HR with sustainability, companies can create a culture that values the environment, people, and the economy. **Hiring and Workforce Planning:** HR can help find people who know about green tech and sustainable business. **Managing Performance:** Reward employees who help with sustainability, like cutting waste, saving energy, and being ethical. **Training and Development:** Give employees the skills they need to be sustainable and help the company reach its goals.

**Employee Engagement:** When workers get involved in sustainability, they feel more connected to the company and its goals.

**Sustainable HR Practices:** This means promoting diversity, being fair to workers, and making sure everyone is safe at work, which helps the company be more sustainable. More research is needed here. HR and SDGs are linked by people, since people's actions affect social, environmental, and company practices (Chams & García-Blandón,). Some SDGs are directly tied to HR, like those that promote good work, equality, and less inequality, while others have an indirect impact. Studies (like Chams & García-Blandón,) show that HR is increasingly seen as a driver of sustainable development. This research desires to fill those gaps and get HR pros to add sustainable development into their daily work, using HR to help employees succeed, especially in India. (Brewster and Brookes) think that studying how HR helps achieve SDGs will be helpful if HR can really help society reach those SDGs. HR can help add SDGs into company structures. They can shape policies that promote equality, good work, and well-being, while also pushing for social responsibility, environmental care, and fair working conditions.

Achieving sustainability with care for nature, fairness, and economic growth is important. Sustainability is about shaping the future with today's actions. We need to think about what future generations need and balance their needs with our own. Development isn't enough without sustainable elements.

Sustainable development tries to balance development with care for the environment. It wants to make sure future generations get the same benefits without harming the environment. There are two main principles of Sustainable Development.

The first, the Precautionary Principle, says that if something could harm the environment or people's health, we need to take action, even if we don't know for sure what the impact will be. The Polluter Pays Principal states that those who damage the environment should pay to fix it. So, sustainable development isn't just for experts or the government. It takes people from all walks of life. Balancing environmental, social, and economic issues is a big deal for everyone, especially companies. While companies usually focus on making money, they also need to protect the environment and society.

Sustainability means understanding what society needs now without making it harder for future generations to meet their own needs (WBCSD, 2005). The idea of sustainable development is making its way into business by recognizing

that industry needs human and natural resources. Business needs to be done in a way that enhances sustainability by helping development instead of limiting it.

For businesses, sustainable development means creating plans to meet the needs of the company and its stakeholders while protecting resources for the future. To make the business more important, it needs to include environmental, social, and economic opportunities in its processes. Creating a good image and keeping it are two different goals, but they need to be combined for sustainable development. India is working towards sustainable development, even though it's still a developing economy with lots of challenges. Some key areas are adjusting to climate change, using clean energy, and building sustainable cities. By investing in health and education, people become valuable resources. HR is now realizing the importance of sustainability and can lead companies in that direction. But sometimes sustainability is limited to CSR, which means the HR department needs to add sustainable development programs into its actions. HR initiatives for sustainable development have a good impact on employees' performance and attitudes. So, HR is responsible for creating a sustainable culture where employees value the company and help with its sustainability goals. This paper intends to find out how HR practices contribute to sustainable development.

## CONCLUSION

Sustainability is often linked to the environment, but it's really about profits, the planet, and people. HR should focus on sustainability policies that relate to people, which is often overlooked. Good HR helps with financial, social, and environmental goals by managing people well. HR can help a company reach its full potential by helping people achieve the company's goals. Sustainable HR helps a company reach its goals while also helping employees reach their own potential. In our study, it was reviewed that research on sustainability and HR needs to be connected with ideas along with HR development. Moving towards sustainable HR is key for companies to achieve their goals and contribute to the SDGs. By adding sustainability into all parts of HR, companies can get employees more involved, feel better, and help create a more sustainable future. Adding SDGs into HR isn't just a trend, but a must for long-term success.

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