

SUSTAINABLE FINANCE AT THE GRASSROOTS: INSIGHTS FROM KARNATAKA'S GREEN BANKING LANDSCAPE

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ABSTRACT

In addition to global environmental challenges, sustainable finance has emerged as an important tool for reducing environmental risk and promoting economic growth. The study examines the development of sustainable finance at the grassroots level through an analysis of green banking initiatives in Karnataka, India, with special focus on Vijayapura district. The main objective of this study was to reveal the complex interplay between sustainable finance and community engagement through consumer knowledge and perception of green banking practices in the local context of Karnataka. Using mixed methods, the study combined quantitative surveys with qualitative interviews to critically examine the state of green banking awareness among consumers in Vijayapura district. The survey had collected data on customer demographics, knowledge of green banking principles, and attitudes towards a sustainable economy. In-depth interviews further clarified the factors affecting consumer participation in green banking schemes. Preliminary findings indicate that consumers in Vijayapura district differ in their awareness and understandings of green banking principles. While some respondents show a keen interest in sustainable finance and are willing to participate in green banking activities, others express limited knowledge or skepticism about its benefits about factors such as education; income and access to information emerge as significant determinants of customer perceptions and behaviors towards green banking. This study contributes to the evolving discourse on sustainable finance by providing insights into the implementation of green banking systems on the ground in Karnataka, India. By highlighting the opportunities and challenges associated with community engagement in the sustainable economy, the findings connect policymakers, financial institutions, and communities seeking to promote the environment the norms of sustainability and inclusive economic growth.

Keywords: Sustainable Finance, Green Banking, Grassroots, Community Engagement, Environmental Sustainability, Economic Development, Sustainable Economy.

Introduction

In recent years, with the recognition of environmental degradation and the urgent need to achieve equitable economic growth, the need for sustainable development has become more vital. At the intersection of finance and environmental stewardship lies the concept of green banking, a dynamic approach that seeks to harmonize economic practices with environmental sustainability including objectives, aimed at integrating environmental considerations into banking operations, investment decisions and customer service.

At its core, green banking represents a paradigm shift in the financial sector, moving beyond traditional profit-centric models towards a more holistic approach that prioritizes long-term sustainability.

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Through environmentally irresponsible practices such as financing renewable energy projects, supporting green infrastructure and providing environmentally friendly economic products, environmental banks play an important role in advancing sustainable development policies.

The importance of green banking goes far beyond the confines of the financial industry. As a catalyst for sustainable development, green banking has the potential to create positive environmental outcomes, encourage green innovation and promote inclusive economic growth. By channeling financial resources towards environmentally sound projects and businesses, green banks contribute to the transition towards a low-carbon, resource-efficient economy, while also addressing pressing environmental challenges such as climate change, biodiversity loss, and pollution.

Furthermore, green banking holds promise as a way to promote social equity and resilience, especially in vulnerable communities disproportionately affected by environmental degradation in the 19th century. Through initiatives that prioritize inclusive finance, empowerment and community empowerment, green banks can help bridge the gap between financial inclusion and environmental sustainability, ensuring that the benefits of sustainable development are shared equitably among all sectors of society.

In this perspective, the concept of green banking emerges as a multi-pronged tool for promoting sustainable development, providing a strategic approach towards a sustainable future, it is just and environmentally sustainable. As we navigate the complex challenges of the 21st century, green banking is poised to play a vital role in a world of economic prosperity and environmental protection and social welfare the actual relationship.

Background Information on Vijayapura District

Formerly known as Bijapur, Vijayapura district is located in the northern part of the Indian state of Karnataka. It has a rich historical and cultural heritage, with traces of its glorious past evident in its architecture, monuments and traditions. The district is located in the Deccan Plateau and is bordered by Bagalkot, Belagavi, Gadag and Kalaburagi districts.

- **Historical Significance:** Vijayapura has a storied history dating back to ancient times, with records tracing its origins back to the 11th century. In medieval times, the region served as the capital of the Adil Shahi dynasty, a large and prosperous Muslim kingdom in the Deccan region. During the reign of the Adil Shahs, Vijayapura became a center of art, culture and commerce, attracting scholars, artisans and merchants from far and wide. The architectural marvels of Bijapur including the impressive Gol Gumbaz, Ibrahim Rouza and Jama Masjid stand as a lasting testimony to its illustrious past
- **Geographical Type:** The Vijayapura region comprises a variety of geological types ranging from fertile plains to steep terrain. The Krishna and Bhima rivers flow through the district, enriching its agricultural industry and supporting its livelihood. Agriculture is the economic backbone of the region, apart from staple crops like sugarcane, cotton, pulses and millets. Vijayapura is famous for horticultural products like grapes, pomegranates and mangoes.
- **Cultural Heritage:** The cultural fabric of Vijayapura is woven with a weave of traditions, festivals and languages. Kannada is the dominant language in the district, while Urdu and Marathi are widely spoken. The region celebrates various festivals such as Basavajayanti, Diwali and Muharram, reflecting the multicultural nature of the people. Traditional arts and crafts such as bidriware, a type of metal work, and ilkal sarees known for their unique embroidery techniques are made that of the cultural identity of Vijayapura.
- **Economic profile:** Besides agriculture, the economy of Vijayapura is dominated by industries like sugar processing, textiles, agricultural manufacturing etc. There are many sugar mills in the region, which contribute significantly to the production of sugar by the state. Small businesses and industries are also thriving in Vijayapura, with programs aimed at encouraging economic growth and improving livelihoods.
- **Challenges and Opportunities:** Despite having rich cultural heritage and economic potential, Vijayapura faces various challenges like water scarcity, inadequate infrastructure and socio-economic disparities but the region also offers opportunities for growth and development diversity occurs, especially in tourism, renewable energy and sustainable agriculture.

Objective of the Study and Its Significance

- **Objective:** The main objective of this study is to investigate consumer awareness of green banking policy in Vijayapura district, Karnataka, India. Specifically, the study aims to explore

consumers' understanding of green banking principles, their perceptions of sustainable finance, and factors affecting their engagement in green banking practices. By shedding light on the grassroots movement of green banking, the study seeks to provide valuable insights for policy makers, financial institutions and others involved in promoting sustainable finance in the 19th century.

- **Significance:** The significance of this study lies in its contribution to the broader discourse on sustainable economic and environmental policy. By investigating consumers' knowledge and attitudes towards green banking initiatives in Vijayapura district, the study addresses a key gap between current research and practice. Understanding consumers' perspectives and preferences is essential to developing effective green banking systems that are in tune with communities and provide meaningful change.

The findings of the study have implications for various stakeholders:

- **Policymaking:** Insights from the study can inform policymakers about the effectiveness of existing banking systems and identify areas for improvement. Policy makers can use this information to develop targeted policies that will provide greater insight and engagement in sustainable economic policy.
- **Financial Institutions:** Understanding customer perceptions of green banking is important for banks and financial institutions to develop customized products and services that meet the needs and wants of their target audience. The Study can help financial institutions identify opportunities for green banking and reinforce commitment to environmental sustainability.
- **Community Organisations:** Local community organizations and NGOs can use the findings of the study to advocate for more green banking services and promote grassroots environmental education and awareness. By empowering local communities with knowledge about a sustainable economy, these organizations can foster a culture of environmental responsibility and collective action.
- **Academic community:** Academics and researchers can use the study as a basis for further research at the intersection of finance, sustainable development, and community development. The findings may stimulate further research on green banking practices in other sectors or contribute to the development of a theoretical framework for understanding consumer behavior in a sustainable economy.

Review of Literature

Review of existing literature on Green Banking Initiatives Globally and in India:

A review of the existing literature on green banking systems globally and in India reveals a growing body of research examining the conceptual foundation, mechanisms of implementation and impact of sustainable finance practices always get it revealed. Here is an overview of key themes and findings from the literature:

Global Opinion

- **Conceptual Framework:** The study have developed a conceptual framework to define green banking, emphasizing its role in environmental sustainability in the economy. These policies tend to emphasize key principles such as environmental risk management, green lending and sustainable investment.
- **Methodology:** The study examined the ways in which banks and financial institutions incorporated environmental considerations into their operations This included designing green banking products and services, designing products environmental management, and collaborate with stakeholders to promote sustainability
- **Performance measurement:** Study has explored ways to assess the environmental and social performance of green banking systems. Metrics such as carbon footprint reduction, renewable energy finance, and social impact indicators are often used to assess the effectiveness of green banking practices
- **Stakeholder participation:** The document emphasizes the importance of stakeholder involvement in green banking systems, with governments, regulatory bodies, financial institutions, businesses and civil society organizations seen as partners concerning them is necessary to drive policy change towards a sustainable economy including.

Indian Perspective

- **Regulatory Framework:** The study examines the regulatory framework for green banking in India, including guidelines issued by the Reserve Bank of India (RBI) and other regulators. The researcher analyzed the regulatory environment to identify opportunities and challenges which is in the use of a green bank.
- **Banking Practices:** Research focuses on the green banking practices adopted by Indian banks, including development of green credit facilities, investment in renewable energy projects and monetary principles so regular adoption Case studies of individual banks highlight best practices and lessons learned in implementing banking systems.
- **Consumers' knowledge and attitudes:** The study has explored consumers' knowledge and attitudes towards green banking systems in India, and assessed the factors affecting consumer behavior and attitudes towards sustainable finance. Understanding customer preferences is seen as important for increasing adoption of green banking products and services.
- **Challenges and Opportunities:** Study identified the challenges and opportunities of green banking in the Indian context, related to financing renewable energy projects, mitigating environmental risks and potential a be developed in financial institutions The study also highlights the potential of green banking to support India's sustainable development goals.

Studies related to Customer Awareness and Perception of Green Banking Initiatives

Several studies examined consumer awareness and attitudes toward green banking systems in different contexts. Here are a few notable examples.

- **"Green Banking Awareness among Malaysian Consumers: An Empirical Study"** (2017) by Siti Nabihah Abdul Khalid et al. This study investigates Malaysian consumers' awareness and understanding of green banking principles. It explores the factors that affect consumer behavior towards green banking products and services, and provides insights into ways to increase consumer engagement
- **"Customer Perceptions and Perceptions of Green Banking in Bangladesh: A Study of Selected Commercial Banks"** (2018) Moh. Tarek Hussain and others. This study investigates the awareness and perception of customers of selected commercial banks in Bangladesh towards green banking policies. It explores customers' perceptions of green banking products and services, and their willingness to adopt sustainable financial practices.
- **"A Study on Consumer Awareness and Perception of Green Banking Practices in Coimbatore District"** (2019) V.S. Satyamurthy and S. K.: This study investigates consumer awareness and attitudes towards green banking practices in Coimbatore district, Tamil Nadu, India. It explores the factors affecting consumer awareness and adoption of green banking services, and provides valuable insights for banking and policy-making.
- **"Customers' Attitudes and Knowledge towards Green Banking Products: A Study of Commercial Banks in Dhaka, Bangladesh"** (2020) by Md. Abu Hanif and Fadilah Abd Rahman. This study investigates the attitude and knowledge of consumers towards green banking products offered by commercial banks in Dhaka, Bangladesh. It examines the impact of demographic factors on consumer attitudes towards green banking, and provides implications for marketing and communication strategies.
- **"Green Banking: Customer Retention and Awareness in the UAE"** (2021) by Sajid Ali Khan and Vinayagathan Moothathambi. This study examines consumer perceptions and knowledge of green banking practices in the United Arab Emirates (UAE). It examines awareness of green banking schemes and willingness to participate in sustainable financial products and services among UAE residents

This study provides valuable insights into consumer knowledge and attitudes towards green banking systems across geographies, and provides implications for policy, practice and future research on sustainable finance.

Research Design

Mixed methods research design has been used for this study of consumer awareness of green banking system in Vijayapura district. This approach enables both quantitative and qualitative data which

have been collected and analyzed for a comprehensive understanding of customers' perceptions of green banking.

- **Quantitative Component:** A structured survey has been conducted for a sample of bank customers in Vijayapura district to assess their knowledge and attitude towards green banking system. The survey included close-ended questions designed to measure variables such as awareness of green banking principles, use of green banking products, attitudes towards sustainable finance, and demographics.
- **Qualitative Component:** In-depth interviews have been conducted with a subset of survey respondents to explore their attitudes, beliefs and experiences towards green banking in more detail. These interviews provided insights into the factors influencing consumer awareness and engagement with green banking systems, and provided a deeper understanding of the research process.

Sampling method and Sample Size

A multistage sampling method has been used to select participants (250) for the study. First, banks operating in Vijayapura district have been classified based on their size and customer base. Then, a random sample of branches was selected from each layer. Finally, customers who visit the selected branches during data collection were invited to participate in the survey.

The sample size was determined by parameters such as population size, confidence level, and error rate. A representative sample of bank customers from demographics and preferred types of banks was targeted to ensure that the findings are generalizable to the wider population of Vijayapura district.

Method of data collection and tools used

Data was collected in several ways:

- **Survey Administration:** Trained surveyors have conducted structured surveys for bank customers at selected branches in Vijayapura district. The survey was conducted in person and online, depending on participant preference and convenience.
- **In-depth interviews:** A subset of survey respondents were invited to participate in in-depth interviews to explore their experiences and perspectives in more depth. Interviews were conducted face-to-face or over the telephone, allowing for open discussions and the exploration of answers.

Tools used

- **Structured Survey Questionnaire:** The survey questionnaire had a set of standardized questions designed to collect quantitative data on customers' knowledge and attitude towards green banking.
- **In-depth interview guide:** The interview guide includes open-ended questions and prompts to facilitate an in-depth exploration of participants' perceptions, beliefs and experiences of green banking.

Both the survey questionnaire and the interview guide were pre-tested and revised to ensure that the data collection instruments were clear, relevant and reliable. In addition, ethical considerations such as informed consent and confidentiality were carefully addressed throughout the data collection process.

Overview of Green Banking Initiatives implemented in the Vijayapura District

Several green banking schemes have been implemented in Vijayapura district to promote environmental sustainability, encourage community development and support inclusive economic growth. These projects typically include banking, led by financial institutions, government agencies and civil society organisations. Here is an overview of some of the key green banking initiatives that have been implemented in the region:

- **Financing Renewable Energy Projects:** Banks in Vijayapura district are actively involved in financing renewable energy projects such as solar power plants, wind turbines and biomass projects. These projects aim to boost clean energy production, reduce carbon emissions and increase energy security in the region.
- **Energy efficiency promotion:** Financial institutions are providing loans and financial incentives to encourage individuals and businesses in Vijayapura district to invest in energy efficient

technologies and practices. This includes funding for energy efficient appliances, building retrofits and energy conservation initiatives.

- **Supporting sustainable agriculture:** Banks provide loans and technical assistance to farmers in Vijayapura district to adopt sustainable agricultural practices such as organic farming, irrigation, forest a for agriculture etc. These projects help improve agricultural production, conserve natural resources and make farmers more resilient to climate change.
- **Green Financing Products:** Banks in Vijayapura district offer a range of green financing products as per customer needs. These include loans for environmentally friendly housing, car purchases and small renewable energy projects. In addition, banks can offer green banking and financial products that prioritize investments in environmentally friendly businesses.
- **Environmental education and awareness programmes:** Banks and financial institutions conduct awareness campaigns, workshops and training programs on environmental protection and sustainable finance for consumers and general public in Vijayapura district These initiatives aim to raise awareness about the importance of green banking and foster sustainable practices among stakeholders.
- **Partnership with communities:** Financial institutions partner with communities, government agencies and non-profit organizations to implement community-based green banking in Vijayapura district These initiatives include tree planting campaigns, waste management, to improve quality of life, environment -May also include environmental and safety programs aimed at encouraging entrepreneurship

Overall, this green fund scheme plays an important role in advancing sustainable development goals in Vijayapura district by promoting environmentally friendly practices, supporting cooperative a it is a green, community involvement in environmental protection efforts through collaborative efforts and innovative approaches to these projects that the region and its residents contribute to a sustainable future permanent and highly resilient building.

Analysis of Customer Awareness

- **General level of awareness:** The findings reveal that although there is some awareness (36 per cent) of green banking schemes among consumers in Vijayapura district, it vary significantly among different demographic groups. Some clients exhibit a strong understanding of green banking principles (17 percent), while others (47 percent) have little knowledge or misconceptions about what green banking entails.
- **Sources of Awareness:** The study found that consumers acquire knowledge about green banking primarily through a variety of sources, including banking communications, media (such as television, newspapers and social media), word of mouth and educational programmes among.
- **Perceptions and Attitudes:** Consumer perceptions and perceptions of green banking can vary. Some view green banking in a positive light, seeing its potential to contribute to environmental sustainability and community development. Others may be skeptical or indifferent, voicing concerns about financial outcomes or the perceived complexity of banking products and services.
- **Factors influencing awareness:** The study identifies several factors affecting consumer awareness of green banking schemes in Vijayapura district. These include demographic factors such as age, education, income and occupation, as well as access to information, prior exposure to environmental factors, and personal values and beliefs
- **Barriers to awareness:** The findings reveal barriers that impede consumer knowledge about green banking systems, such as lack of clear communication from banks, green banking products and services limited availability, and competing priorities for consumer attention and resources.
- **Opportunities for improvement:** Based on the findings, the study identified opportunities for banks and financial institutions to improve customer awareness of green banking systems. This could include increasing communication and outreach efforts, developing targeted education campaigns, facilitating green banking products and services, and building partnerships with local communities and organizations to raise awareness.

Factors influencing Customer Awareness

- **Demographic Factors**
 - **Age:** Younger individuals are more tech savvy and receptive to digital communication channels, while older individuals prefer traditional channels such as print media or personal communication
 - **Education Level:** Consumers with higher levels of education have a better understanding of environmental issues and sustainable finance concepts, leading to greater exposure to greener banking systems.
 - **Income:** Higher income individuals have more disposable income to invest in environmentally friendly products and services, making them more likely to seek information about green banking options
 - **Performance:** Clients who work in projects or projects related to sustainability or environmental protection are more familiar with green banking systems due to their professional background and interest.
- **Source of Information**
 - **Media exposure:** Consumers who frequently consume environmental news or follow sustainable social issues through media channels such as television, newspapers, magazines and online forums diversity have greater awareness of green banking systems.
 - **Banking communication:** Effective use of communication strategies by banks and financial institutions including advertising, web content, social media posts and direct mail campaigns influenced customer awareness of green banking.
 - **Community networking:** Word of mouth and information sharing in social networks, community groups and professional associations help spread awareness of green banking systems among consumers.
- **Previous experience and exposure:**
 - **Pre-banking relationships:** Customers with recent relationships with banks that actively promote green banking policies have higher levels of insight, thanks to communication and engagement efforts.
 - **Environmental Awareness:** Individuals with a keen interest in environmental protection or involvement in environmental advocacy groups were actively seek information on banking practices as it flourishes about and support banks harmonized standards.
 - **Personal values and beliefs:** Consumers who prioritize sustainability and ethical products were more inclined to seek green banking options and with banks that demonstrate independence committed to environmental responsibility communicate.
- **Cultural and Socio-Economic Factors**
 - **Local context:** Socioeconomic factors, cultural norms and regional preferences peculiar to Vijayapura district influence consumer awareness of green banking systems. For example, the eyes of farming communities except for increasing funding for sustainable agricultural practices.
 - **Government policies and initiatives:** Supporting government policies, incentives, and regulations related to economic sustainability and environmental protection shape consumer awareness and attitudes toward green banking systems in the region.

Perceived Benefits and Challenges associated with Green Banking among Customers

Perceived Benefits

- **Environmental Impact:** Clients see a green fund as a way to better contribute to environmental protection efforts by supporting sustainable businesses and projects, such as renewable energy development, energy efficiency programs, and environmental projects.
- **Personal investment advantage:** Some clients view green banking as an economically viable option, as investing in environmentally friendly projects provide a competitive advantage meet and achieve long-term financial stability. Green loans or mortgages offer better terms or incentives, such as lower interest rates or lower fees.

- **Ethical and socially responsibility:** Consumers who prioritize ethical and social responsibility view green banking as consistent with their values and beliefs. By choosing green banking products and services, they feel they are making a positive impact on society and future generations.
- **Innovation and Technology:** Green banking systems often involve new technologies and practices that are attractive to customers interested in sophisticated solutions. Clients view green banking as an opportunity to support innovation and technological development in areas such as clean energy, sustainable agriculture and waste management
- **Community Development:** Green banking programs can contribute to local economic development and community empowerment by funding projects that create jobs, improve services, and improve lives in underserved communities or they are stumbled upon.

Perceived Challenges

- **Limited choice:** Consumers perceive a lack or lack of diversity in green banking products and services compared to traditional banking offerings. Limited options prevent them from fully integrating sustainability into their investment decisions.
- **Complexity and accessibility:** Green banking products and services can be complicated or difficult to understand, especially for customers who are unfamiliar with financial concepts or inaccessible sustainable terms such as limited branch locations or online banking products can also hinder customer adoption.
- **Cost Considerations:** Some consumers view green bank products as expensive or not economically useful when compared to traditional alternatives. Concerns about high upfront costs or low returns on investment have deterred consumers from adopting greener banking schemes.
- **Risk and uncertainty:** Consumers perceive green banking as riskier or less trustworthy than traditional banking, especially if they have no uncertainty about financial returns or long-term sustainability there in terms of green projects and investments. Concerns about potential financial losses or unforeseen risks discourage client participation.
- **Skepticism and greenwashing:** Consumers were skeptical of green bank policies, especially if they perceive them as mere marketing strategies or attempts by banks to enhance their public image without compromising on products. Lack of transparency or credibility in green claims undermine consumer trust and confidence.

Implications of the study's findings for Banks, Policymakers, and other Stakeholders

The implications of the survey findings on consumer awareness of green banking initiatives in Vijayapura district are important for banks, policy makers and others involved in promoting sustainable finance. Here are some key indications:

For Banks

- **Tailored communication strategies:** Banks can use the findings to develop targeted communication strategies that will effectively raise awareness among customers in Vijayapura district about green banking initiatives. This includes using preferred communication channels such as social media, community events and educational forums to reach different demographic groups
- **Product innovation:** Banks can use the insights gained from the survey to innovate and expand their green banking products and services by identifying specific customer needs and preferences based on findings the implementation of the. This may include the introduction of alternative green lending options, investments, or portfolios that align with client interests and values.
- **Increased customer engagement:** By addressing the barriers identified in the study, such as complexity, accessibility, and perceived cost, banks can provide increasing customer participation in green banking systems This could include streamlining supply chains, improving online banking features, and providing incentives or rewards for green banking participation in work.
- **Partnerships and collaboration:** Banks can use the findings of the study to develop partnerships and collaborations with communities, government agencies, NGOs, and other

stakeholders to increase the impact of green banking systems it has been great. By working together, banks can provide greater connectivity, share resources and enable them to act together towards environmental sustainability.

For Policymakers

- **Policy support:** Policymakers can use the findings to create supportive policies and legislation that encourage banks and financial institutions to prioritize green banking policies. This could include providing tax incentives, subsidies, or support for green investments, as well as establishing clear guidelines for reporting and reporting and transparency of sustainable financial practices obviously
- **Capacity building:** Policy makers can support capacity building efforts of banks and financial institutions to increase their capacity to implement green banking systems. This includes training, technical assistance and access to resources and expertise to help banks adopt regulatory requirements and best practices for sustainable finance
- **Advocacy and awareness:** Policymakers can advocate for greater public awareness and understanding of green banking, which can encourage consumer demand for sustainable investment options. This could include public awareness campaigns, promotion of financial literacy programs and integration of environmental education into the school curriculum.

For Other Stakeholders

- **Community Empowerment:** NGOs, community organizations and civil society groups can use the findings of the study to empower communities in Vijayapura district to actively participate in green banking initiatives. This may include facilitating access to information, providing financial education and training, and community-led initiatives that promote environmental sustainability
- **Corporate Social Responsibility (CSR):** Companies and companies operating in Vijayapura district can use the findings of the survey to enhance their CSR initiatives and incorporate green banking practices into their operations. This could include working in partnership with banks to finance sustainable businesses, adopt green procurement practices and promote sustainable supply chain practices.

Overall, the implications of the study findings extend beyond individual stakeholders and include broader efforts to develop sustainable and resilient economic policies in Vijayapura in the county. By leveraging insights from the research, banks, policymakers, and other stakeholders can better collaborate to enact banking policies that are environmentally, socially, and positive economic development for the community.

Recommendations for Enhancing Customer Awareness and Participation in Green Banking Initiatives

Several suggestions can be considered for increasing consumer awareness and participation in green banking schemes in Vijayapura district:

- **Education Campaign**
 - Develop and implement targeted education campaigns to raise awareness of green banking principles, benefits, and available products and services.
 - Work with local schools, colleges and community organizations to integrate environmental education and sustainable economic thinking into curricula and outreach programs.
 - Use a variety of communication channels, including social media, websites, brochures, and public forums, to distribute information and engage customers.
- **Financial Literacy Programs**
 - Host financial literacy workshops and seminars focused on green banking and how they can align their financial goals with environmental goals to help clients understand the importance of sustainable finance.
 - To provide personalized financial advice to clients to help them make informed decisions about green banking products and services based on their individual needs and preferences.

- **Incentives and Rewards**
 - Introduce incentives and rewards programs to encourage customers to adopt green banking practices, such as discounts on fees, interest rate rebates, or rebates on financial products and of non-environmentally friendly use of projects.
 - Partner with local businesses and retailers to offer discounts or special offers to customers, such as green banking products or eco-friendly purchases.
- **Process Logic and Statistics**
 - Increase transparency and accountability in green banking practices by providing customers with clear and accessible information about the impact of their investment decisions on the environment, and the value of the bank a has built on sustainability.
 - Establish mechanisms for monitoring and reporting environmental outcomes from savings programs that address the environment, such as carbon footprint reduction, energy conservation and greenhouse gas emissions a they will be avoided
- **Community Involvement**
 - To encourage community involvement and participation in green banking activities through community involvement in planning, implementation and evaluation.
 - Establish links with local organizations, NGOs and government agencies that address local environmental concerns and support sustainable development goals.
- **Simplified Design**
 - Simplify the process of accessing and using green banking products and services by streamlining the application process, reducing paperwork, and implementing intuitive digital platforms to manage accounts and transactions
 - Provide training and support to frontline staff to ensure they are knowledgeable about providing green savings and ready to assist customers with their insights and needs.
- **Continuous Improvement**
 - Continue to monitor and analyze customer feedback and satisfaction levels with green banking systems, and use the insights gained to refine and improve the system over time.
 - Conduct regular surveys of customer awareness and engagement levels to track progress toward objectives and identify areas for improvement or expansion.

By implementing these recommendations, banks and other stakeholders can effectively and ultimately increase customer awareness and participation in green banking initiatives , it will help bring about a shift towards a more sustainable and environmentally responsible economic model in Vijayapura district.

The key Findings of the Study

- **Medium Awareness Level:** Overall, there is medium level awareness about green banking schemes among customers in Vijayapura district. Some customers demonstrate a strong understanding of green banking principles and benefits, others have little knowledge or misconceptions about the concept
- **Awareness factors:** Customers gain knowledge about green banking mainly through various means, including bank communication, media channels, word of mouth and educational programs Bank employees and customer service representatives play an important role in banking-related issues of green policy to customers.
- **Views and perceptions:** Consumers' views and opinions on green banking vary widely. While some view green banking favourably and see its potential to contribute to environmental sustainability and community development, others were skeptical or indifferent due to complex factors, for concerns about availability and perceived cost.
- **Factors Affecting Cognition:** Several factors affect consumers' awareness of green banking systems, including demographics such as age, education, income and occupation, as well as access to information, past experience, personal values and beliefs

- **Barriers to awareness:** Common barriers that prevent customers from becoming aware of green banking systems include limited choice, complexity, availability, perceived cost, and uncertainty about greenwashing or relying on green claims.
- **Opportunities for improvement:** There is an opportunity for banks and other stakeholders to develop customized communication channels, to increase customer awareness and participation in green banking systems by facilitating channels, providing incentives and rewards, community involvement, and addressing barriers identified in the evaluation.

Overall, the findings of the study provide valuable insights into the current state of consumer awareness towards green banking systems in Vijayapura district and recommendations that can be implemented for banks, policymakers, and other stakeholders to promote a sustainable economy and create positive environmental and social impacts in the region.

Conclusion

In conclusion, the study on consumer awareness of green banking schemes in Vijayapura district highlights the current state of understanding, attitude and communication in sustainable financial practices among local people. The findings reveal a decline in consumer awareness, with varying understandings and perceptions of green banking principles and benefits.

It is clear that while some clients recognize the importance of green banking to promote environmental sustainability and community development, others face barriers such as low awareness, complexity, uncertainty etc. These findings highlight the need for targeted communication and outreach efforts to increase awareness and engagement with fundraising initiatives varieties of green.

Going forward, banks, policy makers, and other stakeholders have an important role to play in promoting sustainable finance and delivering positive environmental and social outcomes will be given in Vijayapura district. By using standardized communication channels, facilitating processes, providing incentives, engaging communities, and removing barriers, stakeholders can work together to accelerate the transition to a more sustainable and resilient economic system.

Ultimately, the findings of the study provide a roadmap for action, providing valuable insights and recommendations for promoting green banking systems and for sustainability goals permanent settlement in Vijayapura district and beyond. Through collaborative efforts and other means, stakeholders can harness economic power to create a more equitable, prosperous and environmentally sustainable future for all.

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