

## GREEN BANKING: A PROGRESSIVE PATTERN IN INDIAN BANKING SECTOR

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### ABSTRACT

*The Indian banking sector is the strongest mediator between economic growth and environmental stability. Globally, all the countries are focusing their attention in strengthening economic activities and all the citizen of the country are contributing in growth of the economy. Today, we can see implementation of green banking activities in the banking sector has been a huge topic. Along with this, customers can also be made aware about green banking products. Green Banking is a new pattern of banking from which using online banking alternatively branch banking and Paying bills online alternatively mailing them to banks. In the Green Banking concept, the bank fulfills the social and environmentally responsibility along with making optimum use of natural resources like a normal bank. Green banking is the strongest pillar of economy in a country. It is also known as ethical activities bank and The present study proposes studies the impact of green banking and explore new pattern of green banking, viz. green product development , green corporate social responsibility , brand image and goodwill. This study found the implementation of the new pattern of green banking and other ways to address the challenges that lie ahead.*

**KEYWORDS:** Green Product, Green Banking Concept, Environment Friendly Activities, Green Banking Strategies.

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### Introduction

Banking sector is the backbone of any Country's economy. The bank saves the capital of people and by investing it in right place, provide good return on it. The banking sectors plays an important role in environmental protection and promotion of social investment. These days the bank is fulfilling its responsibility towards the society through education, health services, water conservation, sanitation and plantation. The bank running many programs for encouraging social welfare and environmental protection. Banks can become a cause of pollution indirectly rather than being cause of pollution directly. Banks plays an important role funding those companies or organization who create environmental harm. Internationally, investing in projects that are environmentally unfavorable, is a concern. The customers shall take into account the environment standard compliance rating of bank before transacting with the banks and availing other facilities. Green banking promotes online transactions so that paperwork is less and paper usage will be less so that consumers get convenience in getting green credit cards and green loan. With less paper use , the cutting of trees will also be less because it is environment friendly.

A major source of finance for industries is the banking sector, which emits a lot of carbon from their activities. The Indian banking sector has collaborate with international level circle to achieve the Sustainable Development Goals. Multilateral associations, international agencies , development bodies and financier are supporting the environmental norms. The United Nation Organization has issued a detailed guideline to reduce environmental pollution caused by industries and to protect the environment. As a responsible sector the banks in India, they have adopted Green Banking and they present themselves as an example in front of country which is protecting from the polluted environment.

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### Review of Literature

**Ela Sen** (2010) explain their study in recent business green working is most useful term. it include paper less work, waste management, eco-friendly pattern, pollution control et. With computerization like speed, ambience, efficient working of business there is a need of social responsibility towards people and environment.

**Goyal Ka and Vijay Joshi** (2011) explained that the banking staff wants more business through customer satisfaction but other side the technology wants the customer not coming to the bank. Banks create a process which provide all banking facility to customer without visiting branch office.

**Bahl** (2012) Green banking is helpful in achieving environment friendly goals. The Garrett ranking method is used to evaluate the strategies implemented for green banking. The use of Magazines, newspaper, messages by the bank bringing awareness for green banking in the internal workplace and the use of Media, Events, and websites in the external workplace should be taken care of.

**Shikha Agrawal** (2014) explained in her paper about green sustainable Goals can be achieved by low cost and efficient resources use. In banking sector, promoting low carbon emission by using natural resources. Use of proper technologies and management systems of their lending principles.

**Ruchi Trehan** (2015) conclude that the Green banking contributes to financial development and to meet the sustainable Development Goals. India's bank still lag behind in Green banking. Indian banks should gradually take new steps in green banking, following the guidelines of the environment, so that the financial sector develops.

**Shakkeela** (2016) explained in her paper Indian economy has a great opportunity of growth by adoption of this green Approach in their system. This approach is beneficial for three model like people, planet and profit. , Green bonds, Green investment , and Green products are some of the things that would be valued in near future. Banks should create a platform for economic transformation.

**Rakesh, Srinath B V and Naveen R Karki** (2016) Through The green banking , awareness can be created among the people about global warming. With Green Banking, each member of staff, customers, and business man can contribute to protect environment. Green banking is playing vital role in bringing about massive change in keeping the environment pollution free not only in India but globally.

**Anu Sahi and Anurag Pahuja** (2017) most of the customers using green banking products have recognize that green banking is an activity that is environment friendly and saves their time, efforts and cost. Study finds green banking is more used by male than female. Punjab still lacks the knowledge to adopt green banking system and this gap can be filled by the bank's awareness programs.

**Dipika** (2018) green banking a concept that is good for environment and promoting economic growth. Banks wants to expand its presence in the global market, for this they need to know the social and environmental facts of global market. For sustainable banking, Green banking create a platform that would create many opportunities for investment and contribute towards pollution free city.

**Grimakar and Sudharshan** (2018) finds that younger customers are showing interest in it, but there is a need to spread awareness about green banking among middle and older age customer. Banks should try to inculcate ethics and consistency in their functioning and promote customer friendly business model.

### Research Gap

In the previous study, it has been found that green banking is an important tool of the bank towards the environment and social responsibility , which promotes savings. Most of research have presented only an explanatory description of green banking and its product, while less attention has been paid to the aspects related to their implementation .Although there is a significant difference in the actual figures. In some research, there is a lot of variation in the internal data, which is different from the actual facts. But there is lack of research that studies in which green banking has actually been linked to environmental factors. Taking into consideration shortcomings, there is need for progressive study to adopt green concept in Indian banking system.

### Objectives of the Study

- To study Green banking concepts adopt by Various banks.
- To identify the forms of green banking use by banking sector for making environment green and working way healthy.
- To recognize the benefits of green banking products adopting by banks in India.

### Research Methodology

This paper is based on qualitative research and methodology based on literature work, secondary data. The paper occurred in two secondary data. many published paper by journals on green banking and history of development in banking sector related to green banking concept. The second, data collection about Indian banks through published sources. Secondary sources were the reports and paper on green banking and other published information on the banks websites. The area of research is some Indian states and data collection based on secondary data.

### Research Hypothesis

The present study aims to test the following hypothesis:

**H<sub>0</sub>:** There is significant relationship between green banking products and Indian banking sector.

**H<sub>1</sub>:** There is no significant relationship between green banking products and Indian banking sector.

### Methods of Green Banking

Green Banking is a great way to behave in an environment friendly manner. There are many Green products used by the bank to promote green banking. The interest of society and environment is being kept in mind by the bank in its functioning. The banks works like a normal bank. Another role of this is to take environment and society towards sustainable development. The following methods/products can be taken for explaining green banking:

- **Online Banking Service**

Online banking provides banking facilities to its customers at home through a digital platform. All the transactional facilities of the bank through the internet and web source are delivered at the right time. It included online bill payment , online financial transaction . This feature promotes less paper use, energy savings and optimum exploitation of nature resources.

- **Use Green Power Saving Equipment**

Renewable energy can be used optimally and efficiently to reduce energy consumption. Use of wind energy, solar energy, thermal energy and biogas in operation of equipment by the bank will promote energy conservation. Banks has shown the works of water harvesting in its online profile. IndusInd bank launched solar based ATMs through their project "HUM AUR HARYAL".

- **Green Saving Accounts**

Banks create donations on the groundwork of savings done by customer's. the more they save, the more the environment benefits in the form of contributions or donations done by banks.

- **Green Credit Cards**

A step for environment friendly rewards banks introduces green credit cards. Users are rewarded with some points that convert into cash and can be use for environment protection task. Green credit cards provide facility using ecological material or promoting paperless banking. It is a better way to avoid plastic waste to use alternative eco-friendly products. It is a great green product of Green Banking.

- **Mobile Banking**

Mobile banking includes balance checking, bill payment, online transactions, online shopping etc. which is done through a mobile or a device. It initiate less mail, less paperwork, less travels to branch office by bank customers. Mobile to digital banking replaces debit and credit cards and cash laden wallet. Bank provide Security on mobile banking which is make it a safe payment alternative.

- **Green Mortgages**

Banks provides Green mortgages to those customers who buy or use an energy-efficient home. Mainly it can be said that when mortgaging is done rewarded with lower rate of interest or cashback or both. There is big move by the bank to convert brown mortgages to green mortgages.

- **Green Infrastructures**

The meaning of infrastructure includes both natural infrastructure ( forest, landscape, water supply) and traditional type( buildings..) infrastructure. With the bank financial focus on green infrastructure, public interest in projects such as electric vehicles and microgrids has increased.

### Importance of Green Banking

At present, every sector of the country is contributing in making the environment pollution free. The contribution of the banking sector in making the environment green cannot be underestimated. Every member of the corporate sector has come to know that tempering with the environment can be risky for

his business. For providing finance by banks, environmental standards have been set up which every company or industry has to follow for availing loan. In this situation, if the environmental standards are not followed by the industries or company, then bank may cancel their loans.

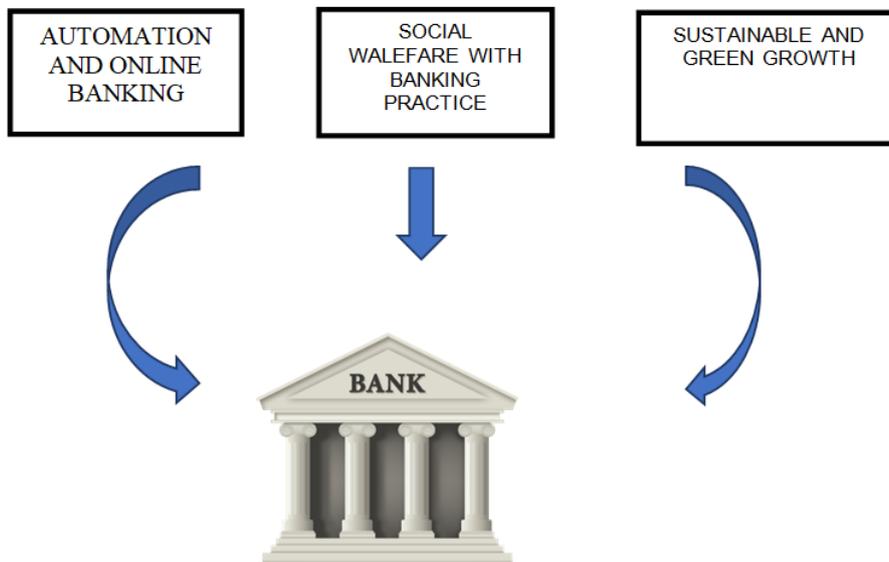
Therefore, green banking save costs, reduce legal and credit risks, enhance bank goodwill and a big step towards social welfare. Indian banks are adopting many more social welfare programmes for society.

It is implemented by following environmental norms and it is also important to comply with these standards from time to time. Even after many costs, when benefits of productivity, care costs seem to be less than the benefits. Technology which area eco-friendly solves many financial problems of the bank and is also profitable in the financial sectors. Green Banking is most helpful in sustainable growth through awareness and awareness can be generate by meeting, high level conference, letters, internet, programmes, annual report on green initiatives.

In future of Indian Banking sectors will mostly based on green banking with green products, green service and green process of work. Those banks are doing good in the field of green banking, awarded by reserve bank of India. Green rating agencies fixed the assessment for the borrower and user of the green loan. Clients who shows interest in eco-friendly projects can invest in Green mutual funds. IRDA, an important organisation in the insurance sector, has entered the field of green insurance, which will work to provide protection against significant risks related to the environment. All these benefits are set green banking very important to creation environment friendly green economy.

#### **Green Banking Strategies**

1. To make the stakeholders aware of the adverse effect on the environment, society and economy, also aware them about benefits of the environment and business value through green banking.
2. There are many ways the bank can adopt to reduce the carbon footprint, such as reducing use of biodegradable materials and reducing the use of paper.
3. Organise some training programs for banking customers to identify benefits of online banking.
4. To promote Green banking, the bank's strategies have to be implemented with the workforce and the customers, stakeholders, other suppliers should also be made aware about this.
5. The Green policy should be amended regularly and the interest of the industries in promoting it, development should also be monitored.
6. Make efforts to reduce cybercrime and provide security to the customer concerning safe online banking and card payment transaction.
7. Create awareness among customers for green banking activities and their benefits.



### **Concept of Green Banking In SBI**

SBI is the first bank in the world which has forayed into the field of Green power. Taking a new step in this direction, SBI has installed 10 Windmills with a capacity of 15 MW in the states Gujrat, Mumbai, Tamil Nadu. SBI is working closely with Suzlon Energy in this area.

The Bank has received pass from Indian Green Building Council (IGBC) for establishment of green buildings. Bank prepare a road map of eco friendly 8 buildings that are certified by IGBC. To fulfil these objectives by SBI continuing its efforts to maintain sustainability. Bank is trying to establish green property to complete their goal.

Bank launched "SWACHHTA HI SEVA" campaign on the occasion of Gandhi Jayanti. The bank pledging to make its organisation plastic free in the next 12 months. Taking the step, banks are using standardized paper instead of plastic paper. The bank also replacing plastic container with made of substance in its food canteen. Bank will promote renewable energy by using electric vehicles.

SBI started a project 40 MW rooftop solar photovoltaic with the help of world bank. Not only installing solar plant but also tree plantation, ban single use plastic and promote organic farming. Green energy is a part of SBIESG policy, it is important for achieve sustainable development growth.

SBI has launched a new agenda to reduce pollution by Waste Management. SBI foundation runs "WASTE TO GOLD" model in Dimapur village. The objective of this campaign is to provide skill to the youth of village and give employment them to develop green sustainable system. This project highlight the mismanagement of waste in Dimapur. This green step save the river of village from solid indiscriminate waste and provide livelihood skill many people.

Water Management of SBI has great initiative and its efforts to create awareness in its employees. SBI foundation in associated with CHIRAG foundation launched Project 'JAL DGARA' in Almora and Bhageshwar districts of Utrakhand. They motivated the local citizen to conserve water by educating them ground water science and create enough infrastructure. Results of this project is to provide water security to 100 households.

Natural Resource Management through Innovation, Innovation of IT Infrastructure, Green banking channels (YONO app), focused on card based green banking focused on saving paper.

SBI provide finance to Renewable energy projects for next five years. SBI need to step up for green fund for sustainable growth. Banks also step up for green lending those projects which relates environment protection.

### **Concept of Green Banking in Punjab National Bank**

Bank has adopted green initiative such as using solar energy in their work area, water management, Digital payment Machine, using less paper. In credit giving policy Bank has given preference those project who have NOC from pollution control board and environment friendly projects wind mills, solar plants. Bank has regularly involve environmental protection activities through CSR like Van Mahotsav programme, bank organise many more Tree Plantation programmes. Bank as set up green park in many of their branches and set up Cash calculator Machine, Passbook Update Machine for digital banking. Bank has performed some step to conserve environmental resources like water, paper, energy. Bank promoting solar or wind energy in Rural areas. Establishment of green buildings and CSR camps in many areas. Generate guidelines to the project for environment protection in which bank is financing.

### **Concept of Green Banking in Bank of Baroda**

Bank of Baroda has become more concern about green power by installing windmills , energy saver IT equipment selection, energy saver CFL and LED lighting. The Technological programmes of bank has grown very rapidly, use of E-banking, paperless-banking showing awareness towards the environment. In term of lending policy they preference projects that are engaged in effort to reduce carbon emission like solar or wind energy mills etc. Bank has initiated a major business alteration called "project navodya". The bank aims to make itself technology skilled to make a big mark in the market and satisfy the changing needs of own customers.

Bank initiate Digital products like ATM, debit or credit cards, Mobile Banking to make your banking smooth, easy and save time without visiting branch. Bank ensure all security for their online transactions

The bank support technological changes in environment to further strengthen its customer relationship and is constantly on the lookout for the smooth running of the economic activities of the country. Taking steps towards cleanliness, the bank has made arrangements for facilities like construction of toilets, water management, and waste management. Bank of Baroda show their participation in 'Swachh Bharat Mission' in associated with NGOs.

Bank adopt environmental standards for lending which benefits our future generations and lending to those real estate projects who have following the guidelines of National Environmental Policy 2006.

Bank has launch a programme on 13 DEC 2021 "GREEN RIDE- EK PAHAL SWACHH HAWA KI AUR". The super model Milind Soman participate in this programme and completed a journey Delhi to Mumbai Via Gujrat, Haryana, Rajasthan on a bicycle. Aware people take step healthy environment and use of energy efficient transportation. Bank of Baroda is urges and support to reduce the negative impact of climate and continuously work towards sustainable development of its banking operations.

Bank truly making a progress in IT projects, which is covering not only the domestic business but also the foreign sectors. The Bank has a large ATM network across the country and has also started mobile ATMs in selected cities. Bank has provided facility like digital salary payment to corporate customers, has introduced a best mobile banking app (Baroda M-connect) and prepaid gift cards.

#### **Concept of Green Banking in ICICI Bank**

ICICI bank assist 25 resources conservation and biodiversity projects with Indian army from 2006-11. Banks supports finance to Indian Army for implementing those projects across the country. These Projects helps increasing biodiversity, wind energy, bio gas plant development.

The Bank has implemented several green projects across the country to make a mark in the field of green banking. From tree plantation to health, education and village electrification work has been done by bank. Bank also Electronic Branches has set up in many cities.

Bank launched "Go Green Programme" on a big level to reduce carbon foot print. ICICI Bank is continuously running many new programs in the field of energy conservation, social security, health, environmental. Bank has also run Tree Plantation scheme to provide employment benefits to the tribal communities of the tribal communities of Chhattisgarh, Maharashtra.

ICICI Bank encourage to customers to use environment friendly vehicles by offering 50 percent concession on processing fee for those car models which uses alternate sources of energy like electric car.

Solar Branches is another a good step taken by Bank. Along with the use of Solar energy in its branch , the bank is also providing solar energy facility to many villafes. The bank has been providing finance for the scheme being run to protect the environment to maintain ecological balance. Following these same principles, bank continuously providing facilities of plantation, education, health services.

The Bank has played an important role in bringing about a change in the medium of digital banking. The bank is confident that digital banking is not only empowering the customers but fulfilling their ambitions. Bank provide them high level security during transactions. Online banking reduce the use of paper and this is a initiative to save trees.

#### **Concept of Green Banking in AXIS Bank**

The lending policies have been reformed by the bank to promote environmental sustainability and growth. To make the customers aware about green banking and tell about the adverse effects on the environment. The Loans provided by the bank to the corporate sector have an indirect impact on the environment. The new policy of providing answerable loan has been launched by the bank which is "Sustainable Lending Policy and Procedures" which is able to assess environmental and other social risks. Solar energy, wind energy, sustainable infrastructure, waste management, water conservation are subjects that contribute to low carbon management which is important to archive sustainable environmental goals of UN.

Green bond issued by AXIS bank in 2016 was the first Green bond of Asian bank. India's first bond to be listed on the London Stock Exchange. These green bonds were issue for projects of low carbon emission, renewable energy etc. the committee has also constituted to evaluate the Green Bonds from time to time.

'Plant a Sapling' under the project the bank would tie up with customers in 24 cities and more than thousands sapling have been planted. Bank initiated plantation at vast level. Bank's Project "PRATHAM" is a vast strategic initiative that is scaled through the business process which aim enhanced customers experience and reduce operational risk. One of the major outcomes of which is to simplify the banking process.

Bank prefers e- statement and electronic communication to reduce paper expenditure. Promoting plantation, renewable energy, digital transaction among customers. To collect and store rain water through harvesting system and using equipment made from recycled materials. Solar based ATMs installed to reduce energy consumption.

The Bank stimulates its customers to banking through electronic means to reduce the consumption of paper. Plantation programmes is being promoted and furniture with Renewable potential is being used. The bank encourages environment sensitive projects and shows priority in giving loans to those projects which are environmentally sensitive and which promote protection of the environment.

The "Remote managed programme" of bank will be the main focus of monitoring the environment management and energy efficiency program area. The bank continues its investment in digitization its customer products and service so that customers adopt Green banking. Reduction in paper usage improving the internal operating system of the bank.

#### **Concept of Green Banking in INDUSIND Bank**

IndusInd Bank set a statement for green banking is 'Good Ecology is Good For Business'. The bank set up its key element for ESG (Ecology Social Governance) activities. Bank prepares a framework of strategies for implementing Sustainable Development Keeping in mind its environmental and social risk responsibility towards the society, the bank strengthened its lending policy. The bank has shown its concern towards the local community and work related to environment protection is being promoted continuously.

IndusInd Bank progressively adopting Green/Ethics in own banking practices. Bank has recently launched "Green Fixed Deposit". This deposit is used to contribute to the plans being run by the United Nation to meet Sustainable Development Goals. The all deposits received by bank will be used in Energy, plantation, agriculture, greenhouse gas decrease, food, transportation etc. Both corporate and retail customers are participated in these deposits. Beginning of "Green Deposit" is a vast step of build a great worth for all its stakeholder and also increasing economic growth of the country.

IndusInd Bank has been running "Hum Aur Haryali" Campaign since 2009 within its Green project. Under this programme Bank has done the work of greening the Office area, saving natural resources, and reducing carbon foot print. The sensor is being used by the bank in the ATM which is functioning as the energy consumption and its management unit. Bank also taking a step for instalment of solar energy based ATM. Diesel based ATM are not eco-friendly and the ATMs need battery backup if they run out of diesel. Solar powered ATM reduce carbon thereby eliminating carbon foot print from environment. Banks wants solar powered ATM for around 50 cities of class B and C. The bank emphasizes that it is not necessary to only have technology to be at the forefront of the community, it is possible through sustainability, economics and social work.

IndusInd bank is providing its customers with the convenience of mobile banking anytime, anywhere. some such high level of security and quality is being provided by the bank to the customers at the time of online transactions. Under which facilities were provided to transfer funds from one mobile to another, book movie tickets, online shopping payment, pay your bills. It is the only bank in India that allows customers to withdraw cash without card through a mobile application. that is, customers without debit or credit card, they can withdraw cash from IndusInd bank ATM. The CEO of IndusInd bank describe the Green Banking is a mission, also introduced paperless management, CNG cars and supporting green finance supporting programmes.

#### **Concept of Green Banking in HDFC Bank**

RBI gave permission for the establishment of HDFC bank in 1994. The Housing Development Corporation Bank (HDFC) was the first private bank to be established in the era of liberalization. HDFC Bank started its operations from 1995 and its head office was established in Mumbai.

To reduce Global Warming, the bank has implemented business models on a large scale, which is helpful in reducing the amount of carbon. Bank taken several steps to minimise emission, which

include installing digital banking channels, energy efficiency, solar energy and paper conservation. Emission include emission from air, rail travel, e-waste, paper used. Bank publish every year its GHG emissions through sustainability disclosures. Use of E-vehicle and solar energy help in reducing Global Warming.

HDFC bank has encouraged green deposits to protect against the side effects of climate change, this will prove to be important for continuous and fixed deposits, housing loans and other ancillary services.

HDFC Bank adopt some climate change strategy:

- Renewable energy can be made an important option to reduce energy consumption.
- To reduce power consumption, the option of replacing high energy consuming equipment with low energy consuming equipment should be adopted.
- The devices can increase energy efficiency at the data center by using lithium batteries and ozone friendly refrigerators.
- Energy efficient building design
- Adopting solar energy in its offices work
- Create awareness among staff and society about Green activities.
- Bank aligning with SDG 12, to achieve sustainable growth and efficient use of natural resources, the bank actively on the look out for opportunities to recycle waste.
- No pen and paper policy on phone banking and credit policy releases. Generate phone banking and M-banking services and not print receipt at the ATMs.
- The projects which has adverse impact on environment is not given loan by the bank which has been shown environmental awareness by the bank in its loan policy.
- Bank resume in promoting education, health projects and working with the communities.

HDFC Bank has effectively initiated Green Practices through launched green deposits offering for customers who can grow their wealth by contributing to serve the needs of a green world.

#### **Concept of Green Banking in YES Bank**

YES bank is first bank organize carbon neutral 'Natural Capital Award'. The bank initiated award in association with Ministry of Environment and forests, Directorate of Climate Change and Ministry of Development of Eastern Region for Clean Ganga. YES Bank has taken sustainability as one of its main points since early days. The Banks has enhanced the value of its stakeholders by incorporating sustainability in its functioning and has also created a positive image in business sector. The Bank has started "Green Good Deeds" campaign on 22 march,2018 in which environmental activities were carried out in association with students and community. Under this campaign Climate protection campaign, energy conservation, Green Good Deeds pledge campaign, are included. Bank recognize that Green fiancé deposit is a creative way towards future green banking awareness. YES bank is a private bank who support green banking in every step for welfare of own consumer. They actively participate in SDGs set by UN authority.

Bank adopt many green practices with its work like climate awareness work shop, tree plantation drive, energy conservation drive and green Olympiad. YES bank green objectives are spreading awareness and make a stand by 'Green Sainiks' who in turn will help safeguard in their group. YES BANK has start initiatives around World Environment Day. YES bank also supported by international authorities and biggest world environment parties.

#### **Concept of Green Banking in Canara Bank**

In 1906, Ammembal Subbarao established Canara Bank. It was established in Mangalore as a government bank. Its present headquarter is in Bangalore. The bank has expanded its branches to foreign countries. Bank take a important step for Green technology and increasing CSR activity in business payments. Its means promoting environments supported activities such as plantation, using online banking, paying bills online, generate green credit or debit card, opening accounts at online, instead of branch visiting. Canara Bank also active participant in NEPA (national environmental policy act) 2014 in the United State whose purpose is promoting the general welfare, to balance productive harmony between man and nature, also concern about social welfare programmes.

Canara Bank is the highest financier for the solar energy projects and operated energy audits and DPR (detailed project reports) development. Bank has a lot of activities towards paperless banking and bank known for carbon financing in Delhi and Mumbai. Bank launched E-lounges with technology based banking facilities like ATM, cash/cheque acceptor, passbook printer, online trading, online customer support services. Bank continue take step for encouraging solar energy and wind mill projects.

Bank has sought to obtain NOC from central/state Government while granting loan to units producing water treatment plants that discharge polluting substance. Bank providing Loans to promote Solar energy based equipment. Bank Providing loans to those projects which are emit low carbon substance. Small and medium units that manufacture aerosols using CFC, bank has completely banned its loan for them. The bank always take initiative for reducing carbon footprint from the environment.

### Finding and Suggestion

Following are some of the suggestions that can be adopted by banks:

- Green banking concept contributing in use of renewable resources.
- Aware customers about e-banking rather than paper work on branches.
- Green banking in India is still not in a fully developed stage. All banks should make environment friendly efforts to curb internal and external carbon emission by moving towards green banking at their level.
- Promoting social responsibility service of banks.
- Taking step for reduction carbon pollution by saving energy and paper.
- Awarded loans and other finance only those industries who follow all the environment safety standards.

### Conclusion

Banking sector is a very important part of the economy which faces many environmental risks. The bank cannot hold its own for a long time in the financial sector having environmental side effects. Banking Product Promote awareness among customers and encourages them to take care of environment So the appearance of green banking makes environmental condition more awake again and also allows consumers to access their need with their e banking. There is nothing on the surface of the E-environment projects being run by the bank. So Indian banking system needs to give more emphasis on Green Banking concept. The brand image of banks who adopt Green product in their work life are very successful. All banks build up their high goodwill through green banking. Those banks adopt Green products in their working they build good brand image among peoples.

Further, green banking is useful for the banks, industries and country financial development. Banks should give priorities those companies and industries which have already became and trying to be green. Recently all these strategies become important, not only smaller banks but also huge financial service providers. Indian banks should improve the green banking concept and adopt a beneficial model. Increasing competition and globalization, banks should look out the green projects for taking advantage of competition.

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