

An Exploration of eco-friendly HR Practices at Private Hospitals in West Bengal

Pritha Pande Samadder

Assistant Professor

George College affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal.

Email: prithapande@gmail.com

Dr. Supti Mandal

Professor and HOD, Dept of Hospital Administration

Post Graduate Institute of Hospital Administration, Kolkata, West Bengal.

Email: msupti@gmail.com

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Abstract:

Eco – friendly means environment friendly and it is a crucial concept in today's world. Being eco-friendly means living in a way that minimizes harm to the environment and conserves resources for future generations i.e. sustainability. Eco-friendly HR practices refer to human resources strategies and policies that prioritize environmental sustainability and promote green initiatives within an organization. These practices aim to reduce the environmental footprint of the workforce while fostering a culture of sustainability and corporate social responsibility. This paper identifies type of eco-friendly HR practices used in different private hospitals in West Bengal as well as to enhance comprehension of the collected data, the paper includes visual tools such as Word Cloud, Tree Map, themes along with graphical representations of HR people sentiments, for that HR people are detailed interviewed to know the aspect. Private hospitals are using eco-friendly HR practices, but some hospitals are using vastly and some are not and most of HR of hospitals consider this eco-friendly policy as positive.

Keywords: Hospital, Eco-friendly, Sustainability, Qualitative, Word cloud, Themes

1. Introduction and related literature

Eco friendly HR practices are used to promote environmental economical sustainability practices to keep healthier environment by increasing employee awareness and commitments on the issues of sustainability. Green initiatives within HRM form part of a wider program of corporate social responsibility. Green HR primarily encompasses two key components: the adoption of eco-friendly HR practices and the safeguarding of knowledge capital (Mandip, 2012). In any organization, the human resources and their systems form the core foundation of the business, whether it's financial or focused on sustainability. They play a crucial role in designing and implementing eco-friendly policies that foster a green environment. The eco-friendly HR practices are paperless office, online-training, online appraisal etc. Now a day's all types of industry are using eco-friendly practices to create sustainability in an organization. This article attempts to show case how private hospitals of different districts of West Bengal are taking initiatives to endorse environment management programs by developing human resource policies and ascertain different processes involved in green HRM. Eco-friendly HR activities, such as promoting remote work, offering green benefits, organizing sustainability training, and encouraging waste reduction, foster employee dedication while supporting corporate sustainability goals. (Ali Halawi and Wael Zaraket, 2018). Eco - friendly HR initiatives to make an organization go green. A number of initiatives mentioned by them are the following ones. 1. To aid management and staff in tracking the own carbon emissions, e-HR implementation. 2. To go paperless. 3. To introduce tele-conferencing instead of travelling. 4. To motivate employees by compensating them for achieving environmental goals such as lowering trash, carbon footprints, and energy use. 5. To encourage carpooling etc. (Dr Ajit Kumar Kar and Prof. Lopamudra Praharaj, 2017). Lots of HR initiatives taken by different organizations like incorporating incentives have proven to be an effective strategy for enhancing the implementation of environmental management policies within the organization. (Taylor et al.,1992). Providing rewards has facilitated the generation of innovative ideas for environmental management (Denton, 1999).

2. Methodology

To know about the used eco-friendly HR practices, the HR of different private hospitals are taken detailed interview. More than 40 private hospitals from different districts in West Bengal are taken into consideration.

The questionnaire was open-ended. As the collected data are qualitative in nature, Computer Assisted qualitative data analysis method is used in this paper. The used software is NVIVO14. The sampling method is Judgmental.

As the data is qualitative type, the analysis is based on thematic analysis, is a method for analyzing qualitative data often involves examining a collection of texts, such as interview transcripts. (2019, [Jack Caulfield](#)). Following Braun and Clarke's (2006) six-step framework, the analysis began with familiarizing oneself with the data, generating initial codes, and identifying key themes and sub-themes.

Data analysis

For analysis the qualitative data NVIVO 14 software is used thoroughly. The data described the eco-friendly HR practices used in private hospitals in West Bengal. The used data is qualitative in nature. To identify the sentiment NLP (Natural language processing) is used, through this it is very easy to identify the sentiment of data set (interviews of HR). The process denotes on Figure I.

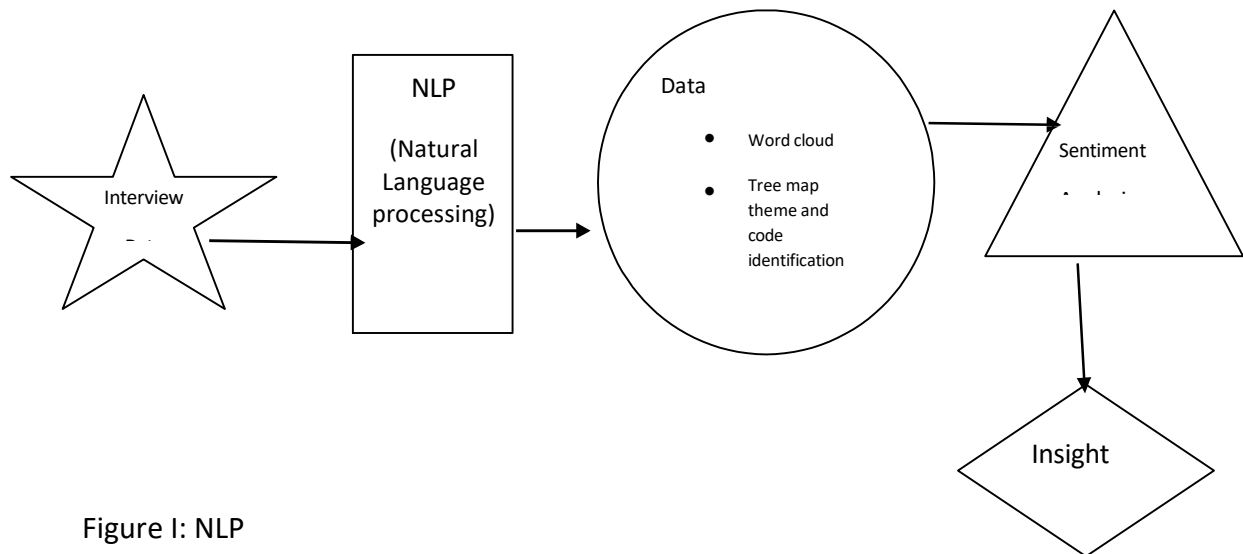


Figure I: NLP

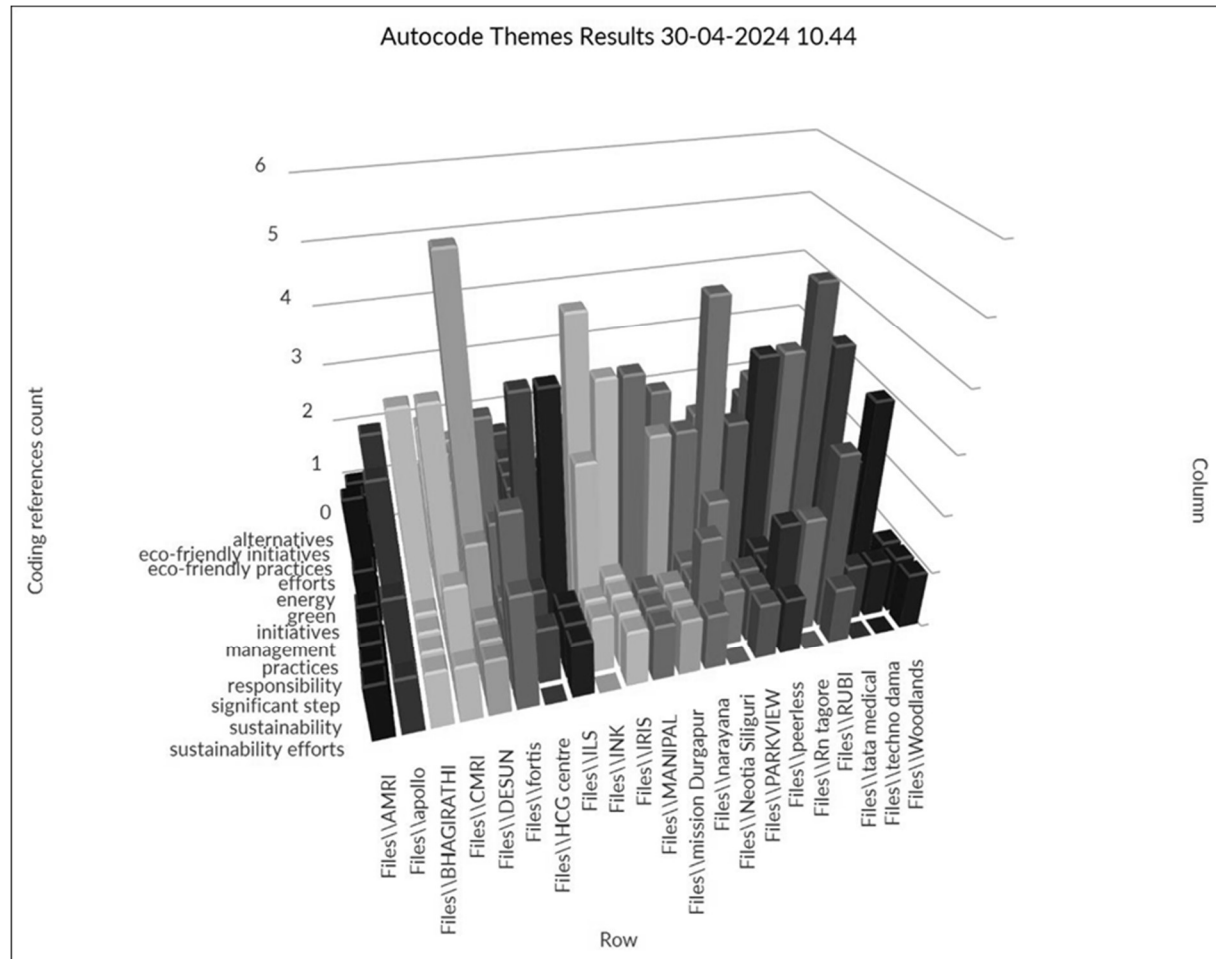


Figure III: Graph representing themes.

Now the identifies themes or codes are, Eco-friendly, efforts, sustainability, initiatives, green, practices, energy, management practices. A Tree map is a visual representation of hierarchical data, using a series of nested rectangles that vary in size and shape. Each rectangle's size correlates with the frequency or percentage of the data it represents (Suresh, kaurav ,2020).

The tree map helps to identify the codes or themes of research.



Figure IV: Tree map showing the codes

As observed in Figure IV, the codes such as "practices," "eco-friendly," "initiatives," and "sustainability" are frequently mentioned in the interviews, indicating their prominent use and importance within the hospitals. These terms reflect the significant focus on environmentally conscious strategies that are being widely adopted.

After coding and analyzing the detailed interviews, various eco-friendly HR policies were identified. The analysis also revealed the percentage of organizations implementing each policy. These insights provide a clearer picture of HR practices across different hospitals.

The eco-friendly HR practices identified through interviews with HR professionals include several innovative initiatives aimed at promoting sustainability within hospitals. These practices encompass:

1. **Car Pooling for Officers:** Encouraging shared transportation to reduce carbon emissions and alleviate traffic congestion.
2. **Video Conferencing:** Reducing the need for travel, minimizing the environmental impact associated with commuting.
3. **Rainwater Harvesting:** Implementing systems to collect and store rainwater, ensuring efficient water usage.
4. **Tree Plantation in Localities:** Actively contributing to environmental preservation through tree planting initiatives in surrounding areas.

5. **Donation/Sponsorship for National Environmental Events:** Supporting and promoting national environmental events through donations or sponsorships.
6. **Online Recruitment Procedures:** Streamlining the hiring process through digital platforms to cut down on paper usage and transportation needs.
7. **Online Training Programs:** Facilitating employee training through virtual platforms, reducing the need for physical presence and transportation.
8. **Portal-Based Appraisal System:** Utilizing digital platforms for performance reviews, reducing paperwork and promoting a more sustainable and efficient process.
9. **Rewards for Environmental Achievements:** Recognizing employees who contribute to environmental initiatives, encouraging participation in sustainability efforts.
10. **Corporate Social Responsibility (CSR) Activities:** Engaging in environmentally conscious CSR initiatives to support and benefit the broader community.

HR professionals confirmed the extent to which these practices are being actively utilized in their hospitals, contributing to both operational efficiency and environmental sustainability, as outlined in the accompanying Figure V.

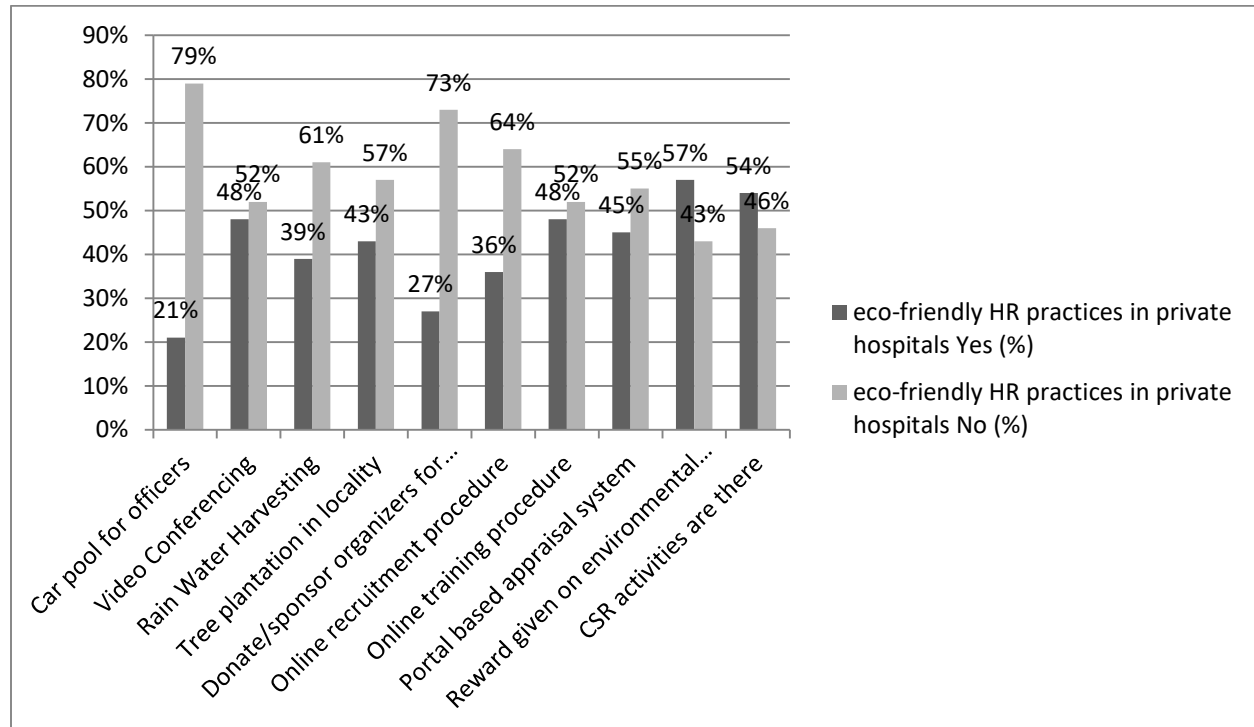


Figure V: Percentage of using eco-friendly HR practices

After analyzing the themes and codes, the eco-friendly HR practices were identified. A sentiment analysis was then conducted to determine the mood of the text by evaluating its tone, language, and sentiment. If the text conveys favorable emotions, it is classified as positive; if it expresses unfavorable feelings, it is categorized as negative; and if it maintains an impartial or balanced tone, it is considered neutral.

Sentiment analysis

Sentiment analysis refers to the automated process of extracting and evaluating emotions, opinions, and attitudes from various sources like text, speech, tweets, and databases using

Natural Language Processing (NLP). This technique classifies the expressed sentiments in the text into categories such as "positive," "negative," (Vishal A. Kharde, S.S. Sonawane, 2016).

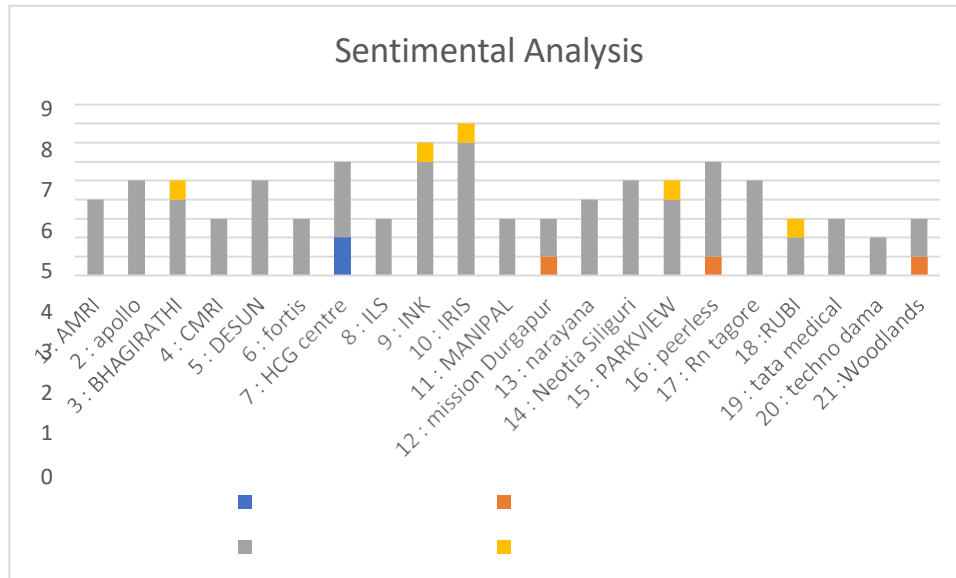


Figure VI: Chart of sentiments towards Eco-friendly HR practices

In Figure VI, the chart of interviews made either positive or negative is presented. A small number of interviewers show extremely negative sentiment towards eco-friendly HR practices. The moderately negative sentiments were slightly higher than the extremely negative. It is also clear from the histogram that the majority of the sentiments of HR towards eco-friendly practices in private hospitals of West Bengal are moderately positive. Overall, Positive sentiments indicate the welcome and acceptance of the eco-friendly HR practices by private hospitals. The number of negative sentiments made for eco-friendly practices is minimal in numbers, in comparison to the positive.

Discussion

The qualitative data analysis, conducted using NVIVO 14 and supported by Natural Language Processing (NLP), provides insightful results regarding eco-friendly HR practices in private hospitals in West Bengal. The analysis of the interviews revealed several recurring themes and codes. These included, **Eco-friendly**: Practices promoting environmental sustainability, **Efforts**: Initiatives taken by hospitals to integrate eco-friendly practices.

Sustainability: Long-term environmental goals, **Initiatives**: Specific programs and activities undertaken by HR departments, **Green**: Referring to environmentally friendly policies and

actions, **Practices:** Day-to-day activities aligning with eco-friendly goals, **Energy:** Energy conservation and management efforts, **Management Practices:** Policies and practices that support eco-friendly objectives. The Word Cloud highlighted key terms related to eco-friendly HR practices. Prominent words such as "eco-friendly," "green," "energy," "environment," "practices," "initiatives," and "management" reflect the central focus of the discussions. And it is clear that all private hospitals are aware about eco-friendly HR practices to some extent. The examination reveals that private hospitals are using eco-friendly HR practices also. The data below highlights various eco-friendly HR practices Implemented by organizations, along with the percentage of adoption based on interviews with HR professionals. As seen in Figure V, eco-friendly practices are being actively implemented in several private hospitals, with notable adoption rates. For instance, practices such as **carpooling for officers (21%)**, and **rainwater harvesting (39%) tree plantation in the locality (27%)**, **donating/sponsoring national environmental events (36%)**, **online recruitment procedures (48%)**, **video conferencing (48%)**, **online training procedures (45%)**, **portal-based appraisal systems (57%)**, and **rewards for environmental achievements (54%)**.

Using NLP, the sentiments expressed in the interviews were categorized into positive and negative sentiments, as shown in Figure 6:

- **Positive Sentiments:** The majority of interviewees expressed positive sentiments towards eco-friendly HR practices. Most sentiments were moderately positive, reflecting broad acceptance and support for these practices.
- **Negative Sentiments:** A small number of interviewees displayed negative sentiments.

Among these, moderately negative sentiments were more common than extremely negative sentiments, but their overall occurrence was minimal compared to positive sentiments.

Interpretation

The analysis indicates that private hospitals in West Bengal are generally supportive of eco-friendly HR practices. Positive sentiments significantly outnumbered negative sentiments, reflecting a welcoming attitude towards sustainable initiatives. Frequently discussed themes, such as sustainability and green practices, demonstrate a strong alignment with environmental goals. The minimal presence of negative sentiments suggests limited resistance or challenges to adopting these practices.

These results provide a comprehensive understanding of the attitudes, efforts, and themes surrounding eco-friendly HR practices in the region, offering valuable insights for further research and policy development.

Conclusion

The qualitative analysis, supported by NVIVO 14 and Natural Language Processing (NLP), offers valuable insights into the adoption and sentiment (Joseph,2024) surrounding eco-friendly HR practices in private hospitals in West Bengal. The study reveals that these hospitals are increasingly integrating sustainability-oriented initiatives, such as energy conservation, green policies, and CSR activities, into their HR frameworks. Recurring themes such as "eco-friendly," "green," and "sustainability" highlight a strong alignment with environmental goals, while the Word Cloud underscores the prominence of terms related to environmentally conscious practices. The analysis of sentiments further confirms a predominantly positive outlook among stakeholders, with minimal resistance to adopting these initiatives. However, there are still some hospitals where the implementation of these eco-friendly practices is relatively low, indicating room for further improvement and expansion of sustainable initiatives across the sector.

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