

Chapter 15

TRIPLE BOTTOM LINE INNOVATIVE STRATEGIES AS GREEN HRM INITIATIVES FOR THE BIOMEDICAL INDUSTRIES OF AHMEDABAD

Priyanka Hiteshbhai Mehta ²⁴, Prof. (Dr.) Onattu Sujatha Sony ²⁵

ABSTRACT

This paper tries to throw some light on the bio-medical wastage management system in the private and public hospitals in and around Ahmedabad. The organic and non-organic wastage generated in these hospitals pose a severe hazard for the health care workers, patients and public at large. Other than positively affecting all the stakeholders involved, the Bio- medical waste management when done effectively and efficiently, also has a major role to play in the employment generation and creating job opportunities. There is a crucial role of waste management specialists and waste gathering and disposal staff. The need of the hour is to have a robust policy in place, which promotes all the green HRM initiatives and focus on awareness building and training. This study particularly tries to examine the Triple bottom line innovations and its implementation in these health care institutions.

KEY-WORDS: *TBL Innovative Strategies, GHRM Initiatives, Bio Medical Wastage Management, Efficient remedial measure & future prospects*

INTRODUCTION

The growth of the Indian health care sector has been possible post - globalization and has recorded 12 % growth yearly. The pharmaceutical industry started to diversify into the bio medical and bio technical industry. (INDIAN HEALTH CARE INDUSTRY, 2015-2016) But every development has certain flip side & for the hospital sector it is the bio medical waste management.

Biomedical Waste Management is a growing challenge for India. We are far behind many other developing nations in addressing this problem. First bio medical wastage plant was established at Hyderabad in the year 2000 (Bio medical Wastage Management, 2017), but other states are far lagging behind in its development. After so many bureaucratic efforts and the subsequent recommendation by Dr. Almitra Patel, new waste management policy was designed in 2011 (The Indian Express, 2016). The bio medical waste management plant was setup during the year 2014 in Savali, near Vadodara, Gujarat. (Press Trust of India, 2014). Thereafter in Surat, first multi-specialty BMW (Bio Medical Wastage) plant was established (Sardar Patel Institution of Public Administration, Gujarat, 2017).

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Index

Segment I - Information Related to Dignitaries and Themes of the Conference				1
Segment II – Management - Part I – Full Papers				17
Sr No	Paper ID	Paper Title	Author Name	Page No
1	PCM084	A Study on the Occupational Health and Safety Conditions of the Employees Working in the Bio-Medical Industries of Ahmedabad, Gujarat	Ms Priyanka Hiteshbhai Mehta Dr Sujatha Sony Onattu	19
2	PCM100	Study on Ease of Selling – A Decision Making Drivers for E-Retailers Across Globe	Mr Devang Gajanan Kale Prof (Dr.) Jayrajsinh D. Jadeja	27
3	PCM042	International Competitiveness of Horticultural Seed Exports From India	Dr Swaminathan Balasubramaniam Ms Pokiya Nikeeta Jamanbhai	36
4	PCM105	An Analytical Study on Impact of Basel-II Norms on Profitability of Banks in India	Dr Hemali K Tanna Dr Kaushal Bhatt A. Bhatt	48
5	PCM023	Entrepreneurship from Feminist Perspective: With Special Reference to MSMEs in the State of Punjab	Dr Medha Gupta Ms Harinder Kaur Deo	68
6	PCM102	A Study of Indian Public Sector, Private Sector & Foreign Banks: Non-Performing Assets v/s Recovery Mechanism	Mr Nilesh P Movalia Prof Viralkumar M Shilu	77
7	PCM014	Social Entrepreneurship: A Dynamic Process Towards Social Prosperity	Ms Gayatri Dwivedi	90
8	PCM117	Predicting Factors of E-Payment Adoption in India: The Customers' Perspective	Dr Kiran J. Patel Mr Parth M. Modi Dr Rajesh D. Kiri	99
9	PCM065	Consumer Brand Preference Towards Smartphone: Crafting the Role of Hedonic and Utilitarian Attributes	Ms Rinky Mukeshbhai Trivedi	112
10	PCM054	A Study on Perception of Degree Engineering Students of Navsari District Regarding their Employability	Mr Harshal Gunvantrai Vashi Dr Trupti Samir Almoula	119
11	PCM080	A Study on Commonalities and Differences Among CSR Approaches of Selected Leading Two Wheeler Manufacturing Companies in India	Dr Kedar Hemantkumar Shukla	129
12	PCM093	Comparison of Indian GAAP and IFRS in India: An Empirical Analysis of Selected Companies	Dr H N Mishra Dr Mahammadrafique U. Meman Ms Purnima M. Chouhan	137
13	PCM121	Effectiveness of Options Strategy of Information Technological Sector Introduced by National Stock Exchange for Highest Market Capitalization of India	Mr Shaikh Mohammadimran Abdulsaeed Dr Munira Habibullah	146
14	PCM083	Marketing Strategies for Convenient Stores to Sustain Again E-Commerce with Respect to Consumer Durable	Dr Kedar Hemantkumar Shukla	159
15	PCM032	4Ps of Green Marketing : Ways of Influencing Potential & Latent Greens	Dr Anupama Chirag Dave	166
16	PCM136	Why Entrepreneurs Do What They Do?	Mr Parshotam Garibdas Makhija	173
17	PCM019	An Assessment of 360 Degree Performance Appraisal System- A Study with Special Reference To Private Banks	Dr Vasavada Jagrutkumar Kaushikbhai	178
18	PCM137	Learning Agility, Organisational Performance and Organisational Culture: an Explorative Study	Mrs Susmita Ghosh	186
19	PCM130	Corporate Lobbying: Managers Perspective, Comparative Analysis of India, China and USA	Mr Suchet Rathod	197
20	PCM051	Contemporary State and Trends of Business Intelligence and Analytics Market in India	Dr Vikas Sitaram Chomal Ms Mubashshirahbanu M Shekh	216
21	PCM058	Implications of Non Performing Assets - NPA: A Study on the Profitability of Selected Banks in India	Mr Pareshkumar Anandji Dave Dr Yogesh C Joshi	222
22	PCM036	Business Models for Entries	Ms Jayshree Waghela	232

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Managing Global Enterprises



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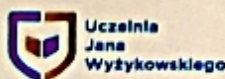


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PCM084

**A STUDY ON THE OCCUPATIONAL HEALTH AND SAFETY CONDITIONS OF
THE EMPLOYEES WORKING IN THE BIO-MEDICAL INDUSTRIES OF
AHMEDABAD, GUJARAT**

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ABSTRACT :

Working condition at hospitals have been a tremendous concern to the medical services organization around the world, nevertheless from the global point of view there are no confirmations on this imperative subject. However, there are research articles and journals by various authors on the working conditions of the medical services organization. The target of this paper is to portray the working condition of doctors, nurses and other staff in small and big hospitals at Ahmedabad, for which around 250 employees were taken as targeted sample size from the public, private and trust-based hospitals of Ahmedabad city. This study will help to highlight the problem faced by employees in the health care services sector and try to understand the various occupational hazards faced by them. Through this study it is intended to find solutions and suggest the measures for improving their conditions. It also focuses on the challenging issues regarding gender, marital status, peer – subordinate relations, unfair treatment with staff and discrimination, occupational stress and burnouts, sanitation and sterilization related issues, travelling distance, job timings, remuneration, etc. The objective for this research is to illuminate those factors which has a larger impact on the working condition and focuses not just on the physical amenities and related factors but also on stress full working condition and organizational norms which become the cause of psychological barriers for the employees. So, in a nut shell a safe and healthy working condition is very essential in any kind of biomedical industry small and big and hence there is a need to take up such studies to assess the existing conditions and how it can be improved upon.

Keywords: *Bio medical industry, medical services organization, burnout, occupational health, occupational stress, occupational hazards, hospital environment, working conditions, psychological barriers, etc.*

INTRODUCTION

Health care Sector of India is the biggest generators of revenue as well as employment. India has a health care workforce of over 4.3 million of employment. India has health care work force of 4.3 million out of which mainly from bio medical industry. Bio medical industry in India is developing at a fast pace largely because of the increase in its scope and consumption. (India Brand Equity Foundation, 2018). One of the main causes for it is also the growth of the medical tourism in Gujarat. The world class medical services are provided at reasonable costs and there are around 108 big and small multispecialty hospitals in Ahmedabad itself. Every year around 10000 to 15000 people visit Ahmedabad for the medical tourism purpose. (ALL INDIA CRITICAL CARE HOSPITAL: The Times of India, 2016)

The mushrooming of big private and corporate hospitals is driving the growth accounting for 40% of the health care in India. The public-Sector share will reduce to a 19% of the health care services. The last decades have apprehended private capitals flowing towards stabilizing huge tertiary care hospitals and corporate hospital chains. (Srinivasan & Chandwani, 2014)

GREEN HRM PRACTICES: A NEW STARTUP FOR PLASTIC WASTE MANAGEMENT AND GENERATION OF THE NEW HORIZON OF EMPLOYMENT

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Abstract - Green HRM is multi-disciplinary in approach. However, this has till date remained just as a thought or theoretical concept. This paper aims to illuminate the practical aspects in Green HRM followed in the organizations manufacturing, services or BPO sectors. It is highlighting the employment generation potential from the plastic waste products as this kind of startups can provide large number of employment opportunity for the masses. It tries to explore the merits of Green HRM practices and the various measures organization adopts for meeting the suitability development goals and ensuring conservation of our valuable environment.

Keywords - Green HRM, Green HRM Model, Plastic Waste Management Start-up, Various aspects of HRM Sub-system incorporation with Green HRM Aspects.

I. INTRODUCTION

In the twenty-first century, there are sharp concentrations on environmental alarms all over the globe regardless of the fields. With the current situation, there are certain techniques utilised by some organizations to deal with the ecological footprints.

Green administration initiatives can be considered as an important way to add to the benefits of various business organizations anywhere in the world. Green administration initiatives can help various companies find different ways to reduce costs without discarding talents and valuable resources.

For gaining success the organizations started paying attention towards Green HRM practices. Green HRM is the utilization of HRM policies in such a way that it provides attention to the sustainable utilisation of resources. This will promote environmental economical sustainability practices for keeping the environment healthy and the generation of a new horizon of employment. The article focuses on developing concepts regarding Green HRM practices, its challenges and other models for implementing them.

Green HRM function could be a driver for environmental sustainability in a company by aligning all its objects as well as the policies with the sustainability goals. These goals present the eco-friendly environment and comprise the undertakings for environment-friendly HRM practices which could result in a variety of benefits like:

- Higher efficiencies along with motivation (Renwick, 2018).

- Lower costs along with effectual engagement with the employees.
- Generation of a new horizon for employment.

Green HRM practices could be a very vital factor for the business organizations that think forward around the world. It assists the organizations to determine the ways to cut costs without compromising with any of their talents and vital resources (Bratton and Gold, 2017).

II. OPPORTUNITIES AND OBSTACLES:

Reduce utility costs:

The utility costs can be reduced for each of the small organizations by utilising various technologies which are efficient in energy and provide less waste. The company's expenses get diminished and the profits are increased along with green environment for the organization.

Decreased Environmental impact:

As business organizations go green, it profits the environment with the use of less electricity, water and other sources. If the organizations start using solar energy and save a lot then they can even sell the excess stored energy (Renwick, 2018).

Enhanced public image:

The Green HRM practice initiative will lead to public attention and develop a positive image in the market. This will assist the organization in developing a benchmark and generate higher profits.

A New Horizon for Employment Generation:

With the Green HRM practices, a lot of individuals get attracted towards organizations and the implementation of newer technologies in the organisation would lead to the need of new employees. These employees need to understand the utilization and importance of Green HRM, so that

CHAPTER NO.	CHAPTER NAME	PAGE NO.
9	SURVEY OF PRE-PROCESSING TECHNIQUES FOR MINING BIG DATA Dr P. Logeswari , J. Gokula Priya	52
10	SOCIAL TRANSITION OF THE BADIGER COMMUNITY Manjunatha Badiger	59
11	OPEN-SOURCE SOFTWARE FOR LIBRARY AUTOMATION AND DIGITIZATION Miss. Kajal Jadaun	64
12	STATUS OF ICT BASED EQUIPMENT IN SCHOOL EDUCATION PROGRAMME OF TRIPURA -AN ANALYTICAL STUDY Dr. Uttam Kumar Das , Mr. Tanumay Das , Mr. Sukhlal Prasad	68
13	CARTOON SHOWS/MOVIES' CONTRIBUTION TO GENDER DISCRIMINATION AND WOMEN'S BODY OBJECTIFICATION Mr. Rajat Peter	73
14	EARTH RESTORATION: AMBITION TO ACTION Mugdha Kumari Pandey	80
15	TRIPLE BOTTOM LINE INNOVATIVE STRATEGIES AS GREEN HRM INITIATIVES FOR THE BIOMEDICAL INDUSTRIES OF AHMEDABAD Priyanka Hiteshbhai Mehta , Prof. (Dr.) Onattu Sujatha Sony	85
16	A STUDY OF GENDER DISCRIMINATION WITH WORKING WOMEN Rajat Peter , Prof. Dr. Abhilasha Pathak	95
17	CUSTOMERS' ADOPTION TOWARDS ONLINE SHOPPING AMIDST COVID PANDEMIC Saliha	102
18	AGRARIAN UPRISINGS IN INDIA: THE CASE OF INDIGO REBELLION Shafiulla K.	110



VOLUME

3

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Research Paper

On

A STUDY ON WOMEN INCLUSION IN THE HEALTHCARE SERVICES SECTOR (HOSPITALS) & THEIR HRM ISSUES IN AHMEDABAD

By

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ABSTRACT

The Healthcare service industry is predicted to be one of the major drivers of Indian economy, primarily because of the growing private sector comprising large Hospital chains and specialty Hospitals. Healthcare tourism has also emerged as an important new element in the Indian Healthcare Sector. The state offers great potential for medical tourism in its four major cities like Ahmedabad, Vadodara, Surat and Rajkot. Notwithstanding the boom in this sector, there is the existence of various issues which need urgent attention. So the need of the hour is to take care of the health conditions of those engaged in this sector, owing to the nature of employment, demography, work pressures and the hazards involved. Healthcare Sector is a woman dominated sector with a three quarter of total workforce. These women face various issues which need to be addressed and their special needs as women also to be acknowledged and dealt with. This can be possible if there is a robust Human Resources Management (HRM) practice in place. Though there has been various studies highlighting the role of HRM both at national and international level, none of them have focused on the predominant workforce in this sector- the woman employees.